Healthy-Ingredient Snacks in the U.S.: Cereal/Granola, Fruit, and Seed/Nut Snacks and Bars

Description: More and more Americans eat smaller portions of food more frequently throughout the day, and there is universal agreement in the food industry that this megatrend is here to stay.

Another cultural shift that adds fuel to a hot healthy-ingredient snacks market is the high priority placed by many adult consumers on making sure that the food they - and their kids - eat passes nutritional muster. This new report shows how these consumer trends are converging to produce a new generation of snackers attracted by the “health halo” surrounding healthy-ingredient snacks and to create the conditions for a vibrant market.

The healthy-ingredient snacks market is marked by a continuous quest on the part of both marketers and consumers for the next best product offering. The market is characterized by a continuous flow of new products based on inventive flavor combinations, exciting ingredient ideas, innovative formats and shapes, exotic fruits and vegetables, “superfoods” claiming to provide outsized health benefits, bold contrasts of sweet and salty, and novel and unexpected amalgamations of spices and heat from around the world.

Marketers of healthy-ingredient snacks take full advantage of the health-halo effect, a phenomenon that leads consumers to perceive that food products with certain claims, such as “organic” and “natural,” are healthier or safer for them. Healthy-ingredient snacks commonly carry labeling that sets them apart with objective characteristics such as non-GMO, vegan or organic. They also often are labeled more subjectively as being “local,” “pure,” “real,” “natural,” “safe,” “clean,” “minimally processed” and “allergy-friendly.”

One of the key findings of this report is that the brightest and shiniest health halos encircle healthy-ingredient snacks coming from small, boutique marketers. These often are family-run and given to cause marketing. They frequently use locally sourced ingredients and almost always highlight their concern for the global environment as well as the health and well-being of their customers.

The products marketed by these healthy-ingredient snacks marketers appear all the more safe, healthy and authentic because their founders have a deeply personal story to tell about why they got into the snacks business. These fledgling entrepreneurs are passionate about their products and are able to leverage their enthusiasm with consumers. The report suggests that one of the challenges facing the mega-marketers dominating the packaged foods industry in America today will be whether they can find ways to make consumers trust the healthy-ingredient snacks marketed by multinational corporations to the same extent that consumers feel confident in the products marketed by small, personalized niche firms.

Market Definition

This report defines the market for healthy-ingredient snacks based upon the following product categories and types tracked by IRI InfoScan Reviews: cereal/ granola bars (including granola bars, breakfast/cereal/snack bars and all other snack/granola bars); snack nuts and seeds (including snack nuts, sunflower/pumpkin seeds and toasted corn nut snacks); dried fruit snacks (including fruit rolls/bars/snacks; apple chips; and dried fruits); and trail mix and other sweet/salty snacks (including nutritional snacks/trail mixes; chocolate covered salted snacks; and carob/yogurt coated snacks).

The report also analyzes analogous product categories from two other sources of primary data - Simmons National Consumer Study (NCS) and SPINscan - and highlights healthy-ingredient snack trends appearing in other relevant IRI product categories not included in the main market categories as defined above.

Contents:

