

October 2006

Cereal Bars - US

The cereal bars market consists of two segments: granola bars and breakfast/cereal/snack bars. In 2006, granola bars account for 53% of sales and breakfast/cereal/snack bars comprise 47%. Granola bar segment sales increased 15% between 2004 and 2006 while breakfast/cereal/snack bar sales increased 9.6 ...

August 2006

Kids' Snacking - US

This report includes snacks that are specifically promoted or generally consumed by the majority of children aged 6 to 11. Children are some of America's most frequent snack consumers. In 2005, there were 23.6 million children aged 6 to 11. They constitute a third of the under-18 population and ...

Cookies and Cookie Bars - US

This report covers packaged cookies that are ready for consumption and available through retail outlets such as grocery stores, convenience stores, mass merchandisers, and drugstores. Cookie bars are typically larger than cookies and individually wrapped. These bars are differentiated from other snack bars in that they have a marketing approach ...

Poultry - US

The poultry market, including fresh and frozen chicken parts; fresh and frozen whole chicken; and other forms of poultry such as turkey, duck, and Cornish hen was worth \$18.6 billion in 2005. This figure represents a 19% increase since 2000, or 5% when adjusted for inflation. The steady growth ...

July 2006

Diet Trends - US

This report looks at consumers' attitudes and behaviors related to dieting, both for health benefits and for weight control. Doctors, weight loss clinics/systems and the

Seasonal Chocolate Confectionery - US

Sales of seasonal chocolate confectionery through all channels is estimated to reach some \$3.3 billion in 2005. Looking at 2004 sales, which include verified sales for all holiday products, the market stood at \$3.4 billion. Between 1999 and 2004, sales of seasonal chocolate increased 1.4% at current ...

Evening Meals - US

On any given day, the meal presenting the most challenges to consumers and households alike is the evening meal, or dinner occasion. In an environment of increased pressure to put a meal on the table, feed the family, or simply squeeze eating between other endeavors, the evening meal occasion continues ...

Ice Cream - US

The FDM packaged ice cream market grew 17% in current dollars, or 3% in constant 2004 dollars, from 1999-2004, fueled by unprecedented levels of product



Food - USA

popular media have championed a number of diets from sugar-free to low-carb. Consumers try each diet fad as it emerges on the scene. This ...

innovation and the emergence of a better-for-you sector that transformed the look of the ice cream aisle. The \$6.8 billion category comprises a wide ...