

## January 2010

### Imported Beer - US

This report focuses on how the imported beer category has changed, particularly in response to the current U.S. economic and social landscape, as well as current trends in beer and brewing. Current economic pressures in the US have motivated consumers to seek alternate choices to higher-priced imported beer.

## December 2009

### Natural Products Marketplace Review: Beverages - US

Natural and organic food and drink sales experienced strong growth over the last decade, and in particular in the last five years as mainstream FDM aggressively started stocking natural/organic name and private label brands. The recession has curtailed growth in the short term, and in this report Mintel discusses ...

### Coffee - US

As the nation responded to recessionary pressures in 2008 and 2009, millions of Americans engaged in subtle lifestyle changes in an effort to maintain a high standard of living, while reducing expenditures. Among the most common lifestyle change is the tendency to spend more time cooking and entertaining at home ...

### Organic Food and Drink Retailing - US

Organic food and drink sales experienced strong growth over the last decade, and in particular in the last five years as mainstream FDM started aggressively stocking organic name and private label brands. The recession has curtailed growth in the short term, and in this report Mintel discusses how consumer trends ...

## November 2009

### Wine - US

### Smoothie Shops - US

Smoothie Shops, as a relatively new concept, have been finding their way in the world, and although they have found niche appeal with younger consumers, this limited market combined with economic and climate woes in the recent past have hindered growth and caused many market leaders to reevaluate their core ...

### Domestic Beer - US

Heightened public awareness of the overweight/obesity epidemic in the US has helped to evolve the domestic light beer segment. The light beer segment reached a 60.8% share of total domestic beer volume sales with 4.4% growth from 2007-08. Meanwhile, the super premium and craft beer segment is ...

### Bottled Water - US

The bottled water category faces numerous challenges including the economics of the “new normal” and increased environmental concern, and as a result, understanding market dynamics has become essential to ensure continued success. Opportunities do remain, however, and this report seeks out and finds them. Some of the topics covered in ...

### Vending - US

This report explores the US table wine market. Besides presenting sales data on domestic and imported table wine, the report considers a wide range of topics, including:

Vending machines are so much a part of everyday life, they may be overlooked or forgotten by many consumers. However, they offer convenient 24-7 access to beverages, food and a growing number of non-food products, and form a significant \$14.4 billion industry – which is currently adjusting to a ...

## September 2009

### Functional Beverages - US

The functional drinks market exhibited hefty growth till the onset of the recession, but showed signs of distress amid ongoing difficult economic environment. Even though the new product activity has remained strong during the recession, most of those products primarily target teens or young adults who tend to be price ...

### Stevia and Other Natural Sweeteners - US

The all-natural, zero-calorie sweetener market is in its infancy, relatively speaking. Since 1995, stevia, has only been permitted for sale in the US as a dietary supplement, not a sweetener. But in December 2008, the FDA approved rebaudioside A (Reb A) for sale in food and beverages, which will dramatically ...

### Spirits - US

The recession is driving some subtle, and not so subtle, changes in consumer behavior. Indeed, in virtually every category of consumer packaged goods, evidence of lifestyle change and adaptive behavior can be observed. The category of spirits is no exception. Not only has the amount of alcohol being consumed on ...

## July 2009

### Energy Drinks and Energy Shots - US

The energy drinks market emerged in 1997 in the U.S. with the introduction of Red Bull and is still a relatively immature market. However, following years of impressive growth, energy drinks sales slowed in 2008 amid the economic recession and growing consumer concerns about their safety. Despite the introduction ...

## June 2009

### Carbonated Soft Drinks - US

The carbonated soft drinks market continues to exhibit a downward trend in sales and consumption. Even though the market still commands the highest consumer penetration among all non-alcoholic beverages, the

market's long-term profitability appears to be threatened by a combination of factors including soda's link with the ongoing obesity issues ...

### May 2009

#### Tea and RTD Teas - US

Following years of rapid growth driven by the healthy eating trend, the tea market sputtered in 2008 as consumers cut back spending amidst the economic downturn. Sales of ready-to-drink (RTD) tea—the largest and, until recently, fastest growing segment in the category—stalled as consumers switched to more economical options, including private ...

#### Alcohol Consumption in Bars and Restaurants - US

This report comes at a time when the bar and restaurant market is in flux, with Darwinian tactics elevating those that can be successful to the forefront of the pack. This report evaluates the current state of alcoholic beverage consumption at bars and restaurants, with a focus on what's driving ...

### April 2009

#### Restaurant Beverage Trends - US

While the recession has squarely hit the restaurant industry, that does not mean restaurant beverage innovation has stopped. To the contrary, in an environment where consumers are greeting expensive beverages less enthusiastically, the industry has worked hard to adapt.

#### Non-alcoholic Beverages: A Retail Perspective - US

After several years of slow but steady growth, non-alcoholic beverage category dollar sales slipped slightly in 2008. Non-alcoholic beverages have experienced an explosion of new products; new beverages delivering ever more narrowly targeted benefits in areas ranging from energy and performance to environmental sustainability. The breadth of choice available to ...

#### Convenience Stores - US

Sales growth in the convenience store industry has cooled off considerably since 2006 as the economic downturn and fluctuations in gasoline prices have impacted gasoline consumption and miles driven by consumers. Unable to count on gasoline sales for continued sales and traffic growth, innovative convenience stores are increasingly turning to ...

#### Milk - US

The milk market continues to face multi-pronged challenges—competition from other dairy beverages, low awareness of functional innovations in milk, lack of flavor-based innovations, retraction in consumer demand, consumer concern about growth hormones and price deflation. This report addresses and provides answers to a number of challenges existing in this market.

#### Market Re-forecasts: Drink - US

Mintel has undertaken some bold initiatives that provide crucial insight into current market conditions and approaches to a range of markets moving forward. Most dramatically, Mintel conducted an exhaustive re-evaluation of consumer market forecasts of our reports.

### March 2009

#### Packaging Trends in Food and Drink - US

This report focuses on current trends in food and beverage packaging in the U.S., with an emphasis on sustainability, health and wellness, and convenience trends. Mintel explores how changing consumer preferences—including a renewed interest in valuedriven by the economic recession and growing concern about the environment—are impacting packaging design.

#### America's Changing Drinking Habits - US

The non-alcoholic beverage market has been in a state of flux since the past decade, with a paradigm shift in consumer preferences for non-alcoholic beverages. While beverage manufacturers need to fine-tune their offerings to align with the changing trends in consumer preferences for different non-alcoholic beverages, marketers also need to ...

### February 2009

#### Fruit Juice and Juice Drinks - US

The fruit juice and juice drinks market continues to face multi-pronged challenges: consumer perception of fruit juice and juice drinks as a high-carb beverage, competition from new age beverages such as enhanced water and ready-to-drink tea, and continued price escalation primarily due to natural disasters. This report not only provides ...

### January 2009

#### Baby Food and Drink - US

With only a slight increase in the population of children aged three and under and slow but steady increases in the percentage of mothers who breastfeed their babies, the baby food and drink market has experienced only minimal dollar sales increases over the past five years. Economic pressures are likely ...