

March 2012

Refrigerated and Frozen Dough - US

The refrigerated and frozen dough market grew by 8.1% between 2006 and 2011. The market grew during the recession, but it faces challenges going forward, including increased competition from bakery products and restaurants as the economy recovers. To maintain the market, dough makers and retailers will need to adapt ...

Pet Food - US

In spite of the recession and subsequently slow recovery, consumers continue to dote on their pets, making this category—if not quite bomb-proof—at least able to withstand the shellacking suffered by many other categories. The pet food market experienced sales of more than \$18 billion in 2011, and is projected to ...

Attitudes Toward Fiber and Digestive Health - US

Studies have consistently shown that most Americans do not eat the recommended daily allowance (RDA) of fiber. According to many studies, high-fiber diets can promote cardiovascular health and help one lose weight, both of which are important to millions of Americans. Indeed, it is becoming increasingly clear that fiber provides ...

February 2012

Nutrition and Energy Bars - US

While sales of many consumer products have seen declines in sales due to the poor economy, this has not been the case for the nutrition and energy bar market. While not entirely recession-proof, this sector has shown itself to have staying power even in the light of continuing economic woes ...

Breakfast Cereals - US

The breakfast cereal market generated an estimated \$10.2 billion in total U.S. sales for 2011. While the market is substantial in size, the most pressing concern

Dry Pasta, Rice and Noodles - US

The \$5.1 billion dry pasta, rice, and noodles category is diverse, consisting of three segments: dry pasta and noodles, dry rice and rice mixes, and dry macaroni and cheese, all offering consumers a myriad of products that can be eaten as meals, side dishes, or snacks. Sales have fluctuated ...

Cereal and Snack Bars - US

Despite minimal growth in 2011, the cereal/snack bar category generated \$3.7 billion in total U.S. sales. Of the two segments—granola bars, and breakfast/cereal/snack bars—granola bars accounted for the largest share of the market with \$2.1 billion in sales for 2011. Breakfast/cereal/snack bars ...

Attitudes Toward Sodium - US

It's no secret that demand for better-for-you (BFY) snacks, prepared foods and beverages is on the rise. Companies around the globe are reformulating old products and bringing new ones to market to satisfy changing consumer preferences. While low and reduced-calorie products are at the forefront of this shift, concerns about ...

Fruit and Vegetables - US

Fruits and vegetables, whether fresh, canned, or frozen, are in the national spotlight as an important component of improving and maintaining health and curbing

for marketers is that it has been in decline since 2009. This is due in part to the fact that with a ...

obesity. This may be the reason that the fruit and vegetable industry has been a growing category in retail channels, in spite of tough economic times.

Breakfast Restaurant Trends - US

Breakfast has been a notable trend in the restaurant industry as operators have either added breakfast platforms or revitalized breakfast offerings to counter declines in traffic and tepid consumer spending. Mintel Menu Insights shows a 24.2% increase in number of breakfast menu items available from Q3 2009 – Q3 ...

January 2012

Gluten-free Foods - US

The retail gluten-free food market has grown to an estimated \$6.1 billion in 2011. While this figure includes all food labeled gluten free (including products that are inherently gluten free such as scallops or tomato sauce), sales of gluten-free food products that are alternatives to gluten-containing, grain-based products (e ...

Ethnic Foods - US

An increasingly diverse population and more frequent home cooking helped the ethnic food market continue to grow in 2011, reaching nearly \$3 billion in sales. However, the 3.5% growth during this time is the slowest seen in the category over the five years prior. Signs of an improving economy ...

Home Baking - US

Strong growth in the \$12 billion home baking industry at FDMx in 2008 and 2009 slowed to a halt in 2010 and 2011. Similarly, strong growth in consumer interest in home baking waned slightly in the period, having been driven in recent years in part by a desire to save ...

Chips, Pretzels and Corn Snacks - US

With a household penetration rate of 97.1%, the salty snacks category is one of the most popular among U.S. households. In 2011, U.S. sales of potato chips, tortilla chips, pretzels and corn snacks amounted to \$13.6 billion, illustrating the relative recession-resistance of these snack segments. As ...