



September 2009

Star Power - US

As companies cut their marketing budgets amid recession and many others review their strategies carefully, it is becoming increasingly important to review the influence of star power and celebrity spokespeople.

Consumer Electronics Holiday Shopping - US

The focus of this Mintel report is on purchase intent for consumer electronics hardware, electronics software (games, video and music) and communication services (pay-TV, home internet, home landlines and cell phone service). Across all three categories, data sets are presented by age, household income, race/Hispanic origin, and presence of ...

In-store Bakeries - US

In-store bakeries or on-site bakeries located in grocery stores, mass merchandisers or other food stores, are an important channel for the sale of breads, cakes and other baked goods and will generate over \$13 billion in revenue in 2009, according to Mintel estimates. This report will provide in-depth perspectives and ...

August 2009

Character Merchandising - US

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

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 ...

Fitness Clothing - US

With the recession suppressing sales of all apparel along with fitness wear, marketers need to know how to leverage every opportunity. Back-to-school sales have not reached the levels retailers were expecting for end of 2009 and holiday sales are also expected to follow suit. This report uncovers and explores opportunities ...

Children's Clothing - US

Estimated at \$44.1 billion in 2009, the children's clothing market has faced challenges since 2006 due largely to the unfolding economic crisis. The downturn has compelled families to economize and reduce spending on children's clothing by limiting replacements, downgrading to less expensive brands, seeking out sales and turning to ...

July 2009

The Dollar Channel - US

Children's Footwear - US



Retailing and Apparel - USA



At the time of this writing, the country remains mired in a recession that began in December 2007. Throughout 2008, Americans made subtle and not so subtle changes to their shopping and spending patterns, which slowed growth at many companies and, more generally, the U.S. economy.

Economizing in the Home: DIY Retail - US

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 ...

The US children's footwear market is driven by a range of factors, including the growing child population in America, particularly among younger children, whose feet grow at a rapid pace and necessitate new pairs of shoes multiple times a year; increased spending power (although the current recession is pinching household ...