

June 2013

Carbonated Soft Drinks - US

“Carbonated soft drink manufacturers are faced with a challenging marketplace in which they are battling not only to retain current users who are being encouraged to make healthy choices, but also to regain consumers who have already sought out alternatives. Companies are hedging bets on multiple packaging sizes, flavor innovations ...

May 2013

The NASFT State of the Industry Report – The Market - US

Mintel and the National Association for the Specialty Food Trade (NASFT) have collaborated to produce the tenth annual State of the Industry Report – The Market, following the first report published in May 2004. The purpose of this report is simply to show changes in the industry as a whole ...

Baby Food and Drink - US

“U.S. Census Bureau data show a 2.7% decline in population of children younger than five from 2008-13, signaling a shrinking market for baby food and drink. Innovative packaging and new formats that can make baby food and drink products appealing to babies longer will help counter losses in ...

Alcohol Consumption at Home - US

“Alcohol consumption at home or someone else’s home has become more commonplace in the wake of the recession. However, the slow economic recovery has seen some consumers return to on-premise alcohol consumption, which is slated to continually lessen the sales lead maintained by off-premise channels. Thus, more should be done ...

April 2013

Dairy and Non-Dairy Milk - US

“Milk is most associated with at-home breakfast or as an additive to cereal or coffee, but the growing variety of milk products invites expansion beyond these traditional usage occasions. Milk producers should embrace their product’s versatility by encouraging consumers to use milk in recipes, as a snack, or as a ...