

Kosher Foods - US - February 2003 (\$2995.00)

Endorsed by Kosherfest.

Marketing Partner of OK Kosher Certification <http://www.ok.org>

This exclusive Mintel focuses on kosher certified foods from the following segments: cookies, chocolate confectionery, snacks, sugar confectionery and crackers. In-depth analysis will reveal the most pertinent issues impacting the market. In addition, this report profiles the overall size of the kosher foods market and provides consumer research examining frequency and consumption patterns among a variety of demographics.

This profile of the kosher marketplace will explore such issues as:

- Where kosher foods are purchased (the kosher section at the supermarket, specialty kosher food stores, all kosher supermarket chains)
- Why kosher products are purchased (the taste and flavor, to stay kosher, to stay healthy)

Though focusing in particular upon the consumer, Mintel's new report will also address the major participants in the kosher industry. Using this alongside exclusive consumer research, Mintel will offer a thorough analysis of the current and future market trends. This report contains US IRI InfoScan data.