

March 2011

Soy Food and Beverages - US

The soy food and beverages market declined 14% during 2008-10 in FDMx and natural supermarkets combined, reaching an estimated \$2.6 billion in 2010. While some of this is due to the recession and consumers cutting back on somewhat premium-priced soy-based items, competition from other healthy foods is also challenging ...

Vegetables - US

In spite of the fluctuating economy, vegetables have shown impressive growth across fresh, frozen, and canned segments in the past five years, proving that dinner fare is recession-resistant, much to the pleasure of growers, manufacturers, marketers and retailers. Consumers still view vegetables as an important part of dining at home.

February 2011

Nutrition and Energy Bars - US

While sales in many food and drink categories declined or remained stagnant between 2008 and 2010, sales of nutrition and energy bars rose considerably during this period. Additionally, there is some indication that the category is positioned well for future growth due to strong demand for better-for-you snacks and increasing ...

January 2011

Grocery Store Retailing - US

The grocery industry generates billions of dollars in revenue for manufacturers and retailers every year. With so much at stake, it is easy to see why there is such a competitive market for everyone involved. While some people consider the grocery market to be recession-proof, that concept is somewhat misleading ...

Soup - US

Crackers - US

Growth in the cracker market has slowed substantially since 2008, suffering from a fragile demand that is unlikely to endure any significant price increases. As the economy continues a slow, uncertain recovery, brands are under pressure to differentiate and fight off pricing pressure from private label. Marketers have turned to ...

Salty Snacks: Chips, pretzels, snack nuts and seeds - US

The salty snacks category is one of the most diverse in the consumer packaged goods industry, as it has a wide range of segments that appeal to a diverse audience. Today, sales of potato chips, tortilla chips, snack nuts, other salted snacks and pretzels generate total U.S. sales of ...

Mexican Food - US

Given the size of the growing Hispanic population in the U.S., it would appear that there would be a built-in audience for Mexican food. Indeed, this is the case as this group is among the largest users of these products. However, what has helped grow Mexican food into a ...

Baking and Dessert Mixes - US

In FDMx outlets, the baking and dessert mixes market grew 5% during 2005-10, and when adjusted for inflation, yielded a 7% deficit. The plight of the market is perhaps further exacerbated when considering the recession instigated an 11% sales boost from 2007-09. Ultimately, the market's maturity inhibits significant growth and ...

Nuts and Dried Fruit - US



Food - USA

After several years of modest gains, soup sales turned negative in 2009 and 2010. Increasing concern over the health risks of sodium and growing awareness of soup's generally high sodium content have robbed the category of its positive momentum and tarnished soup's longstanding reputation as hearty and wholesome "good food ...

Ethnic Foods - US

An increasingly diverse population, a resurgence in cooking thanks to consumer cost-cutting measures, and a growing interest in international foods due to travel and cooking shows, as well as increases in ethnic menu items helped the ethnic foods market grow in 2010. This report focuses on Mexican/Hispanic, Asian, and ...

At more than \$6 billion in 2009, the nuts and dried fruit market grew well despite the economic downturn. Increasingly health-conscious consumers are sincerely concerned with seeking out healthful snacks. Nuts and dried fruits have gained enduring respect for their nutritional value, and Americans are turning toward the market with ...