

February 2010

Asian American Lifestyles - US

Although accounting for only 4.6% of the total US population, Asian Americans boast the highest income and educational attainment of any US ethnicity. Some of the wealthiest and most accomplished Americans are Asians, a group that can claim origins anywhere from Japan to India to Iran to Lebanon. With a ...

January 2010

Shaving Products and Depilatories - 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.

December 2009

Gift Shopping Habits - UK

- Consumers are turning away from traditional gifts in favour of gift vouchers/cards and money. Six out of ten adults gave money in 2009 (4 million more than in 2005), while 37% bought gift cards/vouchers (an increase of 2 million).
- Retailers need their gift ranges to stand out and ...

The American Middle Class - US

With approximately one out of two Americans being middle class, it is vital that marketers understand how the Great Recession has changed their perceptions and buying habits. Some of the key topics covered in this report include:

Shaving Products and Depilatories - Spain

This report covers the retail markets for:

Shaving Products and Depilatories - UK

This report assesses the performance of the £523 million shaving and depilatories market since the last Mintel report was published in July 2007.

Foot Care Products - US

After years of increases, foot care product sales declined sharply in 2009. Higher unemployment and lower consumer confidence are taking their toll on this category, causing more consumers to leave minor foot care problems untreated and others to switch to lower-priced private labels. The central challenge facing this category – ...

Shaving Products and Depilatories - Germany

Thanks to a widening of the female consumer base and the emergence of new sub-segments such as body

Beauty and Personal Care - International

groomers, the shaving products market achieved moderate growth rates up to 2008. However, 2009 looks likely to see a reversal of fortunes as financial worries encourage consumers to turn to own-labels.

Shaving Products and Depilatories - France

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Shaving Products and Depilatories - Italy

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iPhone Generation - UK

The world of new technology is by definition a fast-moving one, and there have been many new developments, especially in mobile technology, since Mintel's report *The iPod Generation – UK, April 2007*.

This report looks at consumer attitudes towards new technology, and the extent to which technology is changing the ...

November 2009

Black Baby Boomers - US

Black Baby Boomers have long been ignored by marketing messages that are geared to the young in spite of the fact that they represent the largest African American generational segment and currently hold the greatest amount of wealth of all Black generations. They represent a growth market in many industries ...

Salon Products and Consumer Purchasing - US

The salon products market has been affected by the economic woes gripping most Americans, as consumers keep a closer eye on their expenditures and trade down on everything from cars to clothing to personal care. In addition, salon brands have found themselves competing with mass market brands delving into the ...

Soap, Bath and Shower Products - US

While the Soap, Bath and Shower segment was not as negatively affected as other segments in the personal care aisle, this market still posted lackluster growth in 2008 and 2009, in part due to a lack of innovation that would entice consumers to purchase new and different products rather than ...

Lifestyles of Baby Boomers - US

The two years since the last Mintel report on Baby Boomers, *Spending Power of Baby Boomers—U.S., February 2007*, have seen dramatic changes in the US economy. Beginning in late 2007 and intensifying in 2008, consumers have been assaulted by the credit crisis, foreclosures, bank failures and consolidations, and a ...

Budget Shopper - US

The current recession didn't so much start a trend toward budget shopping as intensify one already in place. While belt tightening has been an ongoing process in recent years, the motivations for it have shifted considerably in the past 12 months as the recession has deepened and turmoil in the ...

October 2009

Ethnic Beauty - UK

- The 7.3 million strong ethnic population is growing faster than the white population in the UK. This expansion offers strong growth opportunities for cosmetics and toiletries products that target the UK's non-white population.
- Teenagers and pre-teens are more strongly represented within the ethnic community than amongst white people. Young ...

Health and Fitness Clubs - UK

The UK health and fitness clubs market has hit a sticky patch in the past 18 months, which has seen market growth stall as a result of the combined impact of the banking crisis and associated economic recession. Club openings have slowed to a trickle in all but a few ...

Men's Toiletries - US

Comprised of haircare, skincare, deodorants/antiperspirants, shaving cream/gel, and grooming/shaving scissors, the men's toiletries market has grown between 2004 and 2008. Mintel analyzes both the men's and unisex toiletries market to identify challenges and opportunities for men's grooming manufacturers including: