

4th Annual Edition

Soyfoods: The U.S. Market 2004

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

Now Includes
Emerging
Categories



Soyfoods have been growing at a rate of over 14% per year for the past 10 years.



The category has moved solidly into mainstream and hit \$4 billion in retail sales.



New emerging categories and large food companies will fuel further growth.



A NEW STUDY AVAILABLE IN JUNE 2004



The fourth in a series of in-depth reports on the rapidly growing soyfoods market by *the* leading information sources for the soy and natural products categories.

The market for soyfoods in the U.S. continues to grow strongly, although it is beginning to show signs of maturity in certain categories.

A first read of the current data on the U.S. soyfoods market indicates that total retail sales hit the \$4.0 billion mark in 2003, increasing approximately 10 percent from \$3.65 billion in 2002.

The final and complete numbers for the year 2003 will be available in June in the "Soyfoods: The U.S. Market 2004."

The 2004 study is the fourth 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.

Categories that continue to show strong growth are soy-based energy bars, up 12 percent, soymilk beverages up 10.6 percent, and soy yogurt up 23.6 percent. Tofu, relatively flat for a number of years, has begun to show signs of activity again thanks to a wide range of prepared products estimated to grow at approximately 4.5 percent.

Up and coming categories are chips and snacks, cookies and snack bars, and shelf-stable juices and functional beverages with soy, all growing at over 100 percent in 2003. Losers for the year are cold cereals, hot cereals, meal replacements, and soynuts.

"Soyfoods and soy protein-fortified foods continue to make their way through the supermarket aisles," says report author Peter Golbitz.

"New and emerging categories such as new meat alternatives, frozen entrees, nondairy foods, private label products and low-carb foods with soy are going to continue to fuel industry growth and development for the next few years."

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.



Soyfoods: The U.S. Market 2004

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Soyfoods: The U.S. Market 2004

Subscription Form • Report available June, 2004

Prices & Options:

Soyfoods: The U.S. Market 2004

(study as outlined, see inside for detail)

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

PLUS Additional Sections: (purchase of Macro Section required)

- 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**
 Emerging Categories **New!** **\$1,000**

PLUS: If you buy the full report, you may also purchase these detailed reports at a special price.

Individual Category Level Data

(most current 52 week period, Natural Product Supermarkets, Food/Drug/Mass, top 10 brands & 20 items)

- Meat Alternatives **\$1,500**
 Soymilk Beverages **\$1,500**
 Tofu **\$1,500**
 Energy Bars **\$1,500**
 Meal Replacements **\$1,500**
 Other _____ **\$1,500**

TOTAL FOR ORDER:

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Return your order form to:

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