

# Soyfoods: The U.S. Market 2006

The market for soyfoods in the U.S. has evolved into a true 21st Century food phenomenon, sweeping across all distribution channels as mainstream American shoppers from coast to coast seek healthy food options for themselves and their families.

After years of rapid growth, the U.S. soyfoods market, valued at over \$4 billion in 2005, is now beginning to show signs of maturity. While growth in some of the larger categories seems to be coming to a halt, other emerging sub-categories are beginning to develop that are helping to keep the overall category in positive growth.

“The industry’s growth curve looks like a classic example of a successful product’s movement from an embryonic stage to rapid expansion and then to slower growth in maturity” says study author Peter Golbitz, president of Soyatech.

The 2006 study is the sixth 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.

“Shoppers are definitely looking for the next big thing in soyfoods,” says Mr. Golbitz. “Some company, somewhere needs to make a bold move similar to what White Wave did in 1996 when it moved its Silk brand soymilk into the dairy case.”

- What are the next opportunities in this healthy food category?
- How have the largest food companies moved in and impacted the marketplace?
- Will soyfoods continue their 25 year expansion or have we reached the top of hill for this industry sector?

If your company produces or markets soyfoods or soy protein ingredients, this is the single most important report for you to purchase 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, an electronically distributed daily newsletter covering the soyfoods, agribusiness and industrial biotech and biofuels areas, 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 soybean and oilseed industry and has published numerous articles, books and studies on the industry and market.

#### 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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- Includes: Overview & Sales, Historic Sales, 2005 Manufacturer & Retail sales in all channels, Sales vs. Non-soy products, Organic Product Sales, Market Share Top 5 brands, Summary & Analysis*

**EXTRA BONUS: UPDATE ON LATEST NEWS ON SOY & HEALTH AND ITS POTENTIAL IMPACT ON SALES**



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For additional information contact:

Peter Golbitz

Soyatech, LLC

1369 State Hwy 102

Bar Harbor, ME 04609 USA

PH: 207.288.4969, x101

FAX: 207.288.5264

E-Mail: pggolbitz@soyatech.com

