

## October 2008

### Coffee - US

This report addresses the strengths and weaknesses of the coffee market in the U.S., and includes an analysis of roasted coffee (including whole bean and ground), instant coffee, and ready-to-drink coffee drinks. Mintel creates an in-depth look at the coffee industry to help manufacturers and retailers make informed decisions ...

## September 2008

### Organic Beverages - US

The organic beverage market is valued at \$1.9 billion in 2008, through sales from FDM and natural supermarket channels. This does not include sales of private label organic beverages, which have pushed the category even higher. In this report you will learn:

### Functional Beverages - US

This report explores the functional beverage category and provides insights-going beyond discussing segments, brand performance, and current trends-to grow the consumer base and increase frequency of purchase from current consumers. Specifically, the highlights of analysis in the report include:

### Alcohol Consumption at Home - US

Recessionary pressures are driving shifts in consumer behavior. One such shift is the movement toward cooking at home, which has renewed interest in alcohol as a culinary enhancer rather than just a mere intoxicator. Moreover, as consumers choose to cut costs and opt for "staycations", the importance of alcohol in ...

## July 2008

### Energy Drinks - US

This report examines the high-growth energy drinks market with recommendations for courses of action that can benefit stakeholders-manufacturers, retailers, and distributors. Specifically, highlights of analysis in the report include: