

December 2010

Poultry - US

The U.S. retail poultry market gained 31% during 2005-10, topping an estimated \$41 billion in 2010. It enjoys a healthy halo compared to red meat, thanks to its lower fat content. Additionally, its low cost has made it more attractive to cost-cutting consumers in the past five years. Lastly ...

The Private Label Food and Drink Consumer - US

Private label food and drink products have garnered more attention in the media, as well as the business community, in recent years in part because of the impressive growth across multiple categories. Consumers are buying private label food and drink products in greater numbers, typically because these products represent better ...

Fish and Seafood - US

The fish and seafood category generated almost \$16 billion in total U.S. sales for 2010, making it a good catch for both consumers and retailers. However, it is somewhat unique in that a good portion of its revenue is generated by random weight, non-UPC coded items, making brand development ...

Sugar and Sweeteners - US

With the recession, more people have been cooking, baking, eating and drinking at home, which has helped the sugar and sweeteners category maintain positive sales growth. However, health issues are an underlying force for the category and these concerns have had a decided impact on each of the four segments ...

Yogurt and Yogurt Drinks - US

The yogurt and yogurt drinks market is benefiting greatly as consumers pay greater attention to healthy eating. Sales have risen steadily over the past five years, and with U.S. per capita consumption still trailing that of Europe by a wide margin, it appears that prospects for continued growth are ...

Red Meat - US

With total U.S. sales of \$71.9 billion estimated in 2010, red meat sales have grown 15% since 2005; however, the industry experienced its first single-year decline from 2009-10. In this report, Mintel presents sales trends of red meat, including performance by company and brand, as well as by ...

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Breakfast Entrees and Sandwiches - US

The market for frozen and refrigerated breakfast entrées and sandwiches showed impressive growth in 2006, but the rate of growth decelerated in 2007 and then again in 2008 and 2009, as recession gripped the nation. Like many other sectors, this is a category that is faced with the challenge of ...

Non-chocolate Confectionery - US

In spite of the weak economy, non-chocolate confectionery has shown impressive sales growth across all product segments in the past two years, proving that it is a recession-resistant category, much to the pleasure of manufacturers, marketers and retailers. Consumers

Cookies and Cookie Bars - US

With annual sales of more than \$6 billion and some of the world's biggest manufacturers, including Kraft and Kellogg's as major players, the category has the potential to be at the forefront of how companies engage their target audiences through traditional and emerging media.

Spoonable Desserts - US

The multi-billion dollar spoonable desserts market spans both the traditional and specialty retail environment, featuring shops that sell ice cream and other popular dessert options. This is a very dynamic category, as it features something for everyone and

are rewarding themselves with sweet treats, and thus rewarding the industry.

includes some of the most indulgent treats, as well as portion-controlled packaging ...

October 2010

Budget Shopper - US

The official announcement that the recession came to an end in June 2009 seems out of sync with the reality of most Americans still feeling the effects of the downturn. Reflecting an enduringly recessionary mindset, a majority of consumers continue to say that they are budgeting their money more than ...

Frozen Snacks - US

Frozen snacks are quite popular in the U.S., but the category faces stiff competition from the salty snacks market, which thrived during the recession. Quick service restaurants (QSRs) also pose a formidable challenge in that many chains have introduced and spent lavishly to promote products similar to the most ...

Specialty Foods - The NASFT State of the Industry Report: The Consumer - US

This report, a companion to *NASFT: State of the Specialty Food Industry Report—The Market—U.S., March 2010*, examines consumer attitudes towards, and opinions about, specialty foods.

Cooking Enthusiasts - US

Since the recession began in December 2007, millions of Americans have made changes to their lifestyles in an effort to mitigate the impact of the downturn. High rates of unemployment and poverty combined with historically low consumer confidence levels have driven many to continue embracing frugality despite statements from the ...

Food Allergies and Intolerance - US

To understand the market impact of food allergies and intolerances, Mintel explores sales of food and drink products specifically marketed as “free-from” or without certain common allergens. Despite the negative economic pressures brought about by the recession, the free-from category has proven to be a bright spot, with dairy/lactose-free ...