



Soyfoods: The U.S. Market 2005

5th Annual Edition

The soyfoods market in the U.S. has matured into an over \$4 billion retail food category with new and innovative products meeting the ever-changing consumer need for convenience, better taste and functional health benefits.

This report examines the current market and tracks recent trends in both mature and emerging product categories.

A Study by Soyatech, Inc. and SPINS, Inc.

AVAILABLE JULY 2005



The fifth in a series
of in-depth reports
on the evolving
soyfoods market by
the leading information
sources for the
soy and natural products
categories.

The market for soyfoods in the U.S. has evolved into a true new-age food phenomenon, moving across all distribution channels, as these healthy, soy-based products have been accepted by mainstream American food shoppers from coast to coast.

The market, now valued at over \$4 billion, is beginning to show signs of maturing, with growth in some of the larger categories coming to a halt, while other new and emerging sub-categories are beginning to develop that are helping to keep the overall category in positive growth.

The total market for soyfoods in the U.S. hit \$4.1 billion in 2004, up 5% overall from the previous year although categories such as soymilk, chips, snacks, functional beverages, pasta products, cold cereals, yogurt and other categories are growing at higher rates.

The 2005 study is the fifth report produced by the partnership of Soyatech and SPINS and contains detailed information on the U.S. market by category, sub-category, brand and distribution channel.

“After more than 20 years of emergence and evolution, there is no doubt that soyfoods and soy-protein based food products have become a mainstay of the food industry,” says report author Peter Golbitz.

“And although some traditional soyfood product categories are only seeing minimal growth, new, more highly evolved, modern day consumer oriented-foods such as functional beverages and snacks are seeing double and triple digit growth rates.”

If your company produces or markets soyfoods or soy protein ingredients, this is the single most important report for you to order this year.

About Soyatech and Peter Golbitz

Soyatech is a publishing, market research, and consulting firm founded in 1985, specialized in delivering value-added information to the soybean, food, and feed industries. The company publishes the annual Soya and Oilseed Bluebook, the industry’s leading source of information on companies and products, a series of daily, monthly and quarterly newsletters, and SOYATECH.COM, the award winning business-to-business Internet site for the industry.

Company President Peter Golbitz is a world-renowned expert on the soyfoods industry and has published numerous articles, books and studies on the soyfoods industry.

About SPINS

SPINS was founded in 1995 to provide marketing information and insights on the rapidly growing health and wellness industry. SPINS is the only company to track sales of products in Natural Products Supermarkets, and regional chains and independent retailers. SPINS also provides, through its exclusive partnership with ACNielsen, information on movement of health and wellness products through mainstream food stores, drug stores, and mass merchandisers, as well as on demographic and purchase behavior information on consumers buying health and wellness items. SPINS’ information is critical to strategic and tactical decision-making, and is cited regularly in industry news articles, trade advertising, and financing documents.



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Subscription Form • Report available July, 2005

Prices & Options:

Soyfoods: The U.S. Market 2005

(study as outlined, see inside for detail)

- Macro Section**
(top line - all categories) **\$2,900**

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- Soy-based Meat Alternatives** **\$1,000**
 Soymilk Beverages **\$1,000**
 Tofu **\$1,000**
 Energy Bars with Soy **\$1,000**
 Meal Replacements with Soy **\$1,000**

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Individual Category Level Data

(most current 12 month period, Natural Product Supermarkets, Food/Drug/Mass, data)

- Meat Alternatives** **\$1,500**
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A subscription agreement with use of data restrictions will be sent to subscriber by fax or e-mail prior to release of report and data.

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