Chapter 1 Executive Summary
- Market Definition
- Methodology
- Market Overview
Table 1-1 U.S. Retail Sales of Healthy-Ingredient Snacks, 2008-2013 (in million $)
Table 1-2 Projected U.S. Retail Sales of Healthy-Ingredient Snacks, 2013-2018 (in million $)
- Insights and Opportunities
Healthy-Ingredient Snack Marketers Leverage Health-Halo Effect
Major Food Marketers Capitalize on Snacks Mania
Helping Consumers Eat on the Go
Marketers Turn to Ancient Grains
Seaweed Is the New Kale as Superfoods Flood the Market
Gluten-Free Snacks Key Part of Market
Bold and Spicy Flavors Heat Up Market
Healthy-Ingredient Snacks Can Boost Center-Store Prospects
- The Competitors
Operating in a Competitive Environment
Shares by Market Segment Analyzed
- Marketing and New Product Trends
Saving the World, One Healthy Snack at a Time
Personal Connection with Consumers Key
Healthy-Ingredient Snack Marketers Vie for Shiniest Health Halo
School-Based Gardening and Healthy Eating Programs Favored
Traditional Marketing Approaches Still Work
Most Successful New Mass-Market Products Analyzed
Superfoods Lead the Pack of New Products
- Consumer Trends
Continue Radical Transformation in Eating Habits
Number of Healthy-Ingredient Snackers Growing at Rapid Rate
All Kinds of Snacks Appeal
Healthy-Ingredient Snackers More Physically Fit
Demographics of Healthy-Ingredient Snackers Differ
Healthy-Ingredient Snacking Part of Broader Regime
- New Food Products Popular
Chapter 2 Insights and Opportunities
- Topline Insights
Changes in Eating Habits and Elevated Concerns about Food Safety and Health
Figure 2-1 Percent Growth in Number of Adults Agreeing “I Usually Only Snack on Healthy Foods” AND “I Eat Several Small Meals throughout the Day,” 2004-2013
Major Food Marketers Capitalize on Snacks Mania
Table 2-1 Snacks as Percent of U.S. Dollar Sales of General Mills, 2011 vs. 2013 (in million $)
Table 2-2 Snacks as Percent of U.S. Dollar Sales of Kellogg Company, 2010 vs. 2012 (in million $)
Marketers of Healthy-Ingredient Snacks Leverage Health Halo
Upstart Entrepreneurs Raise the Bar and Set the Tone
Helping Consumers Eat on the Go
Marketers Turn to Ancient Grains
Seaweed Is the New Kale as Superfoods Flood the Market
Gluten-Free Snacks Key Part of Market
Bold and Spicy Flavors Heat Up Market
Snack Flavors and Ingredients from Exotic Global Sources
Almonds and Pistachios Set the Pace
Table 2-3 Almonds as Percent of Total Sales of John B. Sanfilippo & Son, Inc., 2011 vs. 2013 (in thousand $)
Marketers Bid to Place Healthy Halo around Popcorn
Healthy-Ingredient Snacks Can Boost Center-Store Prospects
Drugstores Look to Chip Away at C-Store Share
- Market Opportunities
It's a Women's World
Table 2-4 Gender and Age of Healthy-Ingredient Snackers by Volume of Healthy-Ingredient Snacks Consumed (in thousands)
Kids Matter in Healthy-Ingredient Snacks Market
Table 2-5 Households with Adults Consuming Healthy-Ingredient Snacks by Presence of Children and Number of Healthy-Ingredient Snacks Consumed in Last 30 Days (in thousands)
Young C-Store Shoppers Offer Significant Potential
Figure 2-2 Percent of Healthy-Ingredient Snackers Making Four or More Visits to a Convenience Store in the Past Four Weeks, 18- to 34-Year-Old Men vs. All Healthy-Ingredient
Snackers
Wide Range of Marketing Approaches
Web Marketing More Effective with Healthy-Ingredient Snackers
Table 2-6 Types of Internet Advertising Leading to Purchase: Healthy-Ingredient Snackers vs. Other Adults
