

October 2009

Ethnic Foods - US

Fueled by an increasingly diverse population; a resurgence in cooking thanks to the popularity of cooking shows and celebrity chefs; and a wave of convenience-focused products, ethnic foods have never been more popular in the US.

September 2009

Breakfast Cereal - US

Breakfast cereals enjoy high household penetration as well as high personal consumption rates. This report explores the factors that influence product selection by the market's most fervent cereal consumers—families. Price, value perceptions, convenience and health emerge as key themes. The heart of the report is Mintel's exclusive consumer research and ...

In-store Bakeries - US

In-store bakeries or on-site bakeries located in grocery stores, mass merchandisers or other food stores, are an important channel for the sale of breads, cakes and other baked goods and will generate over \$13 billion in revenue in 2009, according to Mintel estimates. This report will provide in-depth perspectives and ...

Stevia and Other Natural Sweeteners - US

The all-natural, zero-calorie sweetener market is in its infancy, relatively speaking. Since 1995, stevia, has only been permitted for sale in the US as a dietary supplement, not a sweetener. But in December 2008, the FDA approved rebaudioside A (Reb A) for sale in food and beverages, which will dramatically ...

Salty Snacks - US

Salty snacks is a mature market with sales totalling \$17.7 billion in 2009. Amid the sinking US economy, salty snacks have proven to be a recession-proof category. In fact, the pace of growth picked up as the economy worsened.

August 2009

Functional Foods - US

Difficult economic conditions have not substantially slowed the expansion of functional foods. Marketers and retailers continue to introduce new products, and more consumers continue to try them. In order to maintain the momentum, functional foods players will need to continue expanding into new benefit areas. They will also need to ...

July 2009

Nuts and Dried Fruit - US

Pet Food and Supplies - US



Food - USA

The nuts and dried fruit market hasn't had to suffer the ups and downs, image-wise, that other snack foods have. Long accepted as genuinely healthy snack foods, the market has survived as Americans move from one diet trend to the next, and even thrived at the height of the low-carb ...

The Dollar Channel - US

At the time of this writing, the country remains mired in a recession that began in December 2007. Throughout 2008, Americans made subtle and not so subtle changes to their shopping and spending patterns, which slowed growth at many companies and, more generally, the U.S. economy.

The pet food and supplies category continues to grow in spite of the recession thanks to a gradual increase in pet dog and cat populations and an ever more pervasive view of pets as members of the family. Premium priced pet foods promising healthy natural ingredients and indulgent dining experiences ...

Ready Meals - US

This report provides a comprehensive analysis of ready meals in the U.S. In the current economic environment eating at home is on the rise and this appears to be contributing to demand for some, but not all, ready meals; certain types of meals are performing well while sales of ...