

December 2011

Affluent Investing - UK

“Although a large proportion of wealth manager funds continue to be under discretionary management, changing investor attitudes and behaviour, as well as ongoing advances in internet technology, suggest further growth in self-directed investment management among the high net worth. By giving their non-managed accounts a higher profile in the market ...

Beer: The Market - US

This report provides a detailed look at the on- and off-premise segments of the U.S. beer market, including:

Canadian Mass Affluents - US

Canada may be a small country in terms of population, but a relatively high percentage of them are quite affluent. About one-third of Canadian households earn C\$100K+, and 22% earn C\$150K+. An outsize percentage of the most affluent are new immigrants, mainly from Asia, who are driving population ...

Children's Media - UK

“There are fewer opportunities for today’s children to enjoy iconic shared TV moments; hence the growing importance of mainstream crossover family TV (and family-oriented gaming such as the Wii) in providing a form of collective cultural bonding between friends and between children and adults.”

Deli Consumer (The) - US

In recent years, delicatessen operators have diversified product selection, expanding far beyond lunch meat and cheeses, to include prepared meal solutions, in-store sandwich shops, beverage centers and other specialties. Consequently, a well-managed in-store delicatessen (ISD) can play an integral role in separating a retailer from the competition and making it ...

Beer - UK

“Lager can undoubtedly innovate its way out of its current slump. If ever there was doubt about the importance of innovation in driving sales this can be dispelled by the value which flavoured vodkas plus pear and other fruit-flavoured ciders have added to their respective youth-orientated categories.”

Blacks and Travel - US

Black buying power is on the rise and is expected to reach \$1.1 trillion by 2014, according to the Selig Center for Economic Growth. Despite tough economic times, Blacks are still traveling in the U.S. and abroad, taking cruises and booking luxury hotels. Black households are more likely ...

Character Merchandising - US

Popular characters can be very effective at driving sales for a variety of products. For example, according to Nickelodeon, Dora the Explorer has generated more than \$11 billion in worldwide sales since 2002. The exceptional effectiveness of character merchandising—especially when related to advertising directed at children—has also led to a ...

Consumers and General Insurance - UK

“The demand for insurance cover has held up well despite a difficult economic climate. There are even signs that the weak economy may have some positive effects for the market, as many consumers consider insurance as even more important when things are tough financially. However, as household budgets face increased ...

Digital Trends Winter - UK

“Ultrabook, a new line of thin and lightweight laptop computers running the Microsoft Windows operating system, is a strong contender to regain the traditional computer’s eroded market share from tablet computers.”

Eating Out: The Decision Making Process - UK

“Although consumers are increasingly price-sensitive their overall concern is for value for money, meaning that they are less willing to ‘splash out’ on mediocre meals out or second-rate service.”

Family Vacations - US

While vacation destinations felt the impact of the recession sharply in 2009, the family vacation market on the whole has shown resilience in 2010 and 2011. For many families stressful economic times appear to have made the emotional benefits of getting away more compelling, making even brief family vacations more ...

Gambling Review - UK

The UK’s land-based gambling market remains in recovery mode following the three-pronged hit it took in the final years of the last decade through the smoking ban, Gambling Act and economic recession.

Healthy Snacking Consumer (The) - US

According to Simmons NCS/NHCS, nearly two thirds of respondents often snack between meals; yet, only 27% report usually only snacking on healthy foods. Although this represents a small share of highly-committed healthy snackers, the incidence for occasional healthy snack consumption is far-reaching.

Household Hard Surface Cleaning and Care Products - UK

“Although well-known brands dominate the market, shoppers are particularly price-conscious when buying hard surface cleaners and are reluctant to pay more than they need to for a particular brand or for environmentally friendly products. Special offers will remain one of the biggest factors determining choice during the continuing incomes squeeze ...

Leisure Review - UK

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. Additionally each month, European Retail Briefing focuses on a key issue or specific European retail sector. The month’s retail news is ...

Fish and Seafood - US

The fish and seafood category generated more than \$15 billion in total U.S. sales for 2011. Such activity represents a stagnation of growth due to a range of factors, not the least of which is a prolonged period of economic uncertainty that has consumers cutting back on higher price ...

Healthy Snacking - UK

“That half of users find the health claims on healthy snack packaging to be confusing suggests potential for snacks to gain standout in the category through focusing on fewer, clearer and more tangible health messages. These claims could include those that feature most highly in the consumer research, like low-fat ...

Household Hard Surface Cleaning and Care Products - 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.

Kids' Snacking - UK

“Kids continue to look for indulgent treats when buying their own snacks, something which goes against the government’s aims to improve the nation’s health. A solution to this may be promoting healthy snacking with the help of an appointed ambassador(s) easily identifiable among children.”

Lifestyles of Baby Boomers - US

“Three in four adults say they are always on the lookout for special offers and deals when it comes to visiting leisure venues and this becomes even more of a factor among the heaviest users. It is important for venues looking to protect their market position to roll their sleeves ...

Lotteries - US

Sales at many state lotteries declined in 2008 and 2009, as consumers around the nation reduced discretionary spending in order to mitigate the impact of the recession. However, at a national level, sales increased significantly in 2010 and 2011 despite the fact the economy remained weak during this period. One ...

Mortgages - Ireland

The impact of the housing market crash in Ireland is still having an effect on the mortgage market, with consumers less willing to take out a mortgage and banks less willing to lend. This has led to a steep slump in the value of the mortgage market.

Multicultural QSR Consumer - US

The spending power of multicultural consumers is rising as their numbers increase, making them a key consideration for the Quick Service Restaurant (QSR) industry. However, there are significant differences within these groups and “one size fits all” marketing and menu developments will not effectively appeal to their diverse wants and ...

Organic Food and Drink - Ireland

The organic food and drink market in Ireland was growing strongly between 2005 and 2008, until the economic downturn began to affect it negatively from late 2009 onwards. As a result of the poor economic climate, Irish consumers are now shrewder than they were previously and this has had an ...

Pizza Restaurants - US

In spite of the challenging economy, pizza sales have picked up in the past year. It is clear that the favorite fare is built into the dining-out psyche, helped by healthy competition among leading brands, which keeps pizza prices relatively low—and on par with the value-centric quick-service restaurant (QSR) segment.

Economic concerns are the underlying theme of the lifestyle changes made by many of the nation’s Baby Boomers. Since the recession officially ended in 2009, there have been few positive developments regarding the tepid state of U.S. economic growth. With retirement funds ravaged, jobs scarce, and costs for necessities ...

Marketing To City Dwellers - UK

“Improved quality of life, increased affordability and low crime feature prominently amongst the reasons for trading city living for the suburbs and rural areas. Over four in ten urban 16-24s are feeling less safe in the aftermath of the urban riots, and this sentiment is likely impacting on their aspirations ...

Motorcycles and Scooters - UK

“Mintel’s research amongst men and women illustrates the future opportunities that exist to attract new owners to two-wheelers. With around one in five adults saying they would consider owning a bike or scooter, this equates to some 11 million adults.”

Oral Hygiene - Europe

European sales of oral care products have had mixed fortunes of late, with the recent economic recession making consumers increasingly price-conscious, and resulting in some lacklustre performances in the Big 5 European markets. However, growing demand for specialist and value-added products is supporting sales, as is improved consumer awareness of ...

Personal Loans - UK

“Should the unemployment rate rise further in 2012, credit defaults and impairment costs will also increase, and loan rates will come under pressure. However, given that lenders are currently benefiting from high margins on consumer credit products, there is arguably some room for manoeuvre and scope for tactical pricing.”

Portable Media Players - UK

“Some trade sources have noted that the dip in sales of MP3 players over 2010 has been compensated for by a rise in sales of video players. It is likely that, as has been seen with digital music, the proliferation of routes to access digital video and the growing amount ...



Private Label Food and Drink - Europe

Across Europe, development of private label offers has been a key point of focus for the major food retailers. Faced with a tough economic climate and increased competition, investment in such areas is seen as an important means of both differentiating against the other major players and of protecting margins.

Processed Meat, Poultry and Fish - 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.

Saving Products for Children - UK

“The closure of Child Trust Funds is likely to disrupt the children’s savings and investing market, particularly in the short term. However, Junior ISAs have the potential to invigorate the market and are likely to become one of the most popular products in the future. In order for this to ...

