

April 2011

## Airports and Airport Security - International

Travel and Tourism Analyst is a unique series of 20 reports, designed to keep tourism organisations, tourist boards, leading travel operators, academic institutions and investment houses in touch with global travel trends.

## Attitudes Toward Convenience Store Shopping - US

The convenience store industry is becoming more complex, increasingly facing competition from a number of other types of retailers, fast food restaurants and even financial service providers. The vast majority of convenience stores (c-stores) rely on gasoline sales—and indeed many consumers cite in Mintel's custom consumer survey conducted for this ...

## Biscuits, Cookies and Crackers - UK

Mintel estimates the biscuits, cookies and crackers market to reach £2.3 billion in 2011, an increase of 2.7% on 2010. Sweet biscuits continue to dominate the sector and are forecast to represent 83% of the market in 2011.

## Breakfast Goods - Ireland

In response to increasing demand for data concerning the dynamic economy and growth markets of Northern Ireland and The Republic of Ireland, Mintel has developed a series of reports covering a wide variety of sectors within both of these dynamic regions. Each one provides detailed coverage of key drivers as ...

## Buying for the Home Online - UK

Online browsing for information or prices has become an integral part of most shopping trips for major purchases including domestic appliances and furniture. And price comparison is not just something for the few, but is a process which many consumers have integrated into their shopping process. Retailers are using more ...

## Alcohol in Restaurants - UK

Consumer confidence is low and there is an increased focus on saving and paying down debt. However, whilst consumers are more reluctant to 'splash out', they continue to prioritise 'experiences' when they do, with eating out tapping into this demand.

## Beauty Retailing - US

The color cosmetics and facial skincare categories continued to grow through Q4 2010 despite the slow economic recovery, but these segments are not recession proof. Unemployment was still high and consumers remained careful about spending. The retailers that reported the strongest performances were the ones that combined savvy merchandising and ...

## Bodycare and Depilatories - Europe

Steady, year on year value growth in European bodycare sales has been compromised by the economic recession and premium-oriented, non-essential products, such as anti-cellulite and firming treatments and gradual tanners, have fallen out of favour due to consumers' saving measures. Instead, consumers have returned to more basic bodycare products and ...

## Budget Shopper - UK

Despite challenging economic conditions, the majority of people (59%) have felt the effects of the recession but have managed fairly well. This report explores people's financial health and their budgeting habits; it examines attitudes towards spending money and identifies the emotional responses to brands and retailers; the conflict between quality ...

## Camping and Caravanning - UK

Camping and caravanning holidays were one of the few types of trip to benefit directly from the impact of recession, with the number taken in 2009 rising one fifth (including stays at owned static caravans) and one quarter (excluding such stays).

## Canadian Credit Cards - US

Although there are many unique characteristics to the Canadian market, Canadian credit card issuers are experiencing many of the same challenges as their counterparts in the U.S. It is caught in a “perfect storm” between elevated loss rates, increased government regulation and a certain amount of hostility from both ...

## Chocolate Confectionery - UK

The hot topic in chocolate confectionery is the escalation of cocoa prices and how manufacturers are responding by lowering product weights and/or increasing prices. Chocolate has escaped the worst of the recession due to its affordability, relative to other treats, and to lifestyle trends, however this threatens to reposition ...

## Clothing Retailing - Ireland

The clothing retail market continues to struggle through the recession as consumers find their personal disposable income somewhat limited, and thus are limiting their spending in high street retailers and department stores. A key challenge for the market moving forward will be to encourage consumers to make high value purchases ...

## Consumers and Financial Advice - UK

In this report Mintel explores consumers’ attitudes towards financial advice. The main focus is on what they are looking for from providers of financial advice. In addition to detailing how the economic slowdown has impacted consumer demand for advice, the report reveals how consumers use advice, what they think about ...

## Cooking Sauces and Marinades - US

The U.S. cooking sauces and marinades market gained 20% during 2005-10 in total U.S. sales, reaching an estimated \$3.7 billion. The market benefited from consumers’ return to the kitchen to save money during the recession, as well as from price increases during 2008-10. However, lower red meat ...

## Deposit and Savings Accounts - UK

## China Outbound - China

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## Christmas Retailing - Ireland

The economic downturn has already presented challenging conditions for retailers, but in the 2010 Christmas shopping period, poor weather conditions (eg snow and ice) further hampered the trading environment for retailers, which combined with poor consumer confidence, has left many retailers struggling to make sales targets.

## Coffee - UK

Overall, the in-home coffee market is worth 55.3 million kg in volume sales in 2010, and £831 million in value sales.

## Convenience Stores - UK

This report demonstrates that the entrance of the major multiples into the C-store arena has galvanised the existing players into action. Investment has increased dramatically and all the major symbol groups have responded by improving their offer, their stores and their systems.

