

### November 2007

#### Organics - UK

Since 2002, the UK market for organic food has grown by 70% to £1.5 billion in 2007. During this time, organic foods have become mainstream, aided by wider availability and growing consumer interest in premium and ethical food markets.

#### Fitness Classes - UK

Fitness classes continue to represent an important and growing segment of the UK health and fitness market. Private health and fitness clubs have driven the sophistication of group exercise in terms of programming, increased repertoire and use of motivational tools, with today's consumer prepared to pay more for higher quality ...

### October 2007

#### Yogurt - UK

Yogurt has a long-established reputation as a product consistent with healthy eating and great taste. It has been well placed to take advantage of increasing consumer interest in the link between diet and health. High levels of NPD and strong promotional support characterize the yogurt market – it is one ...

#### Alcohol: health and premiumisation - UK

This report examines some of the key issues surrounding an alcohol market challenged by a slowly declining consumer base and the increasing emphasis placed on 'health issues'.

### August 2007

#### Salad Accompaniments - UK

Manufacturers face the age-old problem that pouring a product which is perceived as unhealthy onto a salad defeats the purpose of eating it in the first place. While manufacturers have quickly provided better-for-you alternatives, the trend towards superfoods, vitamin-enriched and functional foods could potentially offer salad accompaniments a healthier image.

### July 2007

#### Sports and Energy Drinks - UK

The market for sports and energy drinks is buoyant with overall sales growth exceeding that of soft drinks generally. Most of the growth to date has been achieved by increasing usage rates amongst core consumer groups. The future challenge for the industry is to move sports and energy drinks to ...

### June 2007

## Health and Wellbeing - UK

### Childhood Obesity - UK

More calories in and fewer expended have led to rocketing rates of obesity across the world as habits are passed down from parent to child. The health implications both short term and long term are grave. Obesity currently costs the NHS £1 billion annually and may even overtake tobacco as ...

### Frozen and Canned Fruit and Vegetables - UK

This report assesses analyses the frozen and canned fruit and vegetable market since the last Mintel report on the subject was published in June 2005.

## May 2007

### Vitamins and Mineral Supplements - UK

As a nation we are becoming more aware of the need to eat more healthily and in particular of the benefits of eating five or more portions of fruit and vegetables a day.

### Health and Fitness Clubs - UK

Health and fitness club operators have faced a challenging time lately. Their fixed costs (and this is a sector with a high fixed cost base) have risen considerably, primarily but not exclusively because of the massive rise in energy costs. Although they have been able to recoup some of these ...

### Sports Participation - UK

This report tests the hypothesis that convenience is the key to future growth in sports participation. By convenience, we mean ease of access – this can be physical or geographical access, financial access or social or organisational access.

## April 2007

### Reduced Fat and Reduced Calorie Foods - UK

RFCS products have enjoyed a period of sustained growth as consumers seek ways of controlling their weight and improving their health. Growth rates are now slowing and the RFCS market faces serious challenges. Changing consumer attitudes towards diet and towards RFCS products mean that such products may play a less ...

## January 2007

### Fresh Fruit and Vegetables - UK

Despite its inherent maturity, the market for fresh fruit and vegetables continues to grow, driven primarily by the trend towards healthier eating and in particular the government's 5 A DAY campaign. Other factors which



## Health and Wellbeing - UK

are contributing to increased sales value include the ongoing expansion of the range of convenience formats ...