Table 2-7 Online Purchasing Patterns: Healthy-Ingredient Snackers vs. Other Adults
Healthy-Ingredient Snackers Heavily Involved in Social Media
Table 2-8 Number of Times Visiting Facebook and Twitter in Last 30 Days: Healthy-Ingredient Snackers vs. Other Adults
Table 2-9 Impact of Social Media, Healthy-Ingredient Snackers vs. Other Adults
Healthy-Ingredient Snacks Table of Contents
September 2013 © Packaged Facts ix
Healthy-Ingredient Snackers Open to Cellphone Ads
Table 2-10 Receptivity to Ads on Cellphones: Healthy-Ingredient Snackers vs. Other Adults
Coupons Sway Healthy-Ingredient Snackers to Try Out New Food Products .. 29
Figure 2-3 Percent Agreeing “Often I Can Be Swayed by Coupons to Try New Food Products”: Healthy-Ingredient Snackers vs. Other Adults
Grassroots Marketing Efforts Can Fall on Fertile Ground with High-Volume Healthy-Ingredient Snackers
Figure 2-4 Percent Agreeing “I Am Good at Convincing Others to Try New Things”: Healthy-Ingredient Snackers vs. Other Adults
Celebrity and Sports Event Marketing Efforts Are Effective
Figure 2-5 Percent Agreeing “I Am More Likely To Buy Products from Companies that Sponsor Sports Teams and Sports Events”: Healthy-Ingredient Snackers vs. Other Adults
Figure 2-6 Percent Agreeing “I Like to Buy the Same Products that Celebrities Use”: Healthy-Ingredient Snackers vs. Other Adults
Ads in Traditional Media Effective Too
Table 2-11 Impact of TV and Magazine Advertising and TV Product Placement on Healthy-Ingredient Snackers by Number of Healthy-Ingredient Snacks Eaten in Last 30 Days
Chapter 3 Market Trends
- Historical Trends
  Over Half of Adult Population Are Healthy-Ingredient Snacks
Table 3-1 Healthy-Ingredient Snackers as Percent of Adult Population by Number of Healthy-Ingredient Snacks Consumed in Last 30 Days, 2004 vs. 2013
Table 3-2 Number of Healthy-Ingredient Snackers by Number of Healthy-Ingredient Snacks Consumed in Last 30 Days, 2004 vs. 2013 (in thousands)
High-Volume Healthy-Ingredient Snackers Drive Growth in Market
Table 3-3 Number of Healthy-Ingredient Snacks Eaten by Adults in Last 30 Days, 2004 vs. 2013 (in thousands)
Table 3-4 Number of Healthy-Ingredient Snacks Eaten by Adults in Last 30 Days, 2004 vs. 2013 (in thousands)
Figure 3-1 Per Capita Consumption of Healthy-Ingredient Snacks in Previous 30 Days, 2004 vs. 2013
Granola Registers Largest Increase in Consumer Interest
Table 3-5 Number of Adults Consuming Healthy-Ingredient Snacks by Type of Snack Used Most, 2004 vs. 2013 (in thousands)
- Market Size and Composition
  Market for Healthy-Ingredient Snacks Registers Steady Growth
Table 3-6 U.S. Retail Sales of Healthy-Ingredient Snacks, 2007-2012 (in million $)
Snack Nuts and Seeds Most Successful Snack Category
Table 3-7 U.S. Retail Sales of Healthy-Ingredient Snacks by Type, 2012 (in million $)
- Retail Distribution Channels
  Convenience Stores Key Outlet
Figure 3-2 Share of U.S. Retail Sales of Healthy-Ingredient Snacks by Retail Channel, 2012
Nutritional Snacks/Trail Mixes Show Fastest Growth in Mass Market
Figure 3-3 Snack Categories as Percent of Total IRI-Tracked Dollar Sales of Healthy-Ingredient Snacks, 52 Weeks Ending June 16, 2013
Table 3-8 IRI-Tracked Dollar Sales of Healthy-Ingredient Snacks by Type, 52 Weeks Ending June 16, 2013 (in thousand $)
Volume Sales Down in Many Categories
Table 3-9 IRI-Tracked Sales of Healthy-Ingredient Snacks by Dollar and Volume Growth, 52 Weeks Ending June 16, 2013 (in thousands)

