

## October 2007

### Attitudes Towards Healthy Living - US

Health is in the news, top of mind, and part of the daily grind, and the consumer is being called upon to carve his or her own path toward a healthful life.

## September 2007

### Lunchtime Eating - US

Lunchtime eating is undergoing a rapid distributional shift, as new players, including supermarkets, convenience stores, and fast-casual restaurant chains chip away at the traditional dominance of the quick-service restaurant sector. The rapid growth of the fast-casual sector, combined with other market forces, has led to broad changes in consumer expectations ...

## August 2007

### Cause Marketing - US

Cause-related marketing (CRM) is a comparatively new tactic that has been increasingly adopted by corporations. This report provides an in-depth examination of the cause-related market and the following topics:

## July 2007

### Holiday Shopping - The Consumer - US

This report is the second of two volumes examining holiday shopping in the U.S. This volume presents a broad range of consumer behavior and attitudes related to U.S. holidays, based on exclusive consumer research conducted for this report.

### Sports Enthusiasts - US

In this report, Mintel provides actionable insights for marketing to sports enthusiasts. A number of factors influence this market, including: