

Refrigerated Dough - US - September 2002 (\$2995.00)

Mintel's report profiles the size of the refrigerated doughs market, paying particular attention to specific demographics of the market, and the major players within the market - the consumer, wholesalers and retailers. In addition, consumer purchasing decisions are analyzed, as well as the effect health and dieting trends have made on the consumer and on the industry as a whole.

This report provides an in-depth look at the refrigerated doughs market in the U.S. with particular emphasis on the consumer. Original research conducted among consumers examines age, ethnic and economic groups. Potential opportunities for growth within the refrigerated doughs market are highlighted, as well as a review of current advertising strategy devised to tap perceived business potential.

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

- Consumers' attitudes toward refrigerated doughs and purchasing preferences in terms of location, pricing, brands, and retailers
- Which consumers are apt to spend more money on refrigerated doughs regards to age, demographics, and standard-of-living, income
- The future of the refrigerated doughs marketplace.

This incisive investigation into the refrigerated doughs marketplace will examine the growth potential of the market, and consumer attitudes regarding the influence of advertising campaigns, trends, health issues as they apply to organic foods and pricing concerns. This report contains US IRI InfoScan data.