Fast-Growing Products Analyzed

Table 3-10 Healthy-Ingredient Snacks Products with the Fastest-Growing IRI-Tracked Dollar Sales by Category and Type, 52 Weeks Ending June 16, 2013

Smaller Marketers Are Responsible for Majority of Fastest-Growing Products

Table 3-11 Healthy-Ingredient Snacks Products with the Fastest-Growing IRI-Tracked Dollar Sales, 52 Weeks Ending June 16, 2013 (in thousand $)

Natural Supermarket Channel Sales Show Major Uptick

Table 3-12 SPINSscan-Tracked Dollar Sales of Healthy-Ingredient Snacks in Natural Supermarket Channel by Type of Snack, 52 Weeks Ending August 3, 2013 (in thousand $)

Figure 3-4 Snack Categories as Percent of Total SPINSscan-Tracked Dollar Sales of Healthy-Ingredient Snacks in Natural Supermarket Channel, 52 Weeks Ending August 3, 2013

Specialty Gourmet Channel Registers Less Robust Growth

Table 3-13 SPINSscan-Tracked Dollar Sales of Healthy-Ingredient Snacks in Specialty Gourmet Channel by Type of Snack, 52 Weeks Ending August 3, 2013 (in thousand $)

Figure 3-5 Snack Categories as Percent of Total SPINSscan-Tracked Dollar Sales of Healthy-Ingredient Snacks in Specialty Gourmet Channel by Type of Snack, 52 Weeks Ending August 3, 2013

Factors Affecting the Growth of the Market

- Snacking Mania Here to Stay
- Demographic Shifts, Especially Increase in Latino Population, Will Support Growth
- As Moms and the Government Place Higher Priority on Healthy Eating for Kids, Sales Will Rise
- Continuous Product Innovation Will Aid Market Growth Small, Agile and Inventive Healthy-Ingredient Snacks Marketers Will Help Stir Consumer Interest
- Government Regulations Will Promote Healthy Snacking

Healthy-Ingredient Snacks Table of Contents

September 2013 © Packaged Facts xi

Projected Market Growth

Robust Market Growth Anticipated

Market Expected to Grow 30.4% through 2018

Chapter 4 The Competitors

- Overview...

Operating in a Competitive Environment

Figure 4-1 Marketers with Largest Shares of IRI-Tracked Dollar Sales of Healthy-Ingredient Snacks, 52 Weeks Ending June 16, 2013

Private Labels Major Force in Market

Table 4-1 IRI-Tracked Dollar Sales of Healthy-Ingredient Snacks by Leading Marketers and Their Major Brands, 52 Weeks Ending June 16, 2013 (in thousand $)

Nature Valley Maintains Consumer Loyalty

Illustration 4-1 Nature Valley Chewy Granola Bars

Table 4-2 Percent Change in Number of Consumers Using Nutritional Snack Brands Most Often, 2011 vs. 2013 (in thousands)

Marketer and Brand Shares by Market Segment

Private Labels Lead Snack Nuts and Seeds Segment

Figure 4-2 Marketers with Largest Shares of IRI-Tracked Dollar Sales of Snack Nuts and Seeds, 52 Weeks Ending June 16, 2013

Table 4-3 IRI-Tracked Dollar Sales of Snack Nuts and Seeds by Leading Marketers and Their Major Brands, 52 Weeks Ending June 16, 2013 (in thousand $)

Kellogg and General Mills Brands Tops in Cereal/Granola Bars

Figure 4-3 Marketers with Largest Shares of IRI-Tracked Dollar Sales of Cereal/Granola Bars, 52 Weeks Ending June, 16, 2013

Table 4-4 IRI-Tracked Dollar Sales of Cereal/Granola Bars by Leading Marketers and Their Major Brands, 52 Weeks Ending June, 16, 2013 (in thousand $)

General Mills Leads Marketers of Dried Fruit Snacks

Figure 4-4 Marketers with Largest Shares of IRI-Tracked Dollar Sales of Dried Fruit Snacks, 52 Weeks Ending
June, 16, 2013

Table 4-5 IRI-Tracked Dollar Sales of Dried Fruit Snacks by Leading Marketers and Their Major Brands, 52 Weeks Ending June, 16, 2013 (in thousand $)

Marketers of Trail Mix and Sweet/Salty Snacks Show Gains

Figure 4-5 Marketers with Largest Shares of IRI-Tracked Dollar Sales of Nutritional Snacks/Trail Mix and Other Sweet/Salty Snacks, 52 Weeks Ending June, 16, 2013

Table 4-6 IRI-Tracked Dollar Sales of Trail Mix and Other Sweet/Salty Snacks by Leading Marketers and Their Major Brands, 52 Weeks Ending June, 16, 2013 (in thousand $)

- Competitive Trends

General Mills Bets on Healthy-Ingredient Snacks and C-Stores

Table 4-7 Retail Sales by General Mills 2011-2013, Snacks vs. Other Divisions (in million $)

