

January 2015

Accounting and Financial Management - UK

“Growth in the UK accounting and financial management market has been restricted by the sluggish economy in recent years. However the market has started to show stronger growth in 2014 in line with the more robust economic recovery. Consultancy is expected to remain the strongest growth sector, as accountancy firms ...

Back to School Shopping - US

“With many retailers expanding the scope of their price matching policies, differentiating based on low prices is becoming increasingly difficult. However, shoppers’ trust is an increasingly important currency that can be exchanged for engagement. Retailers that can meet needs as specific as individual school requirements can build that trust, thus ...

Beauty Retailing - Europe

Beauty Retailing – Europe provides detailed coverage of the beauty retail sectors in five Western European markets: the UK, France, Germany, Italy and Spain. The data in its entirety is contained in the single copy five-country report, which gives a full overview of beauty retailing in these markets. Single country ...

Beauty Retailing - Germany

Beauty Retailing – Europe provides detailed coverage of the beauty retail sectors in five Western European markets: the UK, France, Germany, Italy and Spain. The data in its entirety is contained in the single copy five-country report, which gives a full overview of beauty retailing in these markets. Single country ...

Beauty Retailing - Spain

Beauty Retailing – Europe provides detailed coverage of the beauty retail sectors in five Western European markets: the UK, France, Germany, Italy and Spain. The data in its entirety is contained in the single copy five-country report, which gives a full overview of beauty retailing in these markets. Single country ...

Beauty Retailing - US

Arts and Crafts Consumer - US

“The abundance of online communities available to support craft inspiration and instruction has opened new doors for novices and experts interested in crafting. Moreover, these digital platforms have given marketers fresh insights into the wants and needs of the target crafting audience. With this wealth of information available, marketers have ...

Beach Holidays - UK

“Creating and packaging high contrast ‘beach-plus’ combination holidays such as ‘beach plus activity break’ could help to reinvigorate the short-haul beach market and help destinations with a ‘bucket and spade’ image to diversify their tourism offering.”

– John Worthington, Senior Analyst

Beauty Retailing - France

Beauty Retailing – Europe provides detailed coverage of the beauty retail sectors in five Western European markets: the UK, France, Germany, Italy and Spain. The data in its entirety is contained in the single copy five-country report, which gives a full overview of beauty retailing in these markets. Single country ...

Beauty Retailing - Italy

Beauty Retailing – Europe provides detailed coverage of the beauty retail sectors in five Western European markets: the UK, France, Germany, Italy and Spain. The data in its entirety is contained in the single copy five-country report, which gives a full overview of beauty retailing in these markets. Single country ...

Beauty Retailing - UK

“Department stores look most at risk from the growth in online-only retailers because both channels are biased to branded merchandise (particularly premium/luxury labels) which makes it easier for shoppers to compare prices. Where price is a major factor then people are more likely to choose the pure player over ...

Beer - US

“For many consumers, buying beauty products can become somewhat of a mundane task. Shoppers in this category have a multitude of options to choose from including where they shop and what they buy, but still, many will frequent a few favorite places, and/or buy the same brands repeatedly. Retailers ...

Black Consumers and Dining Out - US

“Black consumers spend a hefty amount of money on dining out. Although they are more likely to patronize chain restaurants, there is tremendous support for local mom-and-pop restaurants in their community, particularly those that serve ethnic dishes. Black consumers are expanding their palate to include a wider range of ethnic ...

Breakfast Restaurant Trends - US

“There is still room for expansion and improvements in the breakfast segment. Some of the biggest names in foodservice breakfast are still pushing the envelope in terms of beverages and food innovation. The biggest hurdle for operators is to keep up with the fast movement of the segment. Brands that ...

Chips, Salsa and Dips - US

“While consumers report buying chips/dips mostly to satisfy a flavor craving or facilitate snacking, health claims have the greatest potential to give another reason to buy. As many consumers are migrating away from processed foods toward fresher options, they may be less concerned about fat, salt, or calorie counts ...

Cleaning for the Family - UK

“In promoting cleaning products to families, campaigns most likely to appeal are those focused on making the most disliked tasks less of a chore and those reassuring parents that products can help to safeguard the family home in terms of being safe to use around children and maintaining hygiene.”

“While beer is still a significant part of consumers’ drinking repertoire, Big beer needs to embrace the full food/drink expectations and behaviors of their key Millennial audience as they drive the rest of US consumers toward the same: ingredient scrutiny, quest for food/drink experiences, appreciation of brand and ...

Bodycare - Brazil

“With their hectic lives, today’s consumers try to optimize their time as much as they can. Multifunctional products were created out of necessity, and body care brands have a great opportunity to follow the multifunctional trend. Hand care products have low penetration in the Brazilian market, and are more associated ...

Bundled Communications Services - UK

“Including a free tablet with a data connection would induce the customer into a quad-play contract, with a mobile SIM attached to their name. It would increase the number of connected devices in the consumer’s home, leading to a greater likelihood of the user upgrading to a superfast connection down ...

Cider - UK

“Talking about the use of specific apple/pear varieties in a similar way as beer is now doing with hops could further build premium cues by strengthening an image of quality ingredients.”

– **Chris Wisson, Senior Drinks Analyst**

Consumer Attitudes toward Sugar and Sweeteners - UK

“‘Naturalness’ appears to have become almost synonymous with healthiness and elicits trust from consumers, while anything artificial people tend to be wary of. This creates opportunities for manufacturers to move away from refined sugar and towards those with strong natural connotations in their recipe formulations.”

– **Emma Clifford, Senior ...**

Consumers, Saving and Investing - UK

“Once consumers start saving, the benefits of having money set aside become more tangible. This increases their commitment to saving, and makes the habit self-perpetuating. The challenge for providers, therefore, is to find a way of encouraging consumers to take the first step.”

– **Jessica Morley, Financial Services Analyst**

Crisps, Savoury Snacks and Nuts - UK

“Strong consumer interest in new concepts such as savoury-flavoured cereals and meat-flavoured nuts should add interest to the savoury snacks market, whilst vegetable crisps would benefit from a more mainstream operator entering the market.”

– **Richard Ford, Senior Food and Drink Analyst**

Dining Out: A 2015 Look Ahead - US

“Rising commodity prices have forced foodservice operators to increase menu prices during a time when many consumers are still budget-conscious. However, one demographic that is faring better is men. The changing American family structure has resulted in more fathers taking their children out to eat. Like other demographics, fathers are ...

European Retail Briefing - Europe

This month ERB includes:

Festive Foods - China

“Value for money products will prevail in the festive food market in the future. However, this does not mean that products should be simple and dull with a cheap image. Manufacturers have various ways to provide more value for consumers, such as using the packaging to highlight the festive theme ...

Cooking Sauces, Pasta Sauces and Stocks - UK

“Although chilled cooking sauces are an established part of the market, their use continues to lag behind that of ambient ones. While the price premium of chilled sauces is curbing uptake, lack of variety in the segment, heavily geared towards pasta sauces, also seems to play a role. Exploring other ...

Deodorants - UK

“Older people have traditionally not been a major target for deodorant brands due to their leading less active lifestyles than young adults, meaning that they consequently sweat less. However, with seniors leading increasingly active lifestyles, in terms of both doing more exercise and helping with raising their grandchildren, brands could ...

DIY Auto Maintenance - US

“Only 11% of respondents are doing their own work on cars. Given the complexity of modern vehicles and a general lack of interest in DIY work as a hobby, DIY marketers face an uphill battle. However, there is room for expanding this market and encouraging more DIY behavior. Online tools ...

Family Leisure Trends - US

“Technology has permeated family life, for better or for worse, and work continues to encroach upon family time. In the meantime, the definition of the ‘typical American family’ has shifted. Companies and marketers need to continue to expand how they define ‘family’ in an effort to resonate with increasingly diverse ...

