

Packaged Facts

Essential Insights on Consumer Markets

2011 Market Research Report Collection



What to expect in every report:

- In-depth research from primary and secondary sources
- Expert overviews and analysis of historical data plus market projections
- Analysis of current and emerging market trends
- Profiles of key market players
- Knowledgeable and personalized client support from experienced team members

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Packaged Facts is your trusted source for market research. Our reports examine key industry trends and provide market projections and in-depth analysis for the categories, markets and retail channels in which you compete.

Packaged Facts analysts work closely with industry experts, associations and publications to provide accurate market assessments, while personally examining retail and service provider venues to offer keen insights into retail and consumer trends.

Packaged Facts' market studies enable you to:

- *Follow — and — lead key industry trends*
- *Tap into the latest market opportunities*
- *Benchmark your competition and understand their marketing strategies*
- *Craft business plans using our forecasted sales data through 2015*
- *Build business opportunities based on our proprietary research and expert market analyses*
- *Uncover the shopping behaviors and attitudes of your prime customers*

Packaged Facts reports are written by analysts with years of experience as professionals working in their respective industries. This experience, combined with a time-intensive research methodology, results in authoritative analysis that aids the decision-making process of our clients.



Exclusive Culinary Trend Research



The Culinary Trend Mapping® Report is an indispensable tool to stay abreast of what's hot - and what will be - in the food world. Published six times a year, each 75+ page journal is packed with trends, data, strategies and insights on the food industry that simply aren't available anywhere else.

Using the Center for Culinary Development's signature Trend Mapping technique, a validated method to identify which culinary trends are gaining traction and which are simply flashes in the pan, each report concentrates on a theme that is shaping the food industry, and then looks at the established and emerging cooking styles, meal items and ingredients along the Trend Map that are driving this theme.

Subscriptions span seven key themes with current and upcoming individual issues listed below.

Cross-Category Focus

- Artisan and Heritage Foods
- Specialty Food Trends
- Extreme and Edgy Flavors

Mealtime Trends

- Snack Foods
- Breakfast Trends
- Sandwiches
- Global Barbecue and Grilling

Health & Wellness

- Focus on Health and Wellness
- Emerging Global Health and Wellness Trends
- Wellness Ingredients

Category Focus

- Hand-Held Foods
- Beverage Trends
- Confections and Desserts
- Snack Foods
- Fats and Oils
- Baked Goods
- Kids' Food
- Condiments and Sauces
- Vegetables and Sides

Global & Regional Cuisines

- Close-up on Asian
- Latino Foods: The Next Wave
- Emerging Global Cuisines
- New Old World Cuisines

Foodservice Trends

- Prepared Meal Solutions
- Street Foods

Targeting Generations

- How Gen Y Eats
- Kids' Food
- Generational Comfort Food
- Millennial Cooking Trends

One Year Subscription (Six Issues) of the Culinary Trend Mapping® Report priced at \$18,500 Global Site License or \$14,500 Single Site License

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Latino Shoppers: Demographic Patterns and Spending Trends among Hispanic Americans

Take an in-depth look at the shopping habits and spending patterns of Hispanic consumers now and in the future inside this market study from Packaged Facts. As more acculturated Latinos become an ever-larger share of the population, marketers may need to address the potential for a significant change in the profile of the Latino consumer. This Packaged Facts report provides important insights into the way acculturation may affect the shopping behavior and buying decisions of Latinos in the years to come.

*Publication ID: LA2848314
January 2011 • \$3,995*

The U.S. Moms Market 2010, 3rd Edition

Step inside the mind of a mother in Packaged Facts' latest market study and get a better understanding of what worries her and how that motivates her purchasing behavior. This market study highlights the macro and micro trends in the U.S. influencing today's mom: Finances, Ethnicity, Eco-Awareness and Technology. The report is filled with specific insights, implications and examples of opportunities for brands.

