

December 2010

Poultry - US

The U.S. retail poultry market gained 31% during 2005-10, topping an estimated \$41 billion in 2010. It enjoys a healthy halo compared to red meat, thanks to its lower fat content. Additionally, its low cost has made it more attractive to cost-cutting consumers in the past five years. Lastly ...

The Private Label Food and Drink Consumer - US

Private label food and drink products have garnered more attention in the media, as well as the business community, in recent years in part because of the impressive growth across multiple categories. Consumers are buying private label food and drink products in greater numbers, typically because these products represent better ...

Fish and Seafood - US

The fish and seafood category generated almost \$16 billion in total U.S. sales for 2010, making it a good catch for both consumers and retailers. However, it is somewhat unique in that a good portion of its revenue is generated by random weight, non-UPC coded items, making brand development ...

November 2010

Breakfast Entrees and Sandwiches - US

The market for frozen and refrigerated breakfast entrées and sandwiches showed impressive growth in 2006, but the rate of growth decelerated in 2007 and then again in 2008 and 2009, as recession gripped the nation. Like many other sectors, this is a category that is faced with the challenge of ...

Non-chocolate Confectionery - US

In spite of the weak economy, non-chocolate confectionery has shown impressive sales growth across all product segments in the past two years, proving that it is a recession-resistant category, much to the pleasure of manufacturers, marketers and retailers. Consumers

Sugar and Sweeteners - US

With the recession, more people have been cooking, baking, eating and drinking at home, which has helped the sugar and sweeteners category maintain positive sales growth. However, health issues are an underlying force for the category and these concerns have had a decided impact on each of the four segments ...

Yogurt and Yogurt Drinks - US

The yogurt and yogurt drinks market is benefiting greatly as consumers pay greater attention to healthy eating. Sales have risen steadily over the past five years, and with U.S. per capita consumption still trailing that of Europe by a wide margin, it appears that prospects for continued growth are ...

Red Meat - US

With total U.S. sales of \$71.9 billion estimated in 2010, red meat sales have grown 15% since 2005; however, the industry experienced its first single-year decline from 2009-10. In this report, Mintel presents sales trends of red meat, including performance by company and brand, as well as by ...

Cookies and Cookie Bars - US

With annual sales of more than \$6 billion and some of the world's biggest manufacturers, including Kraft and Kellogg's as major players, the category has the potential to be at the forefront of how companies engage their target audiences through traditional and emerging media.

Spoonable Desserts - US

The multi-billion dollar spoonable desserts market spans both the traditional and specialty retail environment, featuring shops that sell ice cream and other popular dessert options. This is a very dynamic category, as it features something for everyone and

are rewarding themselves with sweet treats, and thus rewarding the industry.

includes some of the most indulgent treats, as well as portion-controlled packaging ...

October 2010

Budget Shopper - US

The official announcement that the recession came to an end in June 2009 seems out of sync with the reality of most Americans still feeling the effects of the downturn. Reflecting an enduring recessionary mindset, a majority of consumers continue to say that they are budgeting their money more than ...

Frozen Snacks - US

Frozen snacks are quite popular in the U.S., but the category faces stiff competition from the salty snacks market, which thrived during the recession. Quick service restaurants (QSRs) also pose a formidable challenge in that many chains have introduced and spent lavishly to promote products similar to the most ...

Specialty Foods - The NASFT State of the Industry Report: The Consumer - US

This report, a companion to *NASFT: State of the Specialty Food Industry Report—The Market—U.S., March 2010*, examines consumer attitudes towards, and opinions about, specialty foods.

Cooking Enthusiasts - US

Since the recession began in December 2007, millions of Americans have made changes to their lifestyles in an effort to mitigate the impact of the downturn. High rates of unemployment and poverty combined with historically low consumer confidence levels have driven many to continue embracing frugality despite statements from the ...