Fish and Seafood - Ireland

“Increasing the availability of alternative fish species in-store and within new products, backed by promotional activity and recipe suggestions, may encourage consumers to opt for new fish options and go some way towards tackling sustainability issues.”

– **Sophie Dorbie, Research Analyst**

Fleet Services - UK

"With technology driving innovation in vehicle manufacture and fleet management tools, leasing companies are having to move quickly to keep pace. Fleet managers are armed with more data and information than ever before, so the demands on leasing operators are expected to increase."

Foodservice Trends - Canada

"Imparting a sense of value will be key to encouraging restaurant patronage, be it dine in or takeout, especially in light of increasing grocery costs. Outside of loyalty programs, restaurants can also create value in adjustments to menu items such as offering smaller portions with smaller price tags. Accordingly, full ...

Golf Tourism - Ireland

"With golf club memberships in decline and participation in golf low across Ireland – particularly in RoI – the sport will have to do more to adapt to lifestyles of modern consumers and offer less expensive and time-consuming ways to participate in the game. This will ensure the economic viability ...

Hair Colourants - UK

"Despite strong grey coverage claims in the category, the oldest demographics with the most grey are less likely to colour their hair. Repositioning part-colouring techniques, such as highlighting, as ways to complement grey hair rather than covering it could be more appealing. Young men, who have more grey than young ...

Hispanic Consumers and Dining Out - US

"As Hispanics' expenditures on dining out continue to grow, restaurants that work toward making Hispanics feel welcomed may not only entice them to return, but may benefit from them sharing their good experiences at the restaurant with others; when Hispanics think about where to dine out, they give a lot ...

Household Care Packaging Trends - US

Food Storage and Trash Bags - US

"Food storage and trash bag sales are expected to grow steadily in the next few years. Market players could generate more incremental sales by developing and launching innovative new food storage and trash bag products, putting a stronger emphasis on consumers' use of food storage products away from the home ...

Full Service Restaurants - China

"The Chinese full service restaurant market will see low but stable growth over the five years to 2019. The rise of an experiential consumption culture exemplifies Chinese consumers' eagerness to chase a lifestyle-driven experience, which can potentially outweigh the effects of anti-extravagance campaigns and the fierce challenge from fast casual ...

Hair Beauty Products - Styling and Colourants - China

"Brands need to continue product and packaging innovations to create new consumption occasions. This not only means hair beauty products for special occasions such as weddings, cocktail parties, dates nights out, but also increasing usage frequency through anytime application and re-application during the day."

Handbags - UK

"There is real growth potential for the men's accessories market as younger generations of men have become accustomed to using manbags, with 20% of 18-24s carrying one with them most of the time."

– **Tamara Sender, Senior Fashion Analyst**

Homewares - UK

"Many homewares, such as curtains, linens, decorative accessories and cushions help define the way that the home looks and feels. People's choice of colours, textures, styles and unusual items allow them to inject their own personality into their homes and create rooms that reflect their sense of design and comfort ...

Living Room Hardware - US

“Household care product packaging can do much more than just hold and dispense the product. Innovative packaging features can become an important part of the usage experience and a way for brands to set themselves apart.”

Loans - UK

“Customers are seeking a greater level of transparency with loan products – as is reflected in the surge in usage of price comparison websites when applying for loans. However, it would be a mistake to overstate a trend towards digital as Mintel data suggests that face to face is undergoing ...

Marketing para os Solteiros - Brazil

“O interesse de marcas, serviços e supermercados no segmento de produtos e serviços direcionados aos solteiros continua a crescer, na medida em que cresce o número de solteiros, que hoje já representa quase a metade da população. Artigos de luxo, viagens, serviços de spa e versões mais sofisticadas de produtos ...

Marketing to Singles - Brazil

“The segment of products and services focused on singles has become quite attractive for brands, services, and supermarkets, as the number of singletons keep growing, reaching nearly half the population. Luxury items, travel, spa services, and upgrades of any sort should be marketed heavily to singles, utilizing ‘you deserve it’ ...

