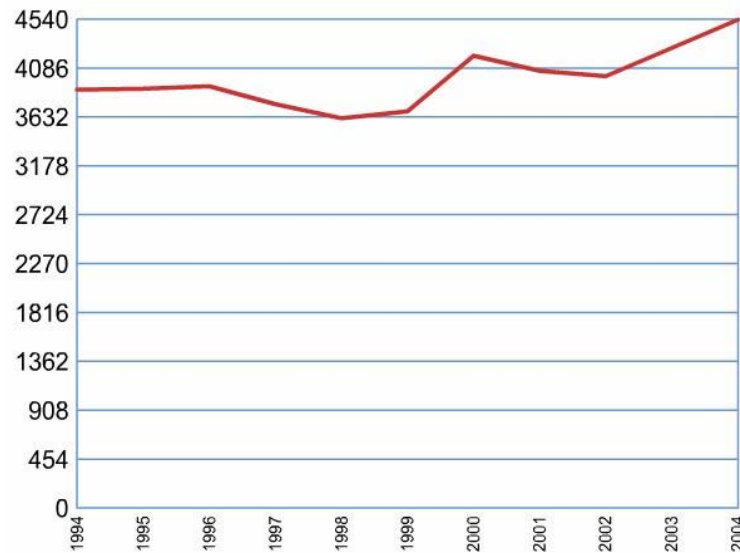
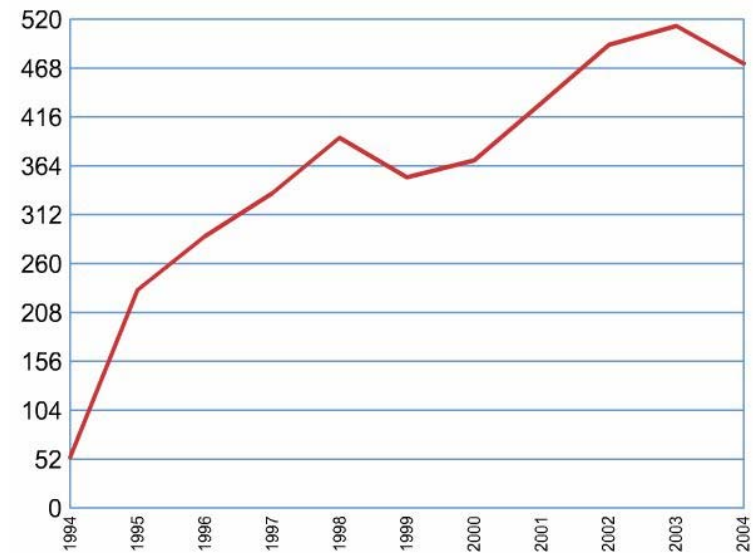




## Significant Growth in New Food Products Targeted to U.S. Children and Youth, 1994 to 2004



**New products targeted to total market**



**New products targeted to children & youth**

**Source:** Williams J. 2005b. *Product Proliferation Analysis for New Food and Beverage Products Targeted to Children 1994–2004*. University of Texas at Austin Working Paper.