Food Allergies and Intolerance - US

To understand the market impact of food allergies and intolerances, Mintel explores sales of food and drink products specifically marketed as “free-from” or without certain common allergens. Despite the negative economic pressures brought about by the recession, the free-from category has proven to be a bright spot, with dairy/lactose-free ...

Savory and Sweet Spreads - US

The \$6.5 billion market for sweet and savory spreads faces significant limitations due to its near saturation, as over 90% of households use peanut butter or jam/jelly/preserves and over 80% use butter. Mintel’s report both analyzes these challenges and identifies opportunities for growth. Report insights include:

Frozen Meals - US

With annual sales in the billions of dollars, frozen meals have come a long way from the so-called TV dinner era. They are no longer used solely by single white males and can now be found on many families’ dinner tables. The category offers a variety of price points that ...

September 2010

Shelf-stable Meals and Meal Kits - US

Sustainable Food and Drink - US

This report explores the shelf stable meal and meal kits market. The three types of products in this report: complete packaged dinner mixes (53%), can/jar spaghetti/macaroni (53%) and shelf-to-microwave dinners (53%) have each maintained the same level of market penetration within 2 points during the period 2004-09 indicating ...

In-store Bakeries - US

In-store bakeries (ISBs), or on-site bakeries located in grocery stores, mass merchandisers or other food stores, are an important channel for the sale of breads, cakes and other baked goods and are expected to generate more than \$11 billion in revenue in 2010. The ISB is well positioned to take ...

Pet Food - US

The American Pet Products Association (APPA) estimates that U.S. pet owners spend \$48 billion annually on their companion animals. The largest percentage of this spending can be attributed to pet food. In addition to the large volume of sales, pet food companies are attracted to the category because it ...

The sustainable food and drink market in many ways is still in its infancy. As a food movement that began decades ago simply to offer a small segment of consumers all natural and organic products, it has now developed into a multi-billion dollar platform that crosses many industries beyond agriculture.

Seasonal Chocolate - US

During 2005-10, seasonal chocolate sales increased 16.3% to become a sweet and sizeable \$4.6 billion market (estimated 2010 sales figures). Positioned as a traditional indulgence, the category appears not to have been adversely affected by the wavering economy of the past few years.

August 2010

Attitudes Toward Sodium and High Fructose Corn Syrup Reduction - US

Recent research indicates that the majority of American adults are watching their diet. The health and wellness trend is driven by a variety of factors including an aging population and analysis suggests that as the economy improves, Americans are likely to gravitate more toward better-for-you (BFY) options such as those ...

July 2010

Condiments - US

One of the many ramifications of the recession has been an increase in meals consumed at home and prepared by the consumer. Condiments have benefited greatly. No wonder; condiments can be simply served with food or incorporated into from-scratch recipes, depending on the consumer's commitment to cooking or their need ...

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

This report encompasses three years of sales data (2007-09) across 47 segments (though most often the tabulations discuss the primary 41 segments), and discusses the positive and negative factors that may have

a bearing on each segment's future growth or decline. Also included in this report is a comprehensive look ...

Private Label Cereal - US

Despite recent evidence that the economy may slowly be coming out of a deep recession, consumers are still wary and have been more cautious with their spending. This has translated to opportunities for private label manufacturers, which offer products at lower prices than name-brand equivalents. In categories such as cereal ...

Kids' Snacking - US

The kids' snacking market is coming under increased scrutiny in light of rising childhood obesity rates. Yet all kids snack and most snack frequently - whether at home, at school, or on the go. This report, based on exclusive research among kids aged 6-11, takes a closer look at the snacking ...

June 2010

Side Dishes: The Market - US

The recent recession has encouraged more people to eat at home more often. This has created an opportunity for consumer packaged goods companies to take advantage of the need for shoppers to stock their shelves and pantries with side dishes that are economical and add variety to mealtime. The question ...