Mobile Phones - China

“Chinese consumers attach importance to mobile phone brands, while consumers’ brand stickiness can be enhanced via high-quality products, outstanding consumer services, brand integrated cross-devices platforms as well as breakthrough features.”

Nail Colour - UK

“Following strong growth in the nail colour market of 7% from 2012-13 to £244 million, driven by fashion

“Having become acclimated to a touch-based and cloud-oriented experience on tablets and smartphones, consumers are expected to yearn for a similar experience in their living room. The industry is supplying that experience in spades.”

– **Billy Hulkower, Senior Technology and Media Analyst**

Managing Your Health - US

“How people manage their personal health is rapidly changing, due to advances in technology, a proactive mentality on the part of consumers, and a wide range of sources where people can get professional treatment.”

– **Emily Krol, Health and Wellness Analyst**

Marketing to Consumers in Tier 1, 2, 3 Cities - China

“Consumers in tier one to three cities make up for more than 70% of the total urban population in China, making them the target of the majority of leading companies that have been trying to increase their product user base – especially in the lower tier cities – for further ...

Mobile Banking - US

“Consumers are comfortable using their smartphones to engage in a whole host of activities, including shopping, visiting their favorite social media sites, and checking email, but are not fully embracing mobile banking. It’s partly because of their concerns of the security of their devices, but also in part due to ...

Nail Color and Care - US

“After years of stellar gains, sales have slowed considerably in the nail color and care category, driven largely by the cyclical nature of beauty trends and the growing impact of the salon market. Still, opportunities exist in the nearly \$2 billion category for brands and retailers to offer women ways ...

Nutritional and Performance Drinks - US

favouring nail art and new textures and effects, sales stalled in 2014 at £245 million, the result of women amassing large collections of nail varnishes that are not regularly used."

Online Dating - UK

"The abuse that is directed principally towards women on online dating websites and apps, along with issues of safety, has received increased publicity over the last few years. Dating sites/apps need to explore more ways to combat these issues to avoid them causing significant damage to the industry."

Plant Protein Drinks - China

"Given the stagnant prices of PPDs, the market is increasingly under pressure to premiumise. Brands and operators will certainly benefit from a new PPD market with an expanding premium segment."

– David Zhang, Senior Drink Analyst

Produtos para Cuidados com o Corpo - Brazil

"Entre 2013 e 2014, estima-se que o mercado de produtos para cuidados com o corpo (incluindo mãos e pés) tenha crescido 14%. Com menos inovações no mercado e o desaceleramento econômico, espera-se que em 2015 o crescimento seja mais moderado, em torno de 12%. Apesar disso, o mercado tem visto ...

Retirement Planning: At/post Retirement - UK

"Without the comfort of generous defined-benefit (DB) pensions, relatively few people will be able to enjoy the luxury of actively choosing to embark on a phased retirement. More likely is that phased retirement will most commonly be a result of people working to supplement their state pension, and attempting to ...

Savings - Ireland

"The category can position its products as relatively affordable tools of support, to help consumers meet their personal health and wellness goals. Promoting products for their proven efficacy in meeting a range of specific consumer needs (eg hydration, weight management, skin health, sustained energy) will be one means of encouraging ...

Pharmacy Retailing - Brazil

"Considering the fact that 26% of consumers cite variety of products as an important factor when deciding where to buy, pharmacies and drugstores should offer a wider range of products. Generic medicines are largely popular in pharmacies and drugstores, but not as much as in other countries, such as the ...

Produtos Farmacêuticos - Brazil

"Farmácias e drogarias deveriam apostar em uma grande variedade de produtos em suas lojas, já que 26% dos consumidores afirmaram que oferecer uma grande variedade de artigos é fator importante na hora de decidir aonde comprar. Os medicamentos genéricos apresentam uma grande procura nas farmácias e drogarias, mas esta busca ...

