

### March 2006

#### Smoking Cessation Aids - US

This report is an objective overview of facts related to both the U.S. cigarettes market, and the market for smoking-cessation aids. Consumer attitudes and purchasing behavior are examined in depth based on Mintel's exclusive research, presenting results according to gender, income, ethnicity, age, education and region.

#### Cough and Throat Remedies - US

As more Americans turn to self-medication for common ailments, it is not surprising that an increasing number of products are on the market to control or alleviate specific symptoms of cough, cold, and flu. But sales have been relatively flat in recent years, in part because these products are "single-symptom" ...

#### Dental Accessories - US

The dental accessories market is comprised of three main segments, which include powered toothbrushes, dental tools such as oral irrigators and brushpicks, and home tooth whitening kits. The category addresses two types of consumers: those looking for short-term benefits (such as fast whitening) and those who consider advanced dental care ...

### February 2006

#### Yogurt - US

While yogurt itself as a product has been on the shelves for many years, it was only recently that manufacturers began making a concerted effort to directly target certain groups of consumers, beginning with children and their need for healthy, portable snacks. Yogurt has also evolved into a meal or ...

#### Oral Hygiene - US

Sales within the oral hygiene market are led by the toothpaste segment, which has offered a vast array of product introductions and line extensions designed to offer consumers a choice in products. These latest oral hygiene innovations have brought formulae that provide multiple benefits, ranging from improved teeth whitening processes ...

### January 2006

#### Fruit Juice and Juice Drinks - US

While once considered the healthier alternative to carbonated soft drinks, now the trend toward healthier eating has actually led to sagging sales of fruit juice and juice drinks, with many consumers shying away from high sugar and calorie content. Sales for 2004 are estimated at \$19.1 billion, up slightly ...