

May 2013

## Alcohol Consumption at Home - US

“Alcohol consumption at home or someone else’s home has become more commonplace in the wake of the recession. However, the slow economic recovery has seen some consumers return to on-premise alcohol consumption, which is slated to continually lessen the sales lead maintained by off-premise channels. Thus, more should be done ...

## Attitudes towards Cosmetic Surgery - UK

“The ageing population in the UK bodes well for the growth in the surgical and non-surgical cosmetic procedures market. However, the industry would do well to step up their efforts towards a commonly accepted set of standards to reassure potential customers that they are in safe hands.”

## Baby Food and Drink - US

“U.S. Census Bureau data show a 2.7% decline in population of children younger than five from 2008-13, signaling a shrinking market for baby food and drink. Innovative packaging and new formats that can make baby food and drink products appealing to babies longer will help counter losses in ...

## Cakes and Cake Bars - UK

“Around one in four users would like to see more individual portions of cakes, suggesting the market could tap more effectively into the popular impulse occasions through single packs and greater visibility in impulse channel and aisles, effectively leveraged by cereal bars and breakfast biscuits.”

## Canadian Lifestage Marketing in Financial Services - Canada

## Asians and Dining Out - US

“Asians enjoy dining out and they have more money to spend at restaurants as compared to the average consumer, and yet many segments of the industry are not fully benefiting from this potential. Asians are family-centric and are healthier eaters with adventuresome tastes and there is much that restaurant operators ...

## Baby Food and Drink - UK

“Critically, only 30% of parents trust organic baby food over non-organic, suggesting the label is not doing enough to justify a price premium. Furthermore, agreement falls to 24% of parents with a youngest child aged under six months, suggesting that failure to win over these young parents could hinder future ...

## Black Consumers and Dining Out - US

**“Government regulations are making it increasing more important to Black consumers to eat healthy. Menu customization is a way to address the issue. Some restaurants are allowing consumers to get what they want how they want it — this builds a more personal relationship, and allows consumers to choose healthier ...**

## Canadian Home and Auto Insurance - Canada

“Many consumers purchase insurance with the assumption that one insurance company is just like another, making it difficult for companies to differentiate themselves. Under these circumstances, price is an important factor in a consumer’s purchase decision, but it is not necessarily the only one, or even the most important. Quality ...

## Carbonated Soft Drinks - UK

“A striking 41% of consumers who have bought soft drinks in the on-trade currently consider their quality as

“Canada’s population is aging, and this has implications for marketers of financial products and services. Retirees create less demand for financial products, while younger age groups are focusing intensely on saving more money and paying off debt. Both of these factors will impact demand.”

## China Outbound - China

The Chinese outbound market has become a potent force within the global tourism industry. This report will give you fast, easy access to robust information from analysis and critical recommendations – so you can make the right decisions, at the right time. It will challenge routine thinking by providing you ...

## Department Store Retailing - UK

“Three fifths of shoppers enjoy looking around a department store, even if they are not planning to make a purchase. There is potential for retailers to use the latest technology to capitalise on dwell time and persuade consumers to buy using techniques such as personalised real-time special offers.”

## Dishwashing Products - US

“Key to keeping the dishwashing products category on a growth track is keeping consumers focused on added benefits and new features rather than price comparisons. A steady stream of new products promising superior performance and a pleasant dishwashing experience will help to keep consumers engaged with the category.”

## DIY Home Improvement and Maintenance - US

“The in-store experience continues to be important for home improvement DIYers, and retailers should be sure to firmly establish their identity as a destination for expert advice. Of particular importance are workshops, helpful and knowledgeable employees, and a seamlessly integrated online presence. Lack of skill shouldn’t be a deterrent for ...

## DIY Retailing - France

DIY specialists are big players in the core DIY markets, but other important players are the builders’ merchants and, to a lesser extent, department stores and the major

poor, and only one in three users are satisfied with the range available, highlighting that there remains unmet demand in terms of choice and quality of soft drinks in the on-premise market ...

## Consumers and Financial Advice - UK

“Consumers see online channels as a starting point for financial advice, but believe that online services lack the professionalism, expertise or authority associated with IFAs or bank-based advice services.”