*Publication ID: LA2615899
November 2010 • \$3,995*

Millennials in the U.S.: Trends and Opportunities Surrounding Gen-Y Adults

This market study assesses the trends shaping the adult Millennial market and identifies opportunities available to marketers interested in connecting with Gen-Y consumers.

The report continues with a forecast of the growth of the buying power of Gen-Y consumers through 2015 and a detailed demographic profile of the Gen-Y population. Inside you'll also find extensive analyses on how Gen-Y consumers manage and spend money.

*Publication ID: LA2661911
October 2010 • \$3,995*

Healthy 50+ Americans: Trends and Opportunities in the Emerging Wellness Market

This Packaged Facts report focuses on the market potential of the 26 million "Healthy Consumers" who are 50 years old and over and who are pursuing a wellness regime that includes healthy eating and regular exercise.

Anchored by boomers who firmly believe that getting older means getting better, Packaged Facts' Healthy 50+ Americans: Trends and Opportunities in the Emerging Wellness Market offers marketers a look into the future of an America where 50+ consumers will generate an increasingly large share of consumer spending power.

*Publication ID: LA6135736
April 2011 • \$3,995*

The Gay and Lesbian Market in the U.S., 6th Edition

Survey research shows that gay and lesbian consumers are more optimistic than other consumers about the economy and personal finances, indicating that gay and lesbian consumers are more likely to amp up discretionary spending on products and services in the wake of the recession.

This completely new 6th edition of Packaged Facts' Gay and Lesbian Market in the U.S. provides marketers with the analysis and insights they need to help them succeed in a consumer segment whose buying power is fast approaching \$800 billion.

*Publication ID: LA2690458
July 2010 • \$3,995*



U.S. Pet Market Outlook 2011-2012

Fresh insights on the U.S. Pet Market featuring exclusive late-breaking national pet owner survey data collected by Packaged Facts.

This report provides essential insights into the U.S. pet market overall and its four categories: veterinary services, pet food, non-food pet supplies, and non-medical pet services (grooming, boarding, training, etc.). Impact of recession and economic recovery, recent mergers & acquisition, and pet specialty vs. mass-market channel wars are but a few of the myriad factors considered in projecting the direction of the U.S. pet market in 2011 and 2012.

Publication ID: LA6044254
April 2011 • \$3,300

Pet Food in the U.S., 9th Edition

Covering cross-market trends and opportunities through 2015, Packaged Facts explores the key elements driving the pet food market including the impact of recession; private-label inroads; advertising and promotional trends; the natural and organic food movement; grain-free/non-allergenic foods; and novel ingredients such as glucosamine, omega fatty acids, antioxidants and probiotics. A special feature of the report uses exclusive proprietary data from Packaged Facts' own consumer survey.

Publication ID: LA2763920
March 2011 • \$4,250

Pet Supplements and Nutraceutical Treats in the U.S., 3rd Edition

Trends in OTC and veterinary-dispensed pet supplements usage vs. usage of special-purpose nutritional formula pet foods and treats are featured in Packaged Facts' latest pet market study. Based on proprietary survey data, the report breaks the market into two categories—supplements and nutraceutical treats—with a primary focus on products for dogs, cats and horses.

Exclusive Insights Include new product trends - Spot emerging opportunities and understand the underlying market forces impacting the pet supplement and nutraceutical treat market today; competitive trends - Benchmark your competitors with a detailed look at the companies making a mark on the industry; market forecast - Leverage our comprehensive sales coverage to strengthen your position and identify area for growth; consumer trends - Position your product to match the shopping patterns of your targeted clients. Using proprietary survey data from Packaged Facts' fall 2010 pet owner survey, we charted the OTC usage trends and veterinary-dispensed pet supplements.

