

September 2009

Health and Hygiene - Fear of Germs and Bacteria - UK

Swine flu has been at the centre of media coverage since May 2009. Now declared a pandemic with government advertising to educate people of ways to reduce the spread of the virus, it has very much entered the public consciousness. Qualitative research run by Mintel with Toluna shows that, although ...

Ethical and Green Retailing - UK

This report focuses on consumer awareness of the issues and how their behaviour has changed in response to changing economic and environmental conditions. It identifies whether consumer action on environmental issues is increasing and assesses whether retailers need to do more on environmental and ethical issues as a consequence.

Cookware - US

Estimated at \$3.0 billion in 2009, the cookware, bakeware and cutlery market has seen sales fall in 2008-2009. Plummeting housing sales and falling consumer confidence have led Americans to cut back on new kitchen products, especially high-end purchases. However, economizing Americans have also been increasing at-home cooking, which counters ...

Black Haircare - US

Historically, black consumers have shopped at hair salons and beauty supply stores for their haircare needs. While that is still the case for a large number of shoppers, given the state of the economy, many black consumers are taking a closer look at FDMx outlets, which tend to offer better ...

August 2009

Babies' and Children's Toiletries - UK

Household and Personal Care - International

Vitamins and Minerals - US

The US vitamins and minerals market is driven primarily by the graying of America and the substantial population growth of women, two groups that report high penetration for these products. Dynamic growth among the Hispanic population also holds significant potential for marketing opportunities, although this group reports much less usage ...

Private Label Disposable Baby Products - US

Consisting of disposable diapers, training pants, wipes, and baby cleansing and care products; Mintel takes a close look at how the private label disposable baby products market is performing against branded products and how the economy has shifted household purchases. The estimated \$7 billion disposable baby products market is analyzed ...

Marketing Health to Men - US

Men's health lags behind that of women, with a series of biological, social and behavioral factors working together to keep men burdened with greater disease rates and lower life expectancy. This report helps to unravel the mysteries of men's health, and explain why it is lacking and how to best ...

Customer Loyalty and Discounting in Retailing - UK

The recession provides the ultimate test of customer loyalty to those stores where shoppers spend the bulk of their money. But are shoppers altering their spending behaviour in favour of cheaper goods and cheaper retailers, or are people simply saving money by buying differently from the retailers they always use?

Character Merchandising - US

The recession has had an extremely detrimental affect on the character merchandising industry, with

Household and Personal Care - International

Since the market for babies' and children's toiletries products market was last examined in 2007, the market has grown in value by 8% to reach an estimated worth of £358 million in 2009. Continued growth in the UK's child population is a key driver with children's products offering a key ...

The Beauty and Personal Care Consumer - US

There are several circumstances that can shift how consumers shop for market basket staples. Food shopping tends to adjust seasonally while household paper goods are pursued in bulk to maximize savings. Beauty and personal care items are core purchases as well, but the dynamics surrounding how these choices are made ...

estimated retail sales of \$8.5 billion in 2009, a 28% decline from the level observed in 2007. Given the current climate, it is especially important for character merchandisers to examine other possible streams of revenue ...

Candles - US

The US candles market has suffered substantial losses since 2006, as it faces an ongoing recession, soaring materials costs, and poor sales during recent holiday seasons. Mintel predicts that sales will continue to suffer in the current economic atmosphere, but that relief should arrive after 2010. Potential for real growth ...

July 2009

Dishwasher and Dishwashing Products - US

Estimated at \$1.1 billion in 2009, the dishwashing products market has seen slow growth in FDMx sales, translating to a 10% fall from 2004-09 when inflation is taken into account.

Household Cleaning Products - Europe

This report provides a pan-European overview of the household cleaning products market in France, Germany, Italy, Spain and the UK. For more detailed information, please refer to the five individual country reports: *Household Cleaning Products, July 2009*.

Nutricosmetics - Ingestible Beauty Products - UK

The UK's nutricosmetics market is worth an estimated £191 million in 2009. This immature market has experienced rapid growth, albeit it from a small value base.

Economizing in the Home: DIY Retail - US

Household Cleaning Products - UK

Since Mintel's last Household Cleaning report was published in July 2008, the economic downturn has deepened, with the UK officially entering recession in January 2009. Advertising budgets have been cut and heavy price promotions and extra product offers at the point of sale are being used by the big brands ...

Pet Food and Supplies - US

The pet food and supplies category continues to grow in spite of the recession thanks to a gradual increase in pet dog and cat populations and an ever more pervasive view of pets as members of the family. Premium priced pet foods promising healthy natural ingredients and indulgent dining experiences ...

Marketing Health to Women - US

Women's health is a vast and complex realm, with many issues and factors to consider. This provides ample opportunity for marketers to reach an audience of receptive and willing participants. The economy is proving to be a challenge for the health industry overall, and women in particular are impacted, often ...



Household and Personal Care - International

Mintel's research detailed in this report shows that households across the income spectrum are cutting back on spending in areas ranging from basic repair services to major home renovations. This report focuses in particular on economizing efforts in the area of home improvement, including DIY activity oriented towards saving money ...