

April 2006

Carbonated Drinks - US

Sales in the carbonated beverage market have either remained flat or have declined in the past five years, primarily due to increasing health concerns. Furthermore, the aging U.S. population is likely to cut down on carbonated beverages. As a result, the market has received tough competition from non-carbonated beverages ...

March 2006

Cream and Creamers - US

As Americans have become accustomed to drinking specialty coffees away from home, they are carrying these trends back into their homes and apartments, contributing heavily to the strong growth of cream and non-dairy creamer sales. Younger consumers have shown a particular interest in purchasing coffee at coffee shops and other ...

Character Merchandising - US

Licensed toys represent one of the most important segments of the character licensing industry. In fact, licensed toys typically represent about 25%-35% of all annual toy sales. Sales are significantly driven by movies, with the two biggest licensing properties in 2004 being Spider-Man 2 and Shrek 2.

February 2006

Coffeehouses and Donut Shops - US

Which consumers choose coffeehouses over fast food options, and why?

Water Filtration - US

While concern with health and water quality spurs growth in the water filtration market, competition from bottled water and residential systems installed by professionals (not included within the scope of this report) carved into the consumer market. Continued trends towards healthy lifestyles and the concerns of aging adults will help ...

January 2006

Wine - US

The off-premises market for wine in the U.S. is estimated at \$11 billion in 2004. The market grew 21% from 1999-2004 at constant 2004 prices. Growth in the market was driven by four factors. Firstly, imports increased sales in FDM channels by 22.6% between 2002 and 2004. Secondly ...

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 ...