Small Kitchen Appliances - UK

“There has been a proliferation of choice in small kitchen appliances and innovation has touched almost every aspect of product styling and design. Today’s consumers are met with a range of choices that span rock bottom value products right through to high-tech luxury items. Products are available that create the ...

Specialty Foods - The NASFT State of the Industry Report - The Consumer - US

Mintel Oxygen – Quality market and consumer insight

Table Sauces and Seasonings - UK

Processed Fruit and Vegetables - 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.

Rail Travel Worldwide - International

This report focuses on intercity rail travel in the major markets of the world, including Africa (Egypt, South Africa); Asia Pacific (Australia, China, India, Japan, South Korea); Europe (Austria, France, Germany, Italy, Russia, Spain, Switzerland, the UK, Ukraine) and North America (the US), with a particular emphasis on high-speed trains ...

SIPPs - UK

“The SIPP market faces many challenges with legislative and regulatory changes a constant threat to providers. SIPPs have seen impressive growth over the past few years and there is a feeling within the industry that they could become the most popular pension choice for the general public in the future ...

Small Kitchen Appliances - US

The small kitchen appliances (SKAs) market has shown growth despite the economic downturn, likely driven by consumers cooking more at home and paring back on coffee shop purchases. This report probes opportunities for sustained growth as an improved economic outlook may start leading consumers back to restaurants and coffee shops ...

Suncare - UK

“Poor summer weather has contributed to the 2% decline in total suncare value sales between 2009 and 2011. According to Cancer Research UK, people still need UV protection when the sky is cloudy as clouds are not a good shield against UV radiation. If consumers can be convinced that sun ...

Teens' and Tweens' Beauty Market - US

“The revival of interest in scratch cooking has particularly benefited the table sauces and seasonings market, with attitudes towards the sector centred round cooking habits. Flavour enhancement, customisation of dishes and using table sauces in a variety of ways are of great importance to table sauces users.”

Tires and Rims - US

In this report, Mintel explores the tires and rims market in the U.S., and provides insight into the external and internal factors that influence tires and rims purchase, and trends within the tires and rims market. Mintel will also provide insight into what these various factors mean for future ...

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 ...

Vitamins and Minerals - US

The U.S. vitamins and minerals market experienced strong sales through food, drug, and mass channels between 2006 and 2010, before decelerating significantly in 2011, mostly because the economy continues to stagnate and consumers are looking for ways to cut household costs. However, the future appears to hold promise for ...

Yogurt and Desserts - Europe

Sales of yogurt and chilled desserts have been adversely affected by Europe's economic uncertainty, with consumer spending habits increasingly dictated by price. Thanks to its larger population size and high take-up of yogurt, Germany is the leading market in terms of volume, but the UK takes the top position in ...

Youth Fashion - UK

“There are signs that the fashion-oriented under-25s - who have underpinned the performance of the clothing and footwear market - are now beginning to rein in their

The teen and tween beauty market has always straddled the fence between attracting new users to the category with the hope of forming life-long habits, and providing age-appropriate products. Parents continue to battle the KGOY (kids growing older younger) phenomenon, but young girls are facing intense pressure from both the ...

Travel Agents - UK

“In the long term, agents may have particular opportunities as a result of countries opening up to the advantages (ie revenue generation) of increased tourism. Destinations such as Libya where infrastructure is non-existent will give agents the chance to present themselves as the perfect ‘gateway to the new’.

Vehicle Recovery - UK

“The growth in online purchasing of breakdown cover reflects the changing way that many consumers are purchasing all types of goods and services. The fact that vehicle recovery is viewed by many as a ‘must have’, but with very little differentiation between one company and another, means price is an ...

Women's Sleepwear - US

The women's sleepwear market decreased by nearly 9% in 2011 as the market suffered from the many women who tend to hold on to their existing sleepwear for many years and only purchase when replenishment is absolutely necessary and when sleepwear items are on sale. Furthermore, coming out of recessionary ...

Yogurt and Yogurt Drinks - US

Total U.S. retail sales of yogurt and yogurt drinks have grown every year since 2006, and the market is expected to reach an estimated \$6.4 billion in 2011. Considering the state of the economy, this growth is quite impressive. The market still holds considerable opportunity, and this report ...



discretionary spend. The challenge for retailers is to stimulate spending from this demographic by adding extra value to customers, in terms of the multichannel shopping ...