Property and Casualty Insurance - US

"Many consumers value the knowledge offered by insurance agents as well as the relationships they develop with them personally and, by extension, the insurance company they represent. Since insurance claims are only made in times of stress, companies that make customers feel they are cared for – and taken care ...

Salty Snacks - US

"As consumers continue to snack more frequently on salty snacks and other options, manufacturers will be tasked with meeting their varying need states. While some consumers look for BFY snacks, the top reasons for buying salty snacks are as a treat or to satisfy a craving, indicating there is room ...

Savings and Investments - Canada

“Despite consumers still feeling the squeeze on their finances, there is still some appetite for precautionary saving; the two most common reasons for saving are for security and to cover unexpected events.”

– **Brian O’Connor, Production Manager**

Sugar and Gum Confectionery - UK

“Rising dental health concerns can create an opportunity for chewing gum brands. Currently much of the marketing for sugar-free gums centres around fresh breath, however, the dental health benefits, particularly for children, could warrant more focus. Though explored internationally, tooth-friendly gums tailored for children remain rare in the UK market ...

The Protein Report: Meat Alternatives - US

“Protein alternatives fall in two camps: eggs and everything else. Eggs are widely, almost universally, consumed and have the advantage of a host of health benefits to appeal to consumers; however, their cholesterol levels impact those health-based purchase occasions. Meat alternatives, on the other hand, remain a niche market at ...

手机 - China

“中国消费者重视手机的品牌；手机企业可以通过高品质产品、优质服务、跨设备整合平台以及创新功能提高消费者的品牌忠诚度。”

– 姜雨微，研究分析师

美发产品：造型和染发用品 - China

“品牌需要继续在产品 and 包装上锐意创新，从而打造新的消费场合。这不仅意味着为特殊场合设计专用产品，如婚礼、鸡尾酒会、约会，也包括能增加使用频率的新品，如便于消费者在日间随时使用和补用的产品。”

“Devising innovative incentive schemes is the key to encouraging product consolidation and achieving the Holy Grail of increasing customer wallet share in the savings and investments marketplace.”

– **Sanjay Sharma, Senior Financial Services Analyst**

Sugar Confectionery - Canada

“Sugar and gum confectionery have broad appeal, but manufacturers are hampered by a number of industry problems. Consumers tend to eat confectionery only occasionally and their usage of gum is on the wane. Competition from other treat categories is taking candy and gum users away, and concern about childhood obesity ...

UK Retail Briefing - UK

Each month Mintel’s UK Retail Briefing concentrates on a particular sector or market. This month’s focus is on clothing retailing.

植物蛋白饮料 - China

“植物蛋白饮料市场发展日新月异，使其成为饮品市场最具活力的品类之一：新兴品类日益崛起；新品牌大量涌入市场。”

植物蛋白饮料市场内部以及软饮料品类间的竞争呈现日益白热化的趋势，这将继续给市场内五大产品细分市场内领先品牌带来压力，继而导致市场进一步碎片化。

然而，竞争带来的压力不大可能消除市场继续蓬勃发展这一趋势。植物蛋白饮料市场有望在短期内继续其节节攀升的增长率而获得新的突破。”

– 张一，高级研究分析师

节庆食品 - China

“中国饮食文化丰富，传统节庆食品在节日中扮演着非常重要角色，尤其在其他节庆活动日益淡化的今天，节庆食品日渐盛行。”



– 陈文文，高级研究分析师

针对1-3线城市消费者的营销 - China

“一到三线城市的消费者人数占中国城市总人口数的70%，长期以来一直致力于增加产品用户基数的大多数领先企业因此将他们设定为公司的目标群体，为了进一步增长业绩，这些企业尤其将目光放在了更低线城市的消费者身上。”

餐厅 - China

“与其它增值服务合作来推动知名度和叙事性都是在全服务餐厅业领域上不断增长。基于中国消费者的人口特征以及在当前分化的市场结构下，了解不同就餐者的特有消费行为比以往任何时候都重要，以求实现最广的服务多样化。”

– 刘欣琪，研究分析师