

September 2012

Sports Drinks - US

The estimated \$6.3 billion 2012 sports drinks market was a casualty of the recession and its economic aftermath as consumers switched to lower-priced brands or left the market entirely. The advent of diet sports drinks has helped to drive sales since their introduction in 2009 and growth in this ...

Dark Spirits - US

The dark spirits category is expected to reach an all-time high of \$21.4 billion in total U.S. 2012 estimated sales. The fact that this was accomplished following one of the worst recessions in the country's history makes the accomplishment all the more impressive. However, growth was not all ...

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 ...

August 2012

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 ...

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.

July 2012

Tea and RTD Teas - US

Tea and RTD tea market sales are estimated at \$6.7 billion in 2012. While the market exhibited a healthy growth of 15% during 2007-12, the growth slowed considerably in 2011 and 2012 as the biggest market segment, shelf-stable ready-to-drink (RTD) canned/ bottled tea showed signs of stagnation. Additionally, the ...

Smoothies and Shakes: Made to Order - US

Consumers have begun to look towards smoothies, as well as functional smoothies with health add-ins, to fulfill their better-for-you dietary needs and support their on-the-go lifestyle. These items are being consumed as snacks, meal replacements, beverages and desserts, giving the item a great deal of flexibility. The item can also ...

Alcohol Consumption at Home - US

Shopping for Groceries - US



Drink - USA

With total U.S. sales of nearly \$86.3 billion in 2011, the market for alcoholic beverages for off-premise consumption has recorded relatively steady growth during the past five years, increasing 5.1% in 2011 compared to 2010's \$82 billion, a 3.2% increase from 2009.

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 ...