

September 2009

Vitamins and Minerals - US

The US vitamins and minerals market is driven primarily by the graying of America and the substantial population growth of women, two groups that report high penetration for these products. Dynamic growth among the Hispanic population also holds significant potential for marketing opportunities, although this group reports much less usage ...

Marketing Health to Men - US

Men's health lags behind that of women, with a series of biological, social and behavioral factors working together to keep men burdened with greater disease rates and lower life expectancy. This report helps to unravel the mysteries of men's health, and explain why it is lacking and how to best ...

August 2009

Functional Foods - US

Difficult economic conditions have not substantially slowed the expansion of functional foods. Marketers and retailers continue to introduce new products, and more consumers continue to try them. In order to maintain the momentum, functional foods players will need to continue expanding into new benefit areas. They will also need to ...

July 2009

Healthy Living - US

The desire to live a healthy life is one almost all Americans hold—in fact, 90% of respondents to Mintel's exclusive consumer survey say that it is very or somewhat important to them to live a healthy lifestyle—and the decisions they make (or do not make) to this end have a ...

Functional Beverages - US

The functional drinks market exhibited hefty growth till the onset of the recession, but showed signs of distress amid ongoing difficult economic environment. Even though the new product activity has remained strong during the recession, most of those products primarily target teens or young adults who tend to be price ...

Stevia and Other Natural Sweeteners - US

The all-natural, zero-calorie sweetener market is in its infancy, relatively speaking. Since 1995, stevia, has only been permitted for sale in the US as a dietary supplement, not a sweetener. But in December 2008, the FDA approved rebaudioside A (Reb A) for sale in food and beverages, which will dramatically ...

Adult Obesity and Diabetes - US

More than 150 million adults in the US are overweight or obese, and this affects businesses in diverse categories, including food service, supermarkets, airlines, healthcare, and weight loss. Understanding the needs, desires, and motivations of the overweight and obese population is essential to the success of countless corporations.

Marketing Health to Women - US

Women's health is a vast and complex realm, with many issues and factors to consider. This provides ample opportunity for marketers to reach an audience of receptive and willing participants. The economy is proving to be a challenge for the health industry overall, and women in particular are impacted, often ...