

### July 2006

#### Soy-based Food and Drink - US

This report examines the current state of specific soy products. Soy ingredients are widely used in a variety of foods, sometimes merely to provide functionality during formulation or to associate the product with soy without providing a significant amount of it. While reasons for usage in applications vary, this report ...

### June 2006

#### Natural Products Marketplace - US

The consumer intelligence series of reports published from 2001 displays Mintel's commitment to the US market, providing market intelligence based on original and unique data, as well as years of experience.

### May 2006

#### Consumer Choices in the Beverage Aisle - US

To explore consumer choices and behavior in the beverage aisle, this report examines the role of the marketing mix, beverage attributes and personality, and product placements in the beverage aisle, and their influence on consumers' decisions to purchase beverages. Consumers have increasingly turned to foods and beverages that they perceive ...

#### Sugar-free Food and Beverages - US

Diet Rite, the first diet soft drink, was rolled out nationally in 1962, spurring the start of the food and beverage industry's system of dual offerings: sugar-free and regular versions. Just one year later, Coca-Cola launched Tab and the proliferation of sugar-free options exploded from there. While the sugar-free category ...

#### Milk - US

Mintel defines the milk category as including flavored, whole, low-fat and non-fat milk, as well as milk substitutes and beverages that contain milk components. The market grew to \$14.6 billion in 2004, up 6.6% in current terms from 2003. The increase was a result of rising prices for ...

#### Bottled Water - US

The bottled water industry has seen a tremendous increase in sales since the mid-1990's. According to the Beverage Marketing Corporation, bottled water consumption in the U.S. has surpassed that of milk, coffee, and beer. As the market matures, it will become increasingly important to continue product innovation and to ...

### April 2006

#### RTD Non-carbonated Beverages - US



## Drink - USA

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