

Meat Snacks - US - May 2003 (\$2995.00)

This report reviews the current status of the meat snack market and provides a coherent view of the industry and its dynamics. It profiles the size of the market and details major competitors with information on market shares, brands, and financial information. In addition, this report focuses on sales through supermarkets, drug stores, mass merchandisers, and convenience stores and spotlights retailers who have taken an innovative approach to distribution.

This comprehensive report pays particular attention to the consumer and utilizes exclusive primary research and data analysis. Mintel looks at responses by various demographic factors such as age, race/ethnicity, household income and geographic location to give a consumer perspective and analyze usage and shopping trends. Analysis is only presented where significant differences are apparent.

As with all reports, Mintel examines the factors impacting the market at present and in the future. This market profile is an indispensable guide to uncovering untapped sales opportunities and possible avenues for growth in the meat snacks market.