

March 2008

Premium Brand Alcohol - US

The premium distilled alcohol market (products costing at least \$60) continues to increase steadily. This report guides readers through this thriving market by analyzing key topics and providing insight into the market's future:

Smoothies - US

The smoothies market is entering mainstream acceptance but still enjoying the growth trajectory of an exciting young category. However, there are some pockets of resistance among consumers that can be changed into profitable opportunities.

February 2008

Fruit Juice and Juice Drinks - US

The fruit juice and juice drinks market faces a number of challenges, evidenced by declining sales during 2002 to 2007. While the market remains under pressure from consumer attrition to other non-alcoholic beverages, it also faces challenges from within, such as increasing juice prices.

Baby Food and Drink - US

This report examines core factors influencing the baby food and drink market:

Water Filtration - US

The water filtration and purification device market includes plumbed-in systems (under-sink systems and water softeners), pour-through devices (including pitchers, countertop devices, faucet-mount devices, and replacement filters) and refrigerator filters. Prospects for increased growth in this market are strong, but will depend on the marketing tactics of suppliers and retailers.