## Dishwashing - China

“Most Chinese consumers wash their dishes by hand on a daily basis, so beyond cleaning power consumers are looking for more products that are skin-safe, environmentally friendly, provide added hygiene through antibacterial action and are convenient to use.”

## DIY Auto Maintenance - US

“The automotive aftermarket retailing industry faces two key long-term challenges, namely the increasing complexity of the automobile and the decreasing price differential between DIFM and DIY auto care.”

## DIY Retailing - Europe

Given that the online channel takes a tiny share of sales in many of the major European markets, the figures for those who say they prefer to visit a store before buying are relatively low. The popularity of browsing for ideas and advice together with interest in checking stock or ...

## DIY Retailing - Germany

Households faced with the addition of new subsidies on their energy bills provide a market for DIY retailers to tap. Energy-saving products and services, such as home



food retailers. Home shopping is also important in France and online is growing.

## DIY Retailing - Italy

Young people setting up home are crucial to the DIY sector in Italy. To cater to this group DIY retailers should offer them more, such as: help finding what they need, more design ideas and more new products.

## DIY Retailing - UK

“Retailers such as B&Q and Homebase are established authorities in DIY – and they need to capitalise on this to deliver online advice, knowhow and service that pureplays such as Amazon cannot.”

## European Retail Briefing - Europe

This report is the European Retail Briefing - but we should not be geographical purists. And we think it is worth looking beyond Europe to the self-inflicted troubles at US-based JCPenney under recently-departed Chief Exec Ron Johnson and in particular to the parallels to the abandoned turnaround strategy at Carrefour under ...

## Facial Skincare - US

“The sheer number of facial skincare products, claims, and benefits can create confusion for consumers when shopping the category, potentially deterring them from trying new products. Innovative retailing and marketing strategies to help consumers better navigate this overwhelming category may offer a fresh approach to facial skincare.”

## Food Flavours and Flavour Enhancers - International

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## Frozen Snacks - US

insulation, smart meters and energy-saving advice, can be bundled and marketed by DIY retailers.

## DIY Retailing - Spain

There is a real opportunity for DIY retailers to develop new services that will satisfy customer needs and aspirations in terms of home style. In-store technology could play an important part in this type of investment.

## Equity Release - UK

“Regulation will provide challenges for the equity release market. However, there is cause for optimism, with demographic changes, a lack of pension provision and high levels of home ownership likely to guarantee the industry’s future.”

## Facial Skincare - UK

“Facial care remains an integral part of beauty and grooming routines. However in a results-driven category, consumers are very demanding of their facial skincare products and brands tread a fine line between igniting interest and the ability to deliver on promises.”

## Feminine Hygiene and Sanitary Protection Products - US

“The feminine hygiene and sanitary protection products market is up against several challenges, including private label brands and other new product innovations. Brands that continue to innovate and offer line extensions, as well as build a relationship with users, will be most successful.”

## Frozen Meals - US

“One way to help increase usage of frozen meals is to better position them as convenient and affordable ways to try new types of cuisines. Only 21% of respondents say frozen meals are a good way to try new cuisine types, Mintel’s survey finds, suggesting untapped potential for introducing consumers ...

## Gap Year Travel in Australasia - Australia

“The category finds favor through offerings that appear as fun food geared toward a younger audience, with pizza bites, spicy poppers, and bar food favorites rising to the top of brand offerings. The expansion of product lines beyond these ‘extreme’ items into more sophisticated, quality snacks with a higher health ...

## Gift Registries - US

“No longer are gift registry creators universally seeking to equip their homes with the essentials for fancy at-home entertainment, but rather are using registries to upgrade items they already have or get gift cards for use at their favorite retailers.”

## Hispanics and Dining Out - US

“Targeting the Hispanic consumer is difficult because there is not a typical profile. The U.S. Hispanic population is made up of different nationalities, ethnicities, and rates of acculturation. However, the Hispanic population is more likely than non-Hispanics to eat out at restaurants, and more likely to dine out with ...

## Household Polish and Specialist Cleaners - UK

“Opportunities exist for premium products that offer longer-lasting results. This includes products that leave a coating on surfaces to help slow the build-up of dirt, grease or dust as well as for carpet/upholstery cleaners that offer longer-lasting freshening. Making people feel that the benefits of cleaning will last for ...