Publication ID: LA2588715
February 2011 • \$3,300

Pet Insurance in North America, 4th Edition

Based on primary research including interviews with every leading pet insurance provider in North America, this fourth edition of report offers a road map for competing effectively in this market both now and in the years ahead. Statistics provided include historical and projected market revenues (gross written premiums), number of policies in force and company shares (both U.S. and Canadian), along with detailed consumer profiles of pet owners, pet insurance purchasers and pet owner prospects.

These and other components make this report the most thorough and comprehensive examination of the North America pet insurance market ever and a must-have for any company interested in capitalizing on this rapidly expanding industry.

Publication ID: LA2588709
November 2010 • \$3,300



Infant, Toddler and Preschool Clothing Market in the U.S., 3rd Edition

U.S. consumers are once again buying their beloved luxury goods - including premium clothing and footwear for their young children. What opportunities can marketers seize today to ensure loyal customer following in the years ahead?

With this market study you will discover the latest birth, societal, and licensing trends that will drive sales; learn the marketing strategies of top competitors; understand the ITP clothing and footwear consumer; craft business plans through 2015 based on our in-depth retail sales forecasts; learn new product trends and how you can take advantage of them.

Publication ID: LA2848320
April 2011 • \$3,300

Babycare Supplies in the U.S., 5th Edition

Valued at \$7 billion at retail, the U.S. Babycare Supplies market's six categories: disposable diapers;wipes; bodycare preparations; feeding accessories; play & discovery toys; and pacifiers/teethers; hold rich potential for players with innovative wares and competitive savvy.

This market study will help you:

- Learn the shopping behaviors of the babycare supplies consumer.
- Identify brand share directly from the checkout scanners in the three main mass-market channels
- Discover how babycare supplies are sold through retail stores via Packaged Facts' primary on-site research
- Understand how societal and economic trends influence the sales progress
- Construct business plans based on detailed analyses of growth trends and market drivers
- Compare your company's marketing strategy against those of California Baby, Hain-Celestial, Kimberly-Clark, Johnson & Johnson, Procter & Gamble, Seventh Generation, and others

Publication ID: LA2604910
July 2010 • \$3,300

Infant, Toddler and Preschool Furnishings, Toys and Accessories in the U.S., 4th Edition

As the U.S. economy recovers all eyes are on young kids' furnishings (cribs, highchairs, safety gates, etc.), accessories (baby monitors, car seats, strollers), and toys. Together, the three categories valued \$18 billion at retail in 2010.

This market study will help you:

- Identify the consumer shopping behaviors and characteristics that compile this market.
- Highlight business opportunities, new product trends and factors promoting future growth.
- Size up major competitors: Crown Crafts, Dorel, Leapfrog, Maclaren, MGA Entertainment, Newell Rubbermaid/Graco, Phil & Teds/Mountain Buggy, and UPPAbaby.
- Gain perspective into this market with our dollar forecast through 2015 - the results of our own survey of nearly 2,000 consumers.
- Understand how to use websites and social media to maximize customer loyalty and success.

Publication ID: LA2707953
November 2010 • \$3,300



Social Media and Technology in the U.S. Foodservice Industry

New technology allows restaurant operators to interact with potential customers in real-time—affording them significant opportunities to influence consumer food choices as they are being made.

With this market study you will:

Learn how you can effectively implement Facebook and Twitter restaurant quantification methods

Leverage our in-depth social media and technology case studies of Chipotle Mexican Grill and Starbucks, two restaurant brands leading the way into new marketing and promotional territory

Uncover the demographic profiles of the mobile restaurant ordering user and the urban diner

Launch new market initiatives using smartphone technology, applications, mobile payments and location-based services

Learn how to leverage emerging multi-concept ordering platforms, online consumer review platforms, and food blogging & photography sites

Publication ID: LA2848312
March 2011 • \$3,995

Packaged Facts' foodservice studies will revitalize how you respond to the evolutionary needs of your customers.

Using exclusive consumer research and primary analyses each foodservice market report arms you with the marketing and business intelligence for a solid growth platform.