Figure 4-6 Snacks as Percentage of Total U.S. Retail Sales of General Mills, 2008-2013 (in million $)

As Mondelez Steps Back from Healthy-Ingredient Snacks, Brynwood Partners Gains

Illustration 4-2 Back to Nature Nuts

Table 4-8 IRI-Tracked Dollar Sales of Healthy-Ingredient Snacks Products of Brynwood Partners, 52 Weeks Ending June, 16 2013 (in thousand $)

Annie's Set to Push into Mainstream Channels

Illustration 4-3 Annie's Fruit Snacks

Table 4-9 Dollar Sales of Snacks by Annie's, 2012 vs. 2013 (in million $)

NatureBox Plans to Compete by Selling Directly to Consumers

Illustration 4-4 Spice of Life Box

Chapter 5 Marketing and New Product Trends

- Marketing Trends

Saving the World, One Healthy Snack at a Time

Table 5-1 Excerpts from Websites of Healthy-Ingredient Snacks Marketers Pledging Environmental Responsibility and Global Stewardship

Personal Connection with Consumers Key

Table 5-2 Excerpts from Websites of Healthy-Ingredient Snacks Marketers Telling Personal Stories of Founders

Marketers Compete for Shiniest Health Halo

Table 5-3 Excerpts from Websites of Healthy-Ingredient Snacks Marketers Promising Pure and Healthful Products

Marketers Support School-Based Gardening and Healthy Eating Programs

Illustration 5-1 Annie's "Gardens of Goodness"

Enjoy Life Foods Sponsors Food Allergy PSA

Most Successful New Mass-Market Products

Table 5-4 New Healthy-Ingredient Snacks Products with the Highest IRI-Tracked Dollar Sales by Category and Type, 52 Weeks Ending June 16, 2013

Table 5-5 New Healthy-Ingredient Snacking Products Ranked by IRI-Tracked Dollar Sales, 52 Weeks Ending June 16, 2013 (in thousand $)

Navitas Naturals Launches Dragonfruit Slices

Illustration 5-2 Dragonfruit Slices

Snikiddy Introduces Kale

Illustration 5-3 Snikiddy Eat Your Vegetables

Momma Chia Debuts the Chia Squeeze

Illustration 5-4 Chia Squeeze

Himalania Adds Hemp and Black Chia Seeds to Its Product Line

Illustration 5-5 Himalania Hemp Seeds

Sahale Snacks Unveils New Products

Illustration 5-6 Sahale Pomegranate Pistachios

Healthy-Ingredient Snacks Table of Contents

September 2013 © Packaged Facts xiii

Kellogg's Special K Introduces Nutrition Bars Made with Quinoa

Illustration 5-7 Special K Nourish Nutrition Bar

Kind Healthy Snacks Debuts Gluten-Free Granola Bars

Illustration 5-8 Kind Healthy Snacks Healthy Grains Bars

Mrs. May's Naturals Introduces New Line of Healthy-Ingredient Snacks

Illustration 5-9 Mrs. May's Roasted Seaweed Almond Rice Stix
Chapter 6 Consumer Trends

- Trends in Eating and Snacking Behavior
  Consumers Continue Radical Transformation in Eating Habits
  
  Table 6-1 Importance of Meals, 2004 vs. 2013
  Table 6-2 Changes in Eating Habits, 2004 vs. 2013 (in thousands of adults)
  Table 6-3 Changes in Eating Habits, 2004 vs. 2013 (% of adult population)
  Number of Healthy-Ingredient Snackers Growing at Rapid Rate
  Table 6-4 Number of Adults Consuming Snacks in Last 30 Days by Type of Snack, 2004 vs. 2013 (in thousands)
  Healthy Snacking Population Grows Faster in Households without Children
  Table 6-5 Snacking Trends among Adults by Presence of Children in Household, 2013 vs. 2004 (in thousands)
  Healthy-Ingredient Snackers Indulge in All Kinds of Snacks
  Table 6-6 Household Consumption of Snacks by Households with High-Volume Healthy-Ingredient Snackers and without Children