## Insurance - Ireland

“Although ownership levels among Irish consumers of almost all major forms of insurance cover have remained fairly static over the past year despite the extreme financial pressures facing most Irish consumers, there is no guarantee that this will remain the case indefinitely. Many consumers – particularly in RoI – are ...

## Nightclubs - UK

“The condition and appeal of the nightclub sector appears to be slowly deteriorating, particularly amongst

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## Gifts and Greeting Cards - UK

“This is a market driven by bonding, showing affection and expressing feelings towards others. But in today’s world of instant communications the conventional greetings card is being joined by a plethora of new ways to affirm these emotions. While, for now, many consumers stay loyal to the old-fashioned card through ...

## Holiday Property - UK

“One of the most common deterrents to buying a holiday home is the concern over lack of holiday variety - having to visit the same place all the time. The key is to persuade potential buyers of the virtues of trading variety for depth: the benefits of developing roots in a ...

## Income Protection - UK

“Consumers lack a thorough understanding of what income protection products offer, which is hampering growth in the market. Insurers need to simplify their product and work together in order to identify ways of educating people about income protection. They also need to rebuild trust that has been damaged as a ...

## Mobile Advertising - US

“The amount of real estate available for mobile ads, including apps, websites, games, mobile search, mobile social networking, and streaming audio and video, is enormous. With \$3.4 billion in spending in 2012, marketers are staking positions in these new ad formats, but the most basic question regarding ad placement ...

## Non-Alcoholic Beverages at Restaurants - US

over-25s. Clubs may well be forced to re-invent their proposition, as over-reliance on 18-24s and students is dangerous should volume projections for the next few years hold true.”

## Online Retailing - China

“Online retailing has recently become the fastest growing channel within the retail market in China. Because it is growing so fast, with so many new entrants coming into the market all the time, it is still in a highly dynamic stage of development and will continue to see a great ...

## Outdoor Adventure Tourism - Ireland

“Outdoor adventure tourism has the potential to grow as a sector due to the forecast increase in visitors to Ireland and consumer expenditure. As such, companies operating in this sector may wish to consider developing a more balanced communication strategy that includes greater offline activity to reach and appeal to ...

## Prepared Meals - UK

“According to exclusive research for this report, two fifths of ready meal users do not plan to change their purchasing habits in the wake of the horse meat adulteration scandal. For the frozen ready meals segment, however, there has been a marked effect for implicated brands, while one in ten ...

## Pub Visiting - UK

“With closures slowing, the now-streamlined pub industry is better placed to take control of its own fortunes and focus on its strengths rather than looking for people to blame for its recent problems.”

## Sewerage (Industrial Report) - UK

“Consumer tastes have become more sophisticated, and they are increasingly searching for new specialty beverages that offer a unique experience. However, a greater focus on health aspects of sugary beverages and their link to obesity is affecting the market and causing shifts in menuing and the promotion of beverages.”

## Oral Care - US

“The oral care market can expect to see growth in the coming years due to consumers’ regular usage of these products along with a lack of competitive alternatives. However, this market does have some issues it will need to address. In some segments, private label offerings are slowly starting to ...

## Potable Water (Industrial Report) - UK

This report provides market research and analysis on the critical issues affecting the market. Not only does it explain the trends and identify future scenarios, but contextualises it in clear and concise formats, illustrated with tables and charts.

## Pub Catering - UK

“Whilst increasing the ‘experiential’ element will help create a buzz around the dining/leisure occasion, operators should also be concentrating on improving engagement rates with consumers’ pre-/post-visit in order to increase the likelihood of turning diners into ‘brand ambassadors given the weight diners put on personal recommendation in venue ...

## Sanitary Protection and Feminine Hygiene Products - UK

“With an ageing population, the market could cater better for women who are leaving the sanitary protection market but entering the adult incontinence market. Closing the gap between pre- and post-menopause could come in the form of product ranges targeted to specific needs of this time in a woman’s life ...

