

June 2012

Baby Food and Drink - US

The \$5.4 billion baby food and drink category has been steadily declining during and after the recent recession, experiencing a dollar sales drop of 10.3% between 2007 and 2011. Consumer frugality has led many to breastfeeding and feeding their babies and toddlers adult food or made-from-scratch baby food ...

The Budget Shopper - US

Popularized during the height of the recession, the term “budget shopper” referred to a consumer who was struggling to make ends meet by scrutinizing costs, weighing out the pros and cons of nearly every purchase, and making spending cutbacks wherever possible. Although the recession officially ended in 2009, consumer attitudes ...

Cheese - US

The cheese market, which didn't fare well during the economic downturn, turned a corner in 2011 with a sales increase of 6.1%, reaching total U.S. retail sales of \$18.9 billion. Sales continue to increase in 2012, not only for private label (which benefited most in the sagging ...

May 2012

Frozen Snacks - US

The \$1.6 billion frozen snacks market has been steadily growing during and after the recent recession, oscillating with food price increases, suffering to some extent from the unhealthy stigma associated with frozen products, and suffering from a lack of innovation. However, the versatility of frozen snacks, coupled with increased ...

Frozen Meals - US

In 2011, frozen meals generated an estimated \$7.9 billion in total U.S. sales and grew by a microscopic 0.6%. Nonetheless, this was a welcome change from the previous two years of declines. Given the importance of the category to both manufacturers and retailers, both sides will need ...

Frozen Handheld Food - US

The frozen handheld food market generated \$2.7 billion in total U.S. sales in 2011 and grew by 18% from 2006-11, outperforming many other frozen and non-frozen food sectors. Innovation and renewed interest in the breakfast segment in particular have been driving sales for this market since 2009. However ...

Attitudes Toward Healthy Food - US

America's collective weight problem and its impact on the country's healthcare system has been well-documented by the media. While some Americans have sought or will seek to improve their eating habits, the country's weight situation is expected to grow even worse. The Centers for Disease Control and Prevention's (CDC) *Obesity* ...

Lunch Meat - US

Sales in the \$12.6 billion lunch meat category grew by only 1.8% in 2011 (only 0.2% when adjusted for inflation). The slowed growth is likely due to a slowdown in volume sales due to product price increases, a failure of new product innovation to resonate with consumers ...

April 2012

Specialty Foods - The NASFT State of the Industry Report - The Market - US

Mintel and the National Association for the Specialty Food Trade (NASFT) have once again collaborated to produce the ninth annual *State of the Industry Report – The Market*, following the first report which published in May 2004. The purpose of this report is simply to show changes in the industry ...

Chocolate Confectionery - US

Chocolate confectionery posted modest year over year sales growth through the recession to reach \$18.6 billion in 2011. A combination of product innovation and price increases led to a 16% gain in the category from 2006-11. Leading companies expanded their mainstay product lines by way of new formats and ...

Soup - US

Recession-inspired frugality resulting in changing consumer purchase habits has conspired to soften sales in the \$6.4 billion soup industry. After sales declines in prior years, the category showed minimal growth between 2010 and 2011, with sales essentially flat.

Dairy and Non-dairy Milk - US

Milk processors face an uphill battle, including the dominance of private labels; consumer concerns over the presence of growth hormones in non-organic milk; fluctuations in commodity prices; supply shortages for organic milk; and growing consumer concern about the safety of animal products in general. With that long list of challenges ...

Cookies and Cookie Bars - US

In 2011, the cookie/cookie bar category returned to positive territory in terms of sales growth, as total U.S. sales reached an estimated \$6.4 billion. The 2.7% increase was a nice improvement from 2010, which saw sales drop by 0.7%.