

December 2011

Yogurt and Yogurt Drinks - US

Total U.S. retail sales of yogurt and yogurt drinks have grown every year since 2006, and the market is expected to reach an estimated \$6.4 billion in 2011. Considering the state of the economy, this growth is quite impressive. The market still holds considerable opportunity, and this report ...

Fish and Seafood - US

The fish and seafood category generated more than \$15 billion in total U.S. sales for 2011. Such activity represents a stagnation of growth due to a range of factors, not the least of which is a prolonged period of economic uncertainty that has consumers cutting back on higher price ...

Healthy Snacking Consumer (The) - US

According to Simmons NCS/NHCS, nearly two thirds of respondents often snack between meals; yet, only 27% report usually only snacking on healthy foods. Although this represents a small share of highly-committed healthy snackers, the incidence for occasional healthy snack consumption is far-reaching.

November 2011

Natural and Organic Food and Beverage: The Consumer - US

The \$18.9 billion natural and organic food and beverage (NOFB) market, which has shown strong growth through the economic downturn, offers great opportunities for producers and marketers who understand what the consumer wants from NOFB.

Pasta Sauces - US

Despite a struggling economy, the pasta sauces category has continued to grow virtually every year since 2006. This report examines factors behind this growth and future opportunities for pasta sauce manufacturers, including:

Deli Consumer (The) - US

In recent years, delicatessen operators have diversified product selection, expanding far beyond lunch meat and cheeses, to include prepared meal solutions, in-store sandwich shops, beverage centers and other specialties. Consequently, a well-managed in-store delicatessen (ISD) can play an integral role in separating a retailer from the competition and making it ...

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

Mintel Oxygen – Quality market and consumer insight

Bread - US

With 2011 total U.S. sales of \$21.6 billion, the bread market is clearly an important source of revenue for manufacturers and retailers alike. However, given the maturity of this market combined with the near universal usage of bread, manufacturers are challenged to develop new usage occasions among existing ...

Private Label Food - US

While private label food sales and market share continue to rise, the pace of growth has slowed considerably since 2008 when a one-two punch of spiking inflation and deepening recession drove many consumers to less



Food - USA

expensive store brands. Looking ahead, factors such as a weak economic recovery, shaky consumer confidence ...

Natural and Organic Food and Beverage: The Market - US

The \$18.9 billion natural and organic food and beverage (NOFB) market is one of the few bright spots in a generally dreary consumer economy. Strong opportunities for innovation and growth remain in this market, even as the food industry as a whole is struggling. This report examines how the ...

Baby Boomers Across Seven Categories - US

Companies must have a clear understanding of the Baby Boomer demographic in order to market products and serve their needs better. Mintel has compiled information from multiple Oxygen reports and Mintel Inspire to give you a holistic view of today's Baby Boomer consumer.

Cheese - US

The cheese market has not fared well in the economic downturn as consumers cut back and traded down. Total U.S. sales were down in 2009 and 2010, and a meager rebound in 2011 is likely due in part to price increases, more so than volume sales.

Cooking Enthusiasts - US

An enduring impact of the recession and its aftermath, Americans continue to prioritize home cooking and other home-based activities as a means of economizing. But while the need to save money is a powerful and pervasive motivator for many, other factors are also at play. This report helps to clarify ...