## Social Networking - UK

This report provides market research and analysis on the critical issues affecting the market. Not only does it explain the trends and identify future scenarios, but contextualises it in clear and concise formats, illustrated with tables and charts.

## Sports Betting - UK

“Headroom in the comparatively youthful online and mobile segments, supplemented by continuing relocation of betting shops to more advantageous locations, is creating potential for sustained growth in sports betting market size. However a number of key issues exist for the industry to address over the short and medium term.”

## The Arts and Crafts Consumer - US

“The arts and crafts industry has room to grow in the U.S. To increase involvement, marketers must appeal to more consumers by positioning handmade items as conducive to financial, personal, and social gain. The most likely artists and crafters are those who can either save or make money by ...

## Travel and Tourism - Angola

Angola has considerable potential as a leisure tourism destination. It is well connected to the European and American markets by several international air carriers, and has an increasingly diverse wildlife product as well as interesting and varied terrain. It is also well situated in southern Africa in terms of attracting ...

## Travel and Tourism - Nigeria

With a population of over 170 million and an economy that has the potential to reap considerable rewards from its oil resources, Nigeria could be one of the most intriguing, captivating and attractive countries in Africa. With a vast and varied interior, an interesting coastline, and a unique and colourful ...

## Travel and Tourism - Uganda

Uganda has long been overshadowed by popular destinations such as Kenya, Botswana and South Africa but the ‘Pearl of Africa’ (as it is often referred to) is

“Mobile users will be able to access social networks with a greater frequency, but will likely have a greater fragmentation in their attention span due to conflicting demands on their time whilst out of the house. Quickly absorbed, easily interrupted media content may be more popular than complex social interactions ...

## Teens' and Tweens' Technology Usage - UK

“Brands need to ensure that children, who are less likely to have a credit or debit card, are able to access and enjoy the benefits associated with e-commerce. Physical gift cards are the primary vehicle used by children for adding the funds needed to purchase apps or digital content such ...

## The NASFT State of the Industry Report – The Market - US

Mintel and the National Association for the Specialty Food Trade (NASFT) have collaborated to produce the tenth annual State of the Industry Report – The Market, following the first report published in May 2004. The purpose of this report is simply to show changes in the industry as a whole ...

## Travel and Tourism - Ghana

It is probably safe to say that until recently Ghana’s tourism industry was not a priority for the government. The West African nation is rich in natural resources and over the past decade, commodities have fetched record high prices, earning sizeable export revenues for the State. As a source of ...

## Travel and Tourism - Senegal

Senegal is located on the west coast of Africa, covering an area equal to the combined size of England and Scotland, and with a population of almost 13 million. Since obtaining independence from France in 1960, presidents have been democratically elected and the overall climate has been relatively peaceful.

## Travel and Tourism - Zimbabwe

Tourism has historically made an important contribution to Zimbabwe’s gross domestic product (GDP), with Victoria Falls – one of the Seven Wonders



slowly emerging from years of neglect. The East African nation, which had a vibrant tourism industry back in the 1960s, has suffered through ...

## UK Retail Briefing - UK

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## Weddings - US

“While the wedding market has returned to modest growth, a smaller share of the population is choosing marriage and more opting to cohabituate without commitment instead. Industry players will need to look beyond the traditional parameters of weddings to attract marriage holdouts. Other avenues for market growth include answering other ...

## 洗洁精 - China

销售额增长放缓迫使领先的洗洁精产品制造商不断对产品进行创新，以维持消费者的兴趣并满足消费者对具有更强去污力和更多功效的产品日益强劲的需求。

of the World – firmly locating the country on the tourism map. The tourism industry, however, has become a casualty of the violent political discord and economic freefall ...

## Waste Management (Industrial Report) - UK

This report provides market research and analysis on the critical issues affecting the market. Not only does it explain the trends and identify future scenarios, but contextualises it in clear and concise formats, illustrated with tables and charts.

## 在线零售 - China

中国近来在线零售的快速增长已经开始从根本上重塑了中国的整个零售市场，并深远地影响了所有零售商业规划的策略方式。这同时也改变了产品制造商、服务供应商以及品牌与消费者互动的方式，推动了“最好”进行在线零售向“必须”进行在线零售的迅速转型。