

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

Lunch Meat - US

Since the start of the economic recession in 2007, sales of lunch meat have rebounded thanks in part to an increase in “brown bagging” and “eating in.” In this report Mintel discusses how consumer trends, the economy, and new product trends are influencing the lunch meat market. In addition ...

Natural Products Marketplace Review: Refrigerated and Frozen - 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 ...

Foodservice and Convenience - US

Depressed consumer confidence continues to plague foodservice industries, as dining out is more frequently perceived as a luxury that can be cut back on. However, restaurants may be able to mitigate the damage of the recession by focusing on the “convenience segment,” those consumers who continue to spend on ...

Smoothie Shops - US

Smoothie Shops, as a relatively new concept, have been finding their way in the world, and although they have

Sweet Treats - Ireland

In response to increasing demand for data concerning the dynamic economy and growth markets of Northern Ireland and The Republic of Ireland, Mintel has developed a series of reports covering a wide variety of sectors within both of these dynamic regions. Each one provides detailed coverage of key drivers as ...

Natural Products Marketplace Review: Shelf-stable Foods - 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 ...

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 ...

Attaining Optimal Heart Health - US

The US market for heart health is driven by a range of health factors, primarily other diseases such as hypertension, diabetes, and high cholesterol, as well as the rising obesity rate, cigarette smoking, age, gender, race, and heredity. This report focuses on these drivers and provides analysis of the following:

Ice Cream Shops - US

This report explores the ice cream shop market—identifying key developments that are changing

Food and Drink - International

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 ...

Restaurant Beverage Trends - UK

This report assesses consumers' attitudes towards drinks in restaurants and looks at the underlying motivations and influential factors behind consumers' purchasing habits in this area.

Meals-for-one - UK

This report examines the eating habits of adults in OPHs. No one consumer product market will be examined, however, Mintel will explore a whole range of food products, with reference to how they fit into the daily eating patterns of people living on their own.

Family Dining - UK

This report examines:

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 ...

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 ...

Food NPD - Europe

consumer habits and usage with consideration of the current economic climate and competitive threats.

Managing Food Costs - UK

This report looks at the fluctuations in food prices and the impact of these and other recent economic changes on consumers' grocery shopping behaviour, as well as the ways in which retailers and brands have responded to these changes.

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 ...

On-trade Soft Drinks - UK

The report focuses on soft drinks bought for consumption in the on-trade, outside of the home.

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

This report, a companion to *Speciality Foods—NASFT State of the Industry Report—The Market—US, October 2009*, examines consumer attitudes towards, and opinions about, specialty foods.

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 ...

Yogurt - US

Food and Drink - International

European Consumer Goods Intelligence is a unique series of fmcg market research reports, written by industry experts and incorporating exclusive insight into consumer activity and market trends.

Yogurt sales continue to rise as more Americans become aware of yogurt's health benefits. The U.S. yogurt market reached an estimated \$4.1 billion in 2009 in FDMx. In this report Mintel discusses how consumer trends, the economy, and new product trends are influencing the yogurt market. In addition ...

Family/Midscale Restaurants - US

This report explores the family restaurant market—identifying key developments that are changing consumer habits and usage of these restaurants within the current economic climate, which has caused “value” to emerge as a key theme as operators struggle to combat declining guest traffic.

November 2009

Food Retailing - UK

People want their grocery shopping to be convenient. But, in contradiction of popular myth, most people (85%) don't mind grocery shopping, although 35% admit that they find it a chore.

Consumer Attitudes to Fine Dining - UK

This report aims to investigate the question: “**Has the recession made fine dining redundant?**”

Children's Eating Habits - UK

Food and drink manufacturers looking to target their products at children are increasingly using internet advertising. Internet ad is less regulated than other media and children are already responding positively to it: thirty percent of 8-16 year-olds say that they try food or drinks after seeing them online.

Lager - UK

- Since 2004, lager value sales fell by 11% to reach £11.4bn in 2009. Nevertheless, it remains the largest selling alcohol drink.
- While the trade defines premium lager as having an ABV (alcohol content) of around 5% and above, only one in ten regular lager drinkers think that stronger lager ...

Pub Visiting - UK

After necessities and bills, going out, such as the pub & cinema, and dining out still remain consumers' top spending priorities.

Evening Dining - UK

- Two-thirds of adults cook their evening meal from scratch. However, most draw upon a repertoire of meal options that includes take-aways and ready meals.
- Manufacturers and retailers of convenience foods are failing to attract their share of older shoppers, with this group preferring to cook their evening meals from scratch ...

Breakfast Foods - US

Like a small town high school marching band, the success of the breakfast food market is largely

Casual Dining - US

With the recession in full swing, the casual dining sector has suffered across the board. Strategy has turned

Food and Drink - International

determined by the widely varying talents of its members. The varying sales of the 10 competing segments combine for flat overall results. This report explores the factors that influence product selection—health and price ...

Potatoes - UK

- The chilled potatoes sector is showing strong growth, now accounting for 2% of the market. Not only do consumers want potatoes that require minimal cooking, but they are also responding to the health/ freshness position of chilled potato products. Fresh potatoes still account for two-thirds of the market.
- Suppliers are ...

Food NPD - UK

Innovation is one of the major drivers of the food market and innovation itself is driven by broader social and cultural trends. Two trends – towards convenience and towards healthier eating – have helped reshape the UK food sector over the past decade. UK eating habits have received massive attention ...

Food NPD - Italy

Italian retail value sales of food reached €122 billion in 2009, growing by almost 1% on 2008. This modest growth reflects how a reduction in prices initiated by the poor economic outlook and the following recession has affected sales. In addition, more Italians are opting for own-labels and discount ranges ...

Seasonings - US

Seasonings is a mature market with sales totaling an estimated \$3.6 billion in 2009. Following years of slow growth, sales picked up in 2008-09 as the economy worsened and Americans cut back on eating out at restaurants and began cooking at home more often.

Vending - US

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 ...

sharply from expanding capacity to stealing share from competitors. Unit counts for leading chains are on the downswing. In this report, Mintel examines the impact of recession on casual dining chains and ...

Food NPD - Spain

This report examines consumer attitudes towards new product development, buying new food products, and brand loyalty, and looks at the levels of NPD in a number of food markets as well as product positioning claims. The specific markets covered in this report are ready meals, cheese, meat products, fish products ...

Food NPD - Germany

Although openness towards new products is increasing in Germany, both economic uncertainty and an ageing population which is less willing to experiment, restrict the prospects for new launches. Those who go out to work increasingly find that convenience eating compensates for a lack of free time to cook from scratch ...

Food NPD - France

Pressures of modern living are forcing more and more French to reluctantly forgo the tradition of cooking from scratch. As a result, the sales of prepared food products are slowly picking up after years of near stagnation. Those that still allow consumers some involvement in preparation have a head start ...

Wine - 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:

Hotel Catering - UK

Despite the increasing popularity of no-frills/budget hotels during the recession, catering continues to be an important element of the stay for many consumers. Just over 27m people stating that they've eaten breakfast in a hotel in the last three years.

Budget Shopper - US

The current recession didn't so much start a trend toward budget shopping as intensify one already in place. While belt tightening has been an ongoing process in recent years, the motivations for it have shifted considerably in the past 12 months as the recession has deepened and turmoil in the ...

October 2009

Over-55s' Eating Habits - UK

- When shopping for food, two thirds of over 55-year olds are likely to have planned their purchases in advance.
- Consumers aged over 55 are more frequent food shoppers than their younger counterparts who are much more likely to shop once a week or less.
- Almost 5 million over-55yr olds have ...

Specialty Foods - The NASFT State of the Industry Report - The Market - US

Specialty foods are defined as products that have limited distribution and a reputation for high quality. These items are becoming more popular—and easier to find—as the American consumer has developed a more sophisticated and discerning palate and as a growing number of channels offer foods to attract these consumers. NASFT ...

Private Label Natural and Processed Cheese - US

In this report Mintel reviews the markets for natural and processed cheese, including the various sub-segments; reviews how private label is performing against branded products; and how the struggling economy of the last couple of years has shifted household purchases. With natural and processed cheese sales in excess of \$10 ...

Exercise Trends - US

Only a small percentage of Americans meet the Centers for Disease Control and Prevention's weekly recommendations for exercise—150 minutes of moderate intensity aerobic activity for healthy adults plus muscle strengthening two days per week—and this

Bottled Water - UK

- There is a close relationship between consumer confidence and bottled water penetration and sales. Both fell dramatically in 2007 but have shown signs of recovery in 2009. It is likely that economic caution led consumers to switch to tap water.
- Volume sales of bottled water declined by 11% between 2006 ...

Pizza Restaurants - US

While the recession is a factor, the pizza restaurant industry faces unique challenges. This report provides market participants the insight needed to understand these challenges, as well as analysis on how pizza operators are adapting to them. Issues raised in the report include, but are not limited to:

Media and Food (The) - UK

- Health advice is constantly in the media and just under 10m people try to keep up to date with such health advice. However, the vast majority of these (just under 9m) admit that conflicting advice is confusing.
- The majority of consumers (23m) believe they know what to do to keep ...

Eating Out Meal Occasions - UK

- While around 24m consumers eat out for a special occasion, almost 19m do so just because they feel like it and 15m eat out as a regular treat. The rise of discounting in recent months has helped eating out to remain

lack of compliance shows that there are significant opportunities for companies in the exercise category ...

accessible to consumers during the recession, especially families.

- Although ...

Ice Cream - Europe

This report provides a pan-European overview of the ice cream market in France, Germany, Italy, Spain and the UK. For more detailed information, please refer to the five individual country reports: *Ice Cream, September 2009*.