

FDA-Approved Health Claims - US - April 2003 (\$2995.00)

In this report, Mintel analyses foods with health claims authorized by the Food and Drug Administration (FDA). Common health claims found on food labels include: calcium and osteoporosis, sodium and hypertension, dietary fat and cancer, dietary fiber and cancer. This report provides an in-depth look at this unique market in the U.S. with particular emphasis on the consumer. Original research conducted among consumers will examine age, gender and income groups. Potential opportunities for growth within the FDA food market are highlighted, as well as a review of current advertising strategies devised by major manufacturers.

Mintel's exclusive consumer research will delve into such issues within the FDA foods marketplace as:

- Consumers attitudes toward FDA foods
- Primary reasons for consuming FDA foods in regards to age, gender and income
- The future of FDA foods market

The research in every Mintel consumer intelligence report is conducted by our dedicated US editorial team and industry experts to ensure that we answer the needs of our clients. Our reports cover key US consumer sectors in and combine exclusive, original, quantitative data with comprehensive market analysis.