NEW YORK, Sept. 19, 2013 /PRNewswire/ -- Reportlinker.com announces that a new market research report is available in its catalogue:

Health and Wellness in the US http://www.reportlinker.com/p0484361/Health-and-Wellness-in-the-US.html#utm_source=prnewswire&utm_medium=pr&utm_campaign=Functional_Food

Total health and wellness food and beverage sales in the US recovered in 2012 but at a lower level than in 2011. Much of the slowdown is due to a reduction in unit prices of drinking milk in 2012 as milk and other dairy products contribute a big portion to the overall health and wellness food market. At the same time, the recovery of the US economy is allowing consumers to pay more for health foods.

Euromonitor International's Health and Wellness in USA report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2008-2012, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2017 illustrate how the market is set to change.

Product coverage: Health and Wellness by Category, Health and Wellness by Prime Positioning, Health and Wellness by Type.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?* Get a detailed picture of the Health and Wellness market;* Pinpoint growth sectors and identify factors driving change;* Understand the competitive environment, the market's major players and leading brands;* Use five-year forecasts to assess how the market is predicted to develop.

HEALTH AND WELLNESS IN THE USEuromonitor InternationalAugust 2013

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