Trends in U.S. Hospital, Nursing Home and Residential Facility Foodservice

Healthcare foodservice operators will welcome the revealing, expert analysis in this report. The market study will help you leverage new marketing opportunities; analyze the win-win proposition for hospital foodservice with a restaurant brand that forcefully plays the health card; assess "primary" with positive momentum: room service and individualized patient care; customer service; wellness and nutrition; variety and culinary exploration; sustainability and green initiatives; and the need for speed.

Publication ID: LA6044306
February 2011 • \$3,995

Trends in U.S. Corporate Foodservice

Significant untapped opportunity exists in building greater synergy between corporate foodservice and wellness programs; and in meeting employees' foodservice needs by profession and occupation in concert with demographics. With this market study you will use our market size data and forecast analyses to benefit your bottom line; leverage competitive factors; Uncover new ROI opportunities through our comprehensive trend analysis; foresee market challenges using our proprietary metrics; gain strategic perspectives into the corporate foodservice plans of national and regional managed services players.

Publication ID: LA2848311
March 2011 • \$3,995

Catering Trends in U.S. Foodservice

Plan your catering and foodservice strategies with new market insights and analysis from Packaged Facts. Key coverage includes: A market size and forecast for the catering industry; Key factors to catering growth; trended consumer catering expenditures by demographic; catering trends within the institutional foodservice category, with a focus on hospitals and colleges and universities; catering macro-trend analysis; catering operations analysis of a mixture of restaurant, food retail, foodservice contractor, and caterer companies.

Publication ID: LA2848313
January 2011 • \$3,995

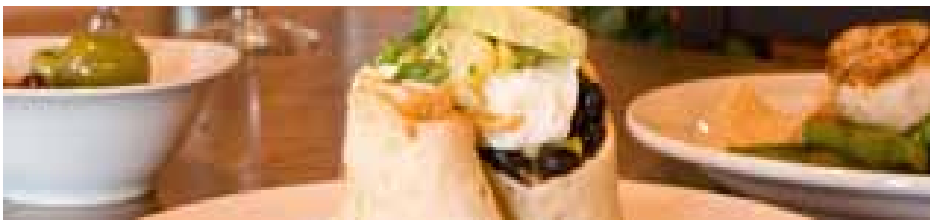
Foodservice Market Insights

Via our proprietary research data, Packaged Facts analyzes restaurant brands that play a role in each daypart, which are supported with a variety of information, including Food Lifestyle Segmentation and core demographic analysis for low- and high-frequency brand users. We focus on recession-driven responses and menu strategies to help you make educated strategic decisions.

Breakfast Trends in the U.S. Foodservice Market

Helping restaurant operators position their brands—and menus, this report provides unique insights into consumers' evolving relationship with the breakfast daypart. Highlights of the study include consumer behavioral and attitude analysis; proprietary analysis of average meal spend; in-depth spending patterns for the breakfast daypart by region, income, and race/ethnicity; meal “pricing threshold” analysis; restaurant and menu selection analysis; and a thorough, investment grade macroeconomic analysis that helps industry participants understand current consumer restaurant spending behavior.

Publication ID: LA2718792
August 2010 • \$3,995



Lunch Trends in the U.S. Foodservice Market

This market examines proprietary consumer research and weaves consultative insight with analysis of lunchtime limited-time offer and value trends; current lunchtime guest check averages; planned restaurant spending; and guest traffic patterns at selected brands. This report shines a light on leading lunchcentric brands, by outlining menu strategies and related innovations, and then tying them to demographic analysis of the brand users' diet, health, and food attitudes; and usage patterns. The report trends lunch sales by demographics.

Publication ID: LA2756365
October 2010 • \$3,995



Dinner Trends in the U.S. Foodservice Market

This report not only helps foodservice industry participants address challenges unique to the dinner daypart but also helps participants contour their strategies to meet consumers' evolving needs. By providing insight on the dinnergoer's decision-making process, this report provides direction on how and why the consumer decides on a specific restaurant.

