

December 2010

Beer: The Market - US

In this report, the second part of a two-part report on beer, Mintel takes an in-depth, market-centric view of the market. The consumer-centric view is covered in Mintel's Beer: The Consumer—U.S., November 2010. The beer market faced numerous challenges in 2009, the recession being the key impediment to growth ...

Yogurt and Yogurt Drinks - US

The yogurt and yogurt drinks market is benefiting greatly as consumers pay greater attention to healthy eating. Sales have risen steadily over the past five years, and with U.S. per capita consumption still trailing that of Europe by a wide margin, it appears that prospects for continued growth are ...

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Beer: The Consumer - US

In this report, part one of a two-part report on US beer, Mintel takes an in-depth consumer-centric view of the market. The market-centric view is covered in Mintel's Beer: The Market—U.S., December 2010. This report provides brewers and marketers with a glimpse into not only the consumption trends, but ...

The Private Label Food and Drink Consumer - US

Private label food and drink products have garnered more attention in the media, as well as the business community, in recent years in part because of the impressive growth across multiple categories. Consumers are buying private label food and drink products in greater numbers, typically because these products represent better ...

Made to Order Smoothies and Shakes - US

This report explores made to order smoothies and shakes by foodservice operators. Mintel focuses its exclusive consumer research on the smoothie segment given its relative infancy in the beverage market and substantial growth potential considering the increasing number of players becoming active in this genre. The crux of these findings ...

Wine - US

This report builds on the analysis presented in Mintel's Wine—U.S., October 2009, and previous editions published in October 2008, February 2007, January 2006, June 2003 and August 2001. The report also builds on the analysis presented in Mintel's *Champagne and Sparkling Wine—U.S. July 2006* and the previous edition in ...