

## September 2012

### Sandwiches, Subs and Wraps - US

Despite the recession, the sandwich shop segment has fared well, meeting the changing needs of consumers. Sandwich shops offer better-for-you and gourmet-like options, as well as upscale décor at lower prices than full-service restaurants, striking a balance between quick service and casual dining. These concepts also meet busy on-the-go consumers ...

### Breakfast Foods - US

The estimated \$12.5 billion breakfast foods category has experienced positive performance in recent years, posting gains of 19.5% in dollar sales from 2007-11. The category has likely benefited from an increased convenience factor, coupled with a strong private label presence and aggressive product innovation, at least in some ...

### Sugar and Sweeteners - US

The sugar and sweeteners market has fared well during the volatile economic climate of the past five years, mainly carried by the market's leading segment: sugar. In spite of the national focus on health and obesity, sugar sales have not suffered. However, the obesity epidemic, along with interest in all ...

## August 2012

### Condiments - US

Sales of condiments grew by 15% from 2007-12 (4% when adjusted for inflation), with the sharpest jumps coinciding with the onslaught of the recession. The category saw sales increase by 5.6% in 2008 and 6.2% in 2009. This is a clear indication that condiment sales can sustain periods ...

### Yogurt and Yogurt Drinks - US

While sales in a variety of CPG categories declined in response to the economic downturn, the yogurt category has proven to be quite resilient. U.S. retail sales of yogurt drinks reached nearly \$6.4 billion in 2011, up 31% from 2007.

### Bread - US

Retail sales of bread and bread products are expected to reach nearly \$21.6 billion in 2012, making it one of the largest food categories in the U.S and one that is critical to both retailers and manufacturers around the nation. However, it is also one of the most ...

### Vending - US

In the coming years, growth in the U.S. vending industry will likely depend on manufacturers' and retailers' ability to develop technologically innovative machines and expand product offerings to include more novelty foods, as well as non-consumables. Cold beverages, candy and snacks continue to drive sales in the food and ...

### Convenience Stores - US

Mintel's proprietary research finds that overall usage of convenience stores is far-reaching, and frequency of visits is high. However, challenges exist for industry players to establish brand loyalty. A highly fragmented retail landscape and a potluck-style product mix contribute to the common consumer perception that convenience stores are "all pretty ...

### Prepared Cakes and Pies - US

U.S. sales of prepared cakes and pies have weathered the recession and slow economic recovery with steady growth between 2007 and estimated 2012 levels. Consumers apparently have found a degree of comfort in RTE cakes and pies even as they limited spending on many other items. Still, the effect ...

### Nuts and Dried Fruit - US

The \$7.2 billion dollar nuts and dried fruit category fared well during the recession and beyond, posting a gain of 36.1% in dollar sales from 2007-12. The category has likely benefited from the health perceptions associated with it, as well as constant innovation and a strong private label ...

### July 2012

### Pizza at Retail - US

The \$5.4 billion pizza at retail market had been steadily growing between 2006 and 2009, but started to decline in 2010 and faces more declines for the 2012-16 period. The sluggish U.S. economy has not helped the pizza at retail category. This expected performance, however, will be impacted ...

### Ice Cream and Frozen Novelties - US

The ice cream and frozen novelty market, which struggled for positive sales growth in 2009 and lost sales in 2010, turned a corner in 2011 with a 4.1% increase in total U.S. retail sales to reach \$10.7 billion. Sales are expected to increase another 4.1% in ...

### Healthy Snacking - US

At a time when America's obesity problem is receiving extensive coverage from the media, consumers are becoming more aware of the long-term potential health implications of their eating habits. Unlike some other eating occasions, snacking is most associated with fun and perhaps even indulgence, which can make it challenging for ...

### Shopping for Groceries - US

Total retail sales of groceries sold through supermarkets and drug stores reached \$337.7 billion in 2011 and are expected to reach \$347 billion in 2012. The grocery market saw a slight slowdown in 2009 and 2010 as a result of the recession, yet is positioned to grow annually through ...