

December 2006

Imported Beer - US

This report is the second of two volumes. This volume focuses on imported beer for sale in the US. Volume sales figures are based on Mintel's analysis of volume sales data from Adams Beverage Group. Dollar sales figures are created by triangulating dollar sales data from IRI for beer sold ...

Domestic Beer - US

This report is the first of two volumes dedicated to the beer market in the U.S. This report focuses on beer manufactured and sold in the U.S. The second volume focuses on imported beer for sale in the U.S.

November 2006

Hispanic Beverages - US

The Hispanic population is a lucrative consumer group for beverage marketers, as Hispanics exhibit higher incidence of consuming most non-alcoholic beverages, compared to the non-Hispanic population. This report investigates the demographic profile of the Hispanic population, and analyzes the effect of different aspects of Hispanic culture on the beverage market ...

Yogurt Drinks - US

The U.S. market for yogurt drinks has begun to mature, with levels of household penetration that are largely disappointing to the industry.

Functional Foods and Beverages - US

The U.S. marketing environment for functional food and beverages is complex. On the one hand, the scientific medical community continues to churn out studies confirming the role of diet in the cause and prevention of disease. Government has made it easier than ever to place health claims on food ...

October 2006

Organic Beverages - US

This report analyzes the forces driving the organic beverages market, such as organic "industrialization," specific food fears, and the potential effects of Wal-Mart's proposed expansion to organic offerings. Consumer data focuses on usage patterns and consumers' priorities when purchasing organic foods and beverages.

Baby Food and Drink - US

In 2006, there are approximately 16.5 million kids in the U.S. under the age of three, each needing food and drinks that are appropriate for his/her age and developmental stage. This report details the six-year history of the market and addresses the most and least successful category ...

Coffee - US

This report covers coffee and coffee beverages sold for home consumption.

September 2006

Fruit-flavored Juice Drinks - US

This report examines fruit-flavored juice drinks, non-carbonated drinks that are flavored with fruit--such as Kool-Aid, Tang, Country Time, Capri Sun, Crystal Light, Hawaiian Punch, Hi-C, and Sunny Delight--or drinks containing less than 10% real fruit juice (Newman's Own Lemonade). These products are available in powdered or liquid forms, including canned ...

August 2006

Non-alcoholic Beverages: The Consumer - US

In this report, Mintel examines consumption of non-alcoholic beverages, including motivating factors that play a role in the purchase of a new beverage. Mintel analyzed health perception toward various non-alcoholic beverages. According to Mintel findings, calorific beverages such as regular carbonated beverages and whole milk are perceived to be less ...

July 2006

Non-alcoholic Beverages: The Market - US

The report covers sales of drinks primarily for home consumption, and does not include foodservice sales.

Champagne and Sparkling Wine - US

This report examines the U.S. market for domestic and imported sparkling wine, including Champagne. Sparkling wines include both those produced by natural fermentation techniques, and those created by injection of carbon dioxide into the bottles. In this report, Champagne refers only to those products made in France under the ...

Energy Drinks - US

The \$1.1 billion energy drink market has experienced phenomenal growth of over 700% in current terms between 2000 and 2005. Teens and young adults remain the primary target of manufacturers, and marketers have thoughtfully positioned their beverages in the marketplace, creating an energy drink for every young lifestyle. Many ...

Soy-based Food and Drink - US

This report examines the current state of specific soy products. Soy ingredients are widely used in a variety of foods, sometimes merely to provide functionality during formulation or to associate the product with soy without providing a significant amount of it. While reasons for usage in applications vary, this report ...

June 2006

Natural Products Marketplace - US

The consumer intelligence series of reports published from 2001 displays Mintel's commitment to the US market, providing market intelligence based on original and unique data, as well as years of experience.

May 2006

Consumer Choices in the Beverage Aisle - US

To explore consumer choices and behavior in the beverage aisle, this report examines the role of the marketing mix, beverage attributes and personality, and product placements in the beverage aisle, and their influence on consumers' decisions to purchase beverages. Consumers have increasingly turned to foods and beverages that they perceive ...

Milk - US

Mintel defines the milk category as including flavored, whole, low-fat and non-fat milk, as well as milk substitutes and beverages that contain milk components. The market grew to \$14.6 billion in 2004, up 6.6% in current terms from 2003. The increase was a result of rising prices for ...

Sugar-free Food and Beverages - US

Diet Rite, the first diet soft drink, was rolled out nationally in 1962, spurring the start of the food and beverage industry's system of dual offerings: sugar-free and regular versions. Just one year later, Coca-Cola launched Tab and the proliferation of sugar-free options exploded from there. While the sugar-free category ...

Bottled Water - US

The bottled water industry has seen a tremendous increase in sales since the mid-1990's. According to the Beverage Marketing Corporation, bottled water consumption in the U.S. has surpassed that of milk, coffee, and beer. As the market matures, it will become increasingly important to continue product innovation and to ...

April 2006

RTD Non-carbonated Beverages - US

The consumer intelligence series of reports published from 2001 displays Mintel's commitment to the US market, providing market intelligence based on original and unique data, as well as years of experience.

Carbonated Drinks - US

Sales in the carbonated beverage market have either remained flat or have declined in the past five years, primarily due to increasing health concerns. Furthermore, the aging U.S. population is likely to cut down on carbonated beverages. As a result, the market has received tough competition from non-carbonated beverages ...

March 2006

Cream and Creamers - US

As Americans have become accustomed to drinking specialty coffees away from home, they are carrying these trends back into their homes and apartments, contributing heavily to the strong growth of cream and non-dairy creamer sales. Younger consumers have

Character Merchandising - US

Licensed toys represent one of the most important segments of the character licensing industry. In fact, licensed toys typically represent about 25%-35% of all annual toy sales. Sales are significantly driven by

shown a particular interest in purchasing coffee at coffee shops and other ...

movies, with the two biggest licensing properties in 2004 being Spider-Man 2 and Shrek 2.

February 2006

Coffeehouses and Donut Shops - US

Which consumers choose coffeehouses over fast food options, and why?

Water Filtration - US

While concern with health and water quality spurs growth in the water filtration market, competition from bottled water and residential systems installed by professionals (not included within the scope of this report) carved into the consumer market. Continued trends towards healthy lifestyles and the concerns of aging adults will help ...

January 2006

Wine - US

The off-premises market for wine in the U.S. is estimated at \$11 billion in 2004. The market grew 21% from 1999-2004 at constant 2004 prices. Growth in the market was driven by four factors. Firstly, imports increased sales in FDM channels by 22.6% between 2002 and 2004. Secondly ...

Fruit Juice and Juice Drinks - US

While once considered the healthier alternative to carbonated soft drinks, now the trend toward healthier eating has actually led to sagging sales of fruit juice and juice drinks, with many consumers shying away from high sugar and calorie content. Sales for 2004 are estimated at \$19.1 billion, up slightly ...