- Demographic Insights
  Healthy-Ingredient Snackers More Physically Fit
  Figure 6-1 Percent Participating in Physical Fitness Program, Healthy-Ingredient Snackers vs. Other Adults
  Table 6-7 Number of Times per Week Participated in Physical Fitness Program: Healthy-Ingredient Snackers vs. Other Adults
  Healthy-Ingredient Snackers vs. Other Consumers
  Table 6-8 Demographic Profile of Healthy-Ingredient Snackers by Volume of Healthy-Ingredient Snacks Consumed
  Different Snacks Attract Different Folks
  Table 6-9 Demographic Profile by Type of Healthy-Ingredient Snack Eaten Most Often
  Vast Differences between Latino Healthy-Ingredient Snackers and Other Latinos
  Table 6-10 Demographic Profile of Latino Healthy-Ingredient Snackers by Volume of Healthy-Ingredient Snacks Consumed

- Consumer Attitudes
  Healthy Snacking Linked to Strong Views on the Environment
  Table 6-11 Attitudes of Healthy-Ingredient Snackers toward Environmental Practices of Corporations by Number of Healthy-Ingredient Snacks Eaten in Last 30 Days
  Early Adopters and Trendsetters
  Table 6-12 Potential Impact of Grassroots Marketing on Healthy-Ingredient Snackers by Number of Healthy-Ingredient Snacks Eaten in Last 30 Days
  Advertising and Product Placement Effective
  Table 6-13 Receptivity to Advertising by Healthy-Ingredient Snackers by Number of Healthy-Ingredient Snacks Eaten in Last 30 Days
  Table 6-14 Impact of Product Placement on TV on Healthy-Ingredient Snackers by Number of Healthy-Ingredient Snacks Eaten in Last 30 Days
  Cable Channels Popular with Healthy Snackers Skew toward Younger Viewers
  Table 6-15 Cable TV Channels More Likely to Be Watched by Healthy-Ingredient Snackers
  Magazines Ads Attract Attention of Healthy-Ingredient Snackers
  Table 6-16 Importance of Magazines to Healthy-Ingredient Snackers by Number of Healthy-Ingredient Snacks Eaten in Last 30 Days
  Table 6-17 Magazines More Likely to Be Read or Looked Into in the Last Six Months by Adults Consuming Five or More Healthy-Ingredient Snacks in Last 30 Days

- Food and Food Shopping
  Healthy Snacking Part of Broader Healthy Eating Regime
  Table 6-18 Attitudes of Healthy-Ingredient Snackers toward Healthy Eating by Number of Healthy-Ingredient Snacks Eaten in Last 30 Days
  Healthy-Ingredient Snackers Have Ecumenical View of Food
  Table 6-19 Attitudes of Healthy-Ingredient Snackers toward Food by Number of Healthy-Ingredient Snacks Eaten in Last 30 Days

  Figure 6-2 Percent Agreeing "I Really Enjoy Cooking," Healthy-Ingredient Snackers vs. Other Adults
  Healthy-Ingredient Snackers Like to Experiment with New Food Products
  Table 6-20 Attitudes of Healthy-Ingredient Snackers toward Trying out New Foods by Number of Healthy-Ingredient Snacks Eaten in Last 30 Days
  Healthy Snackers Spend More in the Grocery Store
  Figure 6-3 Percent Spending an Average of $125 per Week on Groceries, Healthy-Ingredient Snackers vs. All
Adults
High-Volume Healthy-Ingredient Snackers More Likely to Choose Organic Foods
Figure 6-4 Percent Living in Household Using Organic Foods, Healthy-Ingredient Snackers vs. Other Adults
Table 6-21 Use of Organic Foods by Healthy-Ingredient Snackers by Number of Healthy-Ingredient Snacks Eaten in Last 30 Days
Healthy-Ingredient Snackers without Kids Have Calories on Their Mind in the Supermarket
Table 6-22
Household Use of Groceries by Presence of Children
Trader Joe's and Whole Foods Not the Only Grocery Chains to Draw Healthy-Ingredient Snackers
Table 6-23 Percent of Shoppers Eating 8+ Healthy-Ingredient Snacks in Last 30 Days by Supermarket Shopped in Last Four Weeks

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