

### December 2011

#### Yogurt and Yogurt Drinks - US

Total U.S. retail sales of yogurt and yogurt drinks have grown every year since 2006, and the market is expected to reach an estimated \$6.4 billion in 2011. Considering the state of the economy, this growth is quite impressive. The market still holds considerable opportunity, and this report ...

#### Beer: The Market - US

This report provides a detailed look at the on- and off-premise segments of the U.S. beer market, including:

### November 2011

#### Natural and Organic Food and Beverage: The Consumer - US

The \$18.9 billion natural and organic food and beverage (NOFB) market, which has shown strong growth through the economic downturn, offers great opportunities for producers and marketers who understand what the consumer wants from NOFB.

#### Beer: The Consumer - US

Beer grew its consumer base during 2006-11, largely from the natural growth in the population of adults aged 21+. More importantly, the incidence of drinking beer remained stable during the recession. Craft beer emerged as a winner in terms of growing penetration, but has also remained a mystery to many ...

#### Natural and Organic Food and Beverage: The Market - US

The \$18.9 billion natural and organic food and beverage (NOFB) market is one of the few bright spots in a generally dreary consumer economy. Strong opportunities for innovation and growth remain in this market, even as the food industry as a whole is struggling. This report examines how the ...

#### Wine - US

In 2011, the wine market exhibited small growth of 0.9%. The market has experienced a slowdown in growth since 2006, which could be attributed to the recession where wine has suffered in on-premise channels. In contrast, domestic wine has fared well as the "buy local" trend becomes more popular ...

#### Baby Boomers Across Seven Categories - US

Companies must have a clear understanding of the Baby Boomer demographic in order to market products and serve their needs better. Mintel has compiled information from multiple Oxygen reports and Mintel Inspire to give you a holistic view of today's Baby Boomer consumer.

### October 2011

#### Coffee - US

While coffee faces stiff competition from other categories such as energy drinks and tea, sales continue



## Drink - USA

to grow. Some subcategories, such as the single cup segment, have shown truly impressive growth in recent years and clearly illustrate that manufacturers can make significant gains, despite a weak economy and low consumer ...