## Customer Loyalty in Financial Services - UK

The financial crisis has seen many firms shifting their focus. In the boom years, there was an emphasis on customer acquisition, often using aggressive pricing in order to bring in new business. The crisis, though, prompted firms to look again at their tactics.

## Digital Trends Spring - UK

It is the precautionary motive that dominates savers' thoughts in the current climate. Those consumers saving for emotional security will value personalised service, regular contact from the savings provider and a simple customer queries service more than most.

## Dishwashing Detergents - Europe

European Consumer Goods Intelligence is a unique series of fmcg market research reports, written by industry experts and incorporating exclusive insight into consumer activity and market trends.

## Dishwashing Products - US

The dishwashing products category has largely taken the recession in stride, posting solid annual FDMx sales gains in 2008 through 2010. The positive results were driven in part by a recession-inspired return to home meal preparation, but also by marketers' success at trading consumers up to premium products promising a ...

## Facial Skincare - US

Sales of facial skincare products in the U.S. declined in 2008 and 2009, as millions of Americans took steps to mitigate the impact of the recession and minimize household expenditures. However, category sales increased in 2010 and there is reason to believe sales could rise again in 2011.

## Food Provenance - UK

Food provenance – the origin of what we eat and drink – enjoys a permanent place on the brands' and media's food and drink agenda, also maintaining its visibility among consumers.

## Green Marketing - US

The number of consumers whose shopping or investing decisions are influenced by corporate behavior continued to grow in 2010. Despite ongoing financial pressures, consumers remain committed to ethical and green shopping.

The report goes on to look at the commercial impact that the extreme weather conditions throughout December had on the all important Christmas trading period, and also suggests ways in which sites can become more competitive.

## Dishwashing Detergents - UK

The most important factor that will drive growth in sales of dishwasher detergents is increasing ownership of dishwashers in UK homes. Between 2006 and 2010 the proportion of households owning dishwashers increased steadily from 34% in 2006 to 37% in 2010. This is the equivalent of an additional 1 million ...

## European Retail Briefing - Europe

European Retail Briefing is a monthly briefing providing news and analysis that includes company results, store openings, cross-border moves, M & A activities, executive changes and property developments.

## Food Processing (Industrial Report) - Ireland

The recession has changed the food processing landscape, with collapses of some companies, consolidation among others and even the creation of new enterprises designed to meet consumers ever increasing demands.

## Food Storage - US

The \$2.3 billion FDMx market for food storage products has been challenged by a struggling economy, coupled with a highly saturated market in most food storage segments, minimal innovation of product and packaging, and growing environmental awareness that eschews disposable products. Additionally, non-FDMx channels such as dollar stores have ...

## Green Marketing in Finance - US

While green marketing has been around at least since the advent of Earth Day in 1970, it has picked up steam in recent years. Spearheading the movement in recent years was the impact of the release of Al Gore's 2006

Oscar-winning documentary, *An Inconvenient Truth*. While much attention has been ...

## Hispanics Online - US

Hispanics, with total buying power projected to surpass \$1.4 trillion in 2013, represent an important consumer segment that sees no sign of shrinking. As of 2010, there are 49.1 million Hispanics, or 16% of the U.S. population. The internet is rapidly becoming an integral part of daily ...

## Innovations in Soft Drinks - Ireland

The all-Ireland soft drinks market lost value between 2006 and 2010, mainly due to the impact of the recession on RoI, where consumers have traded down to higher volume, lower value purchasing; for example, buying less cans and more 2-litre bottles.

## Marketing to Retired People - UK

Consumer behaviour can be complicated and bewildering. What makes retired people think, feel and reason in a certain way? How do they choose between different product alternatives (eg brands, products and retailers) and equally what influences their purchase decisions (eg culture, family, media)?

## Men's Fashion Lifestyles - UK

The menswear market appears to be gradually recovering as we enter 2011, with the sector showing a slight increase in sales. Much of the growth, nevertheless, has been driven by higher average selling prices as a result of VAT rises and inflation.

## Mortgages - UK

The mortgage market has been heavily affected by the credit crunch, with liquidity being severely reduced, and lending being restricted as a result. Banks have tightened their lending criteria considerably over the last few years, due to a lower risk tolerance, as well as tighter mortgage capital requirements. The good ...

## Homeopathic and Herbal Remedies - US

The market for homeopathic and herbal remedies increased 17% from 2005-09 to reach \$5.9 billion. As these once considered "alternative" remedies continue to transition into the mainstream, Mintel expects growth to continue at a steady rate, averaging 3.5% growth annually through 2015.

## Marketing to Gen X - US

Sandwiched between the Millennial and Baby Boomer segments, Generation X (Gen X) has come of age. As this generation enters their late thirties and forties, they hardly represent the "slacker" stereotype that media pundits used to describe the generation in the 1990s. Indeed, many are reaching their peak earning years ...

