

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 ...

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.

Yogurt - US

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 ...

November 2009

Breakfast Foods - US

Like a small town high school marching band, the success of the breakfast food market is largely determined by the widely varying talents of its members.

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 ...

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:

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 ...

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

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 ...

worsened and Americans cut back on eating out at restaurants and began cooking at home more often.

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

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 ...