Side Dishes: The Consumer - US

Recent economic struggles have encouraged more people to eat at home more often, resulting in an opportunity for consumer packaged goods (CPG) companies to take advantage of shoppers' desire to stock up on side dishes that are both economical and add variety to a meal. The question is, how good ...

The Influence of Labels on Consumer Choice - US

The proportion of the population watching their diet has risen dramatically in recent years. At present, about half of American adults are watching their diet in an effort to limit calories and avoid potentially harmful ingredients. Along with the increased interest in health and wellness has come a rise in ...

Cheese - US

Cheese eaters are virtually everywhere and the vast majority of Americans eat cheese. However, high dairy commodity costs in 2007 and 2008 drove up retail prices, which in turn impacted the bottom line. Yet when pricing stabilized, consumer purchase behavior clearly did not reflect the trend towards eating and cooking ...

Baby Food and Drink - US

One of the primary responsibilities of parents is providing the proper nutrition during the first crucial years of their children's development. The overwhelming majority of parents look to baby food manufacturers to provide the right types of foods for their developing babies. This creates the opportunity to develop stronger ...

May 2010

Milk - US

Food Storage - US

Few other consumer packaged goods products are as popular and versatile as milk. Consumers of all ages drink milk in part because there is a variety for just about everyone, including non-dairy products for those who are lactose intolerant or have milk allergies. Despite its overall popularity, the milk industry ...

This report takes a detailed look at the evolving food storage industry, which has grown modestly since 2004. In the most recent year, manufacturers have been faced with potentially game-changing challenges from all directions, ranging from consumer concerns over chemicals in plastics, to an entrenched recession that is affecting consumer ...

April 2010

Attitudes Toward Fiber and Digestive Health - US

A number of factors suggest that products with added fiber or digestive claims should be well received by the American public. Mintel's review of the category, however, shows that only a handful of products were introduced in 2009, and few of them matched well with consumers' desires.

Private Label Salty Snacks - US

In this report, Mintel breaks the salty-snack category into eight segments: potato chips, tortilla chips, snack nuts and seeds, popcorn, pretzels, cheese snacks, corn snacks, and "other" salty snacks. The struggling economy has spurred interest in lower-priced private-label salty snacks, and consumers have discovered the quality and value makes it ...

March 2010

Consumer Attitudes Toward Natural and Organic Food and Beverage - US

While many sectors of the economy have been negatively impacted by the economic downturn, the natural/organic sectors of the food and beverage business (NOFB) have proven to be quite resilient. Most segments of the NOFB industry continued to experience growth throughout the economic downturn because many users have integrated ...

Cereal and Snack Bars - US

The cereal and snack bar segment has posted strong performance over the last five years, with sales increasing nearly 50% behind a flurry of new product activity that peaked in 2007. Since that time things have cooled off considerably. The total number of new product launches is down, and sales ...

February 2010

Gum, Mints and Breath Fresheners - US

Gum, mints and breath fresheners continue to be some of the more innovative consumer packaged goods categories, which has helped them maintain and grow sales despite the recession. Innovations have been focused on packaging, bolder and more exciting flavors, as well as functional benefits that have long been a trademark ...

Soup - US

This report explores the soup market—identifying key developments that are changing consumer habits and usage with consideration of the current economic climate, shifts in consumer behavior and health/wellness trends.

January 2010



Food - USA

Grocery Store Retailing - US

Grocery retailing has grown into a \$355 billion annual business in the US. While some industry observers believe that the grocery industry is recession-proof, that is only partly true. The reality is that while consumers do need to buy food and other household items regardless of economic conditions, and tend ...

Pizza at Retail - US

Packaged pizza sales are thriving thanks to a recession-driven increase in “eating in” to save money. The packaged pizza market (which includes frozen and refrigerated pizza, pizza crusts and dough, pizza sauce, crust mixes and pizza kits) reached \$5.2 billion in 2009 in all channels. In this report we ...