## Marketing to Singles - UK

Consumer behaviour can be complicated and bewildering. What makes people think, feel and reason in a certain way? How do they choose between different product alternatives (eg brands, products and retailers) and equally what influences their purchase decisions (eg culture, family, media)?

## Mobile and Home Broadband - US

The introduction of 4G mobile broadband speeds represents another potential game-changer for the intensely competitive consumer broadband industry. Cable operators are under pressure to satisfy the needs of consumers for faster speed and increased mobility, while telephone companies see mobile as an opportunity to regain lost DSL subscribers. Close monitoring ...

## Non-alcoholic Beverages at Restaurants - US

Mintel's exclusive consumer research finds that more than half of respondents who order non-alcoholic restaurant beverages buy hot and cold non-alcoholic beverages without buying a meal at least once a month. This means that the beverage menu can be a significant draw for consumers and is an essential component in ...

## Non-alcoholic Beverages: The Market - US

This report explores the non-alcoholic beverage market. Although the market exhibited signs of coming out the recession; sales in 2010 largely remained depressed—growing only 0.8% to \$50.5 billion during 2009-10 in FDMx. The top three segments in the market show signs of maturity and have been partially responsible ...

## Organic Food and Drink - Europe

European Consumer Goods Intelligence is a unique series of fmcg market research reports, written by industry experts and incorporating exclusive insight into consumer activity and market trends.

## Researching Purchases Online - UK

Consumers use the internet for information to help their purchasing decisions on products and services ranging from films and home appliances to holidays, utilities and insurance. Internet users read consumer and professional reviews online to get a better understanding of technical specifications and performance of a product or service they ...

## Shampoo, Conditioners and Treatments - UK

Shampoos, conditioners and treatments need to overcome their commodity status. Manufacturers and retailers are trapped in a vicious circle of aggressive discounting, which holds back value growth, which in turn prompts them to discount once again to drive up volume. The key to redressing this situation is to build penetration ...

## Spectator Sports - UK

Although the economy is now no longer officially in recession, economic growth continues to be weak, with Q4 2010 seeing GDP slip back into negative territory. For 2011, the story is likely to focus around public sector

## On-premise Alcohol Consumption Trends - US

The food and beverage industry struggled through the recession, and on-premise alcohol consumption was especially hard hit, with consumers regarding drinks out on the town as even more of a discretionary spend than food at a restaurant. The economy appears to be picking up and savvy operators have spent the ...

## Passive Fire Protection Materials (Industrial Report) - UK

Industrial market reports from MBD industrial (a recognised authority in these markets) have added a new dimension to the breadth of research offered by Mintel. These industrial titles complement Mintel's existing consumer range, covering sectors such as building and engineering, and now featuring new business and professional/office sectors ...

## Salty Snacks: Popcorn, cheese, corn and meat snacks - US

Within the overall salty snacks category, popcorn, cheese snacks, meat snacks and corn snacks are among the smaller segments. Nonetheless, they still collectively generated nearly \$5 billion in total 2010 U.S. sales. Moreover, with the exception of corn snacks, annual sales for each of the other segments in the ...

## Soap, Bath and Shower Products - UK

The recession has impacted upon the shopping habits of more than five in ten adults. Buying soap, bath and shower products that are on special offer is top of the mind amongst just over a half of consumers. Almost four in ten consumers even go as far as stock piling ...

## SUVs and Crossovers - US

This report explores the SUV and crossover market in the U.S. It provides insight into the external and internal factors affecting SUV/crossover sales, consumption and developing trends, and what they mean for future sales, promotional campaigns and industry innovations.



budget cutbacks, which are leading to substantial job losses.

## **Table Sauces and Seasonings - Europe**

European Consumer Goods Intelligence is a unique series of fmcg market research reports, written by industry experts and incorporating exclusive insight into consumer activity and market trends.

## **The Car Market - Out of Recession? - UK**

The closure of the government-funded scrappage scheme will have made the end of 2010 feel like a recession for carmakers. Following a brief recovery in sales, new car registrations began slipping back last year.

## **UK Retail Briefing - UK**

UK Retail Briefing is a monthly briefing providing news and analysis that includes company results, store openings, cross-border moves, M & A activities, executive changes and property developments. Additionally each month, UK Retail Briefing focuses on a key issue or specific UK retail sector. The month's retail news is ...

Specific questions that are answered in this report include ...

## **Tablets and eReaders - US**

With high degrees of interactivity, flexibility and portability, digital media has quickly gained popularity and become an important factor in how U.S. consumers spend their time. Electronics manufacturers have accordingly sought to capitalize on this trend by creating a range of new devices to access these media, which in ...

## **TV Viewing Habits - Ireland**

The economic climate has forced many consumers to review how they spend their leisure time, and in an effort to reduce outgoings, many are choosing in-home entertainment over going out. This has helped to maintain television viewing audiences at a time when they have been spread more thinly as a ...