Coverage includes fast food/QSR, coffeehouse, smoothie shop, ice cream shop, family restaurant, casual restaurant, and fine dining restaurant segments; as well as prepared foods segments at convenience stores/gas stations and grocery stores/supermarkets.

Publication ID: LA2756366
November 2010 • \$3,995

Snack and Dessert Trends in the U.S. Foodservice Market

With proprietary consumer research laying the foundation, the report analyses consumer attitudes and behaviors influencing foodservice snacking behavior. Themes addressed include where and how snacks are eaten, how the snacking purchase decision relates to consumer activity and routine, and consumer hunger and health purchase motivations.

The report includes a 5-year sales analysis for the fast food/quick-service restaurant and full-service restaurant segments, with forecasts through 2011 and guest traffic frequency analysis of leading snack-centric restaurant brands.

Publication ID: LA2756368
October 2010 • \$3,995



Gluten-free Foods and Beverages in the U.S.

Packaged Facts' exclusive online consumer survey reveals the #1 motivation for buying gluten-free food products. People believe that they are healthier than their conventional counterparts.

This market study will help you:

- Identify consumer trends shaping the gluten-free market, with a special look at medical conditions relating this market segment to the consumer.
- Highlight business opportunities, new product trends and factors promoting future growth.
- Understand the benefits and drawbacks of principal methods of gluten detection.
- Gain insight into several types of marketers and their different strategies toward gluten-free foods and beverages.
- Analyze international market activity and regulation/labeling standards.

Publication ID: LA2710664
February 2011 • \$3,300

What's For Dinner: Trends in Center of Plate Proteins

In the face of multinational competitors smaller meat and poultry processors must focus on market niches. This market study's proprietary survey data finds the key market drivers and how you can take advantage of them. With this market study you will learn the latest center-plate trends; benchmark the top poultry, meat and seafood companies and brands; uncover the demographic profile of center-plate protein consumers; craft business plans with out forecasted sales data through 2015; chart the top package tags/claims for new products; respond to the latest market opportunities and marketing trends.

Publication ID: LA2806009
March 2011 • \$3,995

The Future of Food Retailing in the U.S.

Growing competition, emerging retail formats, price wars, more private labels, SKU rationalization, and experiments with online marketing are trends reshaping the food retailing market.

This detailed market study provides insightful macro and micro trend analyses for retailers and CPG marketers who seek merchandise, pricing, and marketing strategies for today's food retailing environment.

Publication ID: LA2739666
February 2011 • \$3,995

Food Flavors and Ingredients Outlook 2011, 8th Edition

Packaged Facts analyses highlights predictions for the key drivers that will affect the U.S. food and beverage industry in 2011, including rising food prices, consumer desire to take control and remain tight-fisted, actual vs. perceived thrift, government and industry pressure for a healthier diet and more focus on pragmatic lifestyle choices to promote happiness and well being.

This report provides insight into major flavor and ingredient trends for 2011 including: Flavors From Around the Globe; Sustainability Trumps Local, Organic and Natural; Wellness Overhaul; Overcoming Obesity; Plethora of Produce; Flavor & Ingredient Crossovers; Salty & Big: Wellness Be Damned; Bolstering Breakfast; Simply Savory; Satisfying Sweets.

Publication ID: LA2706877
January 2011 • \$3,300

Frozen Foods in the U.S., 3rd Edition

The new economic reality feeds two opposing trends in consumer goods markets, including the frozen foods market: premiumization (upscaling) and cutting back (downsizing). Rather than canceling each other out, these two trends interact in the face of slow economic recovery as consumers juggle how to get the most out of less money or less spending.

