

September 2013

Coffee - US

“Variety has fueled growth and led to a boost in sales for coffee manufacturers. However, Mintel research finds that many new products have yet to interrupt consumers’ everyday coffee rituals, namely, a cup of roasted ground coffee prepared in a standard drip coffee maker. Manufacturers must find ways to introduce ...

August 2013

Yogurt and Yogurt Drinks - US

“Price and health are two areas providing major opportunities for marketers. The rise of Greek yogurt has defined the industry during the past several years. Consumers have been more than willing to pay a premium for Greek yogurt, although there are early signs that they are beginning to seek more ...

Energy Drinks - US

“Current energy drink, shot, and mix users have been affected by the scrutiny regarding the safety and health effects of the category. Educational outreach is necessary to help current users feel confident that their choice of energy drink, shot, or mix has no adverse effects. Informative marketing also could broaden ...

July 2013

Tea and RTD Teas - US

“The rise in tea’s popularity in the U.S. has opened the market for manufacturers to emphasize the natural taste of tea, range of tea types, and various preparation options. Through education, manufacturers have the potential to elevate tea to the level of other premium beverages, such as coffee, that ...