This completely revised Packaged Facts report takes an omnibus approach, providing a broad overview of the frozen foods market as a whole tracking five main classifications: Center Plate, Desserts, Vegetables/Appetizers/Snacks/Sides, Breakfast Foods, and Beverages standards.

*Publication ID: LA2511637
January 2011 • \$4,000*



Frozen Convenience Foods in the U.S.

This report examines the market in the context of how it competes with the parallel fresh convenience food market, restaurant takeout, and meals prepared from scratch by consumers. Packaged Facts analyzes sales and marketer/brand activity across nine product categories.

A special feature of this report is custom survey data by Packaged Facts specifically addressing consumer purchasing of frozen prepared foods, including vis-à-vis the down economy, restaurant dining and takeout, and fresh convenience food.

*Publication ID: LA2740332
December 2010 • \$3,300*

Chocolate Market in the U.S.: Trends and Opportunities in Premium, Gourmet and Mass Chocolate Products

The Chocolate Market in the U.S. examines the current state of the industry and how the market will evolve over the next five years. The report examines What impact has the recession had on this \$17.3 billion industry? How has product development changed to reflect evolving consumer taste buds and budgets? What constitutes “premium” and “gourmet” products in the chocolate market today? Have consumers changed their buying habits in the face of economic uncertainty?

*Publication ID: LA2505082
September 2010 • \$3,300*

Nutritional Supplements in the U.S., 4th Edition

Packaged Facts examines the U.S. market for nutritional supplements sold to consumers through the full retail spectrum and breakouts retail sales - past and future - along with detailed market drivers, competitive situation, marketing trends, and consumer trends.

Special features include a discussion of competition from nutraceutical foods and beverages based in part on Packaged Facts’ own consumer polling, and in-depth coverage of condition-specific products in myriad segments including joint, calcium, children’s, eye, energy, heart, men’s, women’s, brain, digestive and cosmetic.

*Publication ID: LA2642045
September 2010 • \$3,750*



Regulatory Change and the New Consumer Banking Relationship

This market study is necessary reading for industry participants navigating the effect that new regulations are having on their credit card, debit card, gift card and consumer banking strategies. In emphasizing a trend-forward philosophy, the report also assists in viewing the impact of these regulations into 2011 and 2012.

The report breaks down relevant regulations and their impact on the market, in part by trending important industry metrics (such as interest rates, fees, and penalties) in detail.

To help gauge the effect and future ramifications on the consumer, Packaged Facts conducts “Regulatory Impact and Trend Forecasting” on three groups significantly affected by the regulations: Echo Boomers, The Affluent, and The Debt-Burdened. “Regulatory Response and Strategy Profiles” of the top 10 card issuers help gauge industry responses and strategies.

Publication ID: LA2749750
December 2010 • \$3,750



Rewards Cards in the U.S., 3rd Edition

Trying to navigate the new policies revolving the credit card industry today? Many marketers have asked us, “Which regulatory changes are most relevant to rewards?” and “Does the current credit environment effect migration from credit to debit? Why? How?”.

Packaged Facts’ market study, Rewards Cards in the U.S. answers your specific questions on the reengineered rewards card industry.

This market study also analyzes the following questions:

How does continued migration to electronic payments shape the future of rewards?

Which regulatory changes are most relevant to rewards?

Understanding the macroeconomic and credit factors that shape the pool of current and future credit card customers.

Does the current credit environment effect migration from credit to debit? Why? How?

Which fee structures are being implemented—or could be implemented—to counteract regulatory change?

Over the course of the recession, which consumers are active card users? Multiple card users? Transactors? Revolvers? How has this changed over time?

Publication ID: LA2716351
September 2010 • \$3,750



No one can pinpoint consumer market trends like Packaged Facts.

Our in-depth market research studies will optimize any business or marketing plan, leveraging unparalleled insight into key industry trends, market projections, and in-depth competitor analysis.

Each market study examines different segments supplies you with reliable, easy to use information and detailed analyses for application and implementation.

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