

## July 2012

### Accommodation - Ireland

Irish consumers continue to face low spending power in 2012, with consumers cutting back on overall holiday spending, which in turn is impacting on how much consumers are willing to spend on accommodation.

### Alcohol Consumption at Home - US

With total U.S. sales of nearly \$86.3 billion in 2011, the market for alcoholic beverages for off-premise consumption has recorded relatively steady growth during the past five years, increasing 5.1% in 2011 compared to 2010's \$82 billion, a 3.2% increase from 2009.

### Asians and Entertainment - US

The spending power of Asians is soaring, and is expected to climb from \$543 billion in 2010 to \$775 billion by 2015. Asians have much higher median household incomes, a result of higher than average educational attainment and a greater likelihood of employment in high-paying sectors. Asians also tend to ...

### Baby Food and Drink - UK

For baby, only the best will do. In the last decade the baby food and drink market has evolved unrecognisably – giving parents greater choice than ever before. As a nation of food lovers, parents want to expose their babies to a wide variety of flavours to develop their palates ...

### Body Care - US

Sales of body care products declined by 10% from 2007-12 (19% when adjusted for inflation) to reach \$2.5 billion, with the steepest declines seen in 2010 and 2011. This poor performance is likely due to a prolonged period of economic uncertainty that has consumers adjusting their use of non-essentials ...

### Airlines - UK

Following an 11.2% drop in the number of passengers uplifted at UK airports between 2007 and 2010, 2011 saw some recovery in the UK airlines market with a 4.5% rise (although this was in comparison to 2010, which was affected by the Icelandic ash-cloud crisis), and Mintel expects ...

### Architects (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 ...

### Attitudes Towards and Usage of Domestic Fast Food - China

“China’s domestic fast food restaurants (DFFRs) is worth 87.84% of the overall fast food sector by value, far exceeding foreign fast food. Through standardisation and franchise, the diversification of major brands, and product innovation this market will continue to develop with the introduction of more Chinese fast food chains ...

### Blacks and Entertainment - US

According to the U.S. Census Bureau, the Black population is expected to reach 42.6 million by 2016, an 11.3% increase from 2006. Currently at \$957 billion, Black spending power is expected to climb to \$1.25 trillion by 2015. Black consumers spend their leisure time in a ...

### Buying the Family Car - US

According to the U.S. Census Bureau there were over 115 million households in the U.S. in 2011 and this number is growing. As most households need a vehicle that can accommodate the many needs of a family, how automakers market family cars is crucial to their ability to ...

## Car Retailing - UK

“The much-expected recovery of the new car market following the recent recession has failed to materialise. Cautious consumers have in many cases opted to delay the purchase of a vehicle or buy used. For manufacturers and dealers, the result is ever more intense pressure to ensure that they fully understand ...

## Champagne and Sparkling Wine - UK

“Champagne now faces the very real risk of losing its strongest USP and association, with improvements in quality and the favourable price comparison of sparkling wine posing additional problems for Champagne brands.”

## Collective Investments - UK

“The single biggest reason why Britons say they do not own an equity-based investment is not a lack of interest but rather a fear of putting their money at risk. A potential way to get around this key barrier is to communicate the difference between taking a gamble and a ...

## Consumer Attitudes towards Debt - UK

The appetite for credit remains subdued as the majority of consumers continue to take a highly cautious and prudent approach to their finances. Consumer confidence remains fragile as the UK economy officially re-entered recession during Q1 2012, and ongoing fears about the future of the eurozone are doing little to ...

## Credit and Debit Cards - US

Debit cards remain the most popular plastic payment type among American consumers, with a 52.5%-to-47.5% edge over credit cards in purchase volume in 2011, up from 2010. Bank efforts to encourage consumers to use credit cards, which are more profitable, and to discourage the use of debit ...

## Digital Trends Summer - UK

## Ceramic Tiles (Industrial Report) - UK

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## Clothing Size - UK

“Unless the mainstream fashion market becomes more sympathetic to big and tall consumers' needs, it runs the risk of becoming ostracised from this increasingly united group on a permanent basis, and given the changing shape of the global marketplace, may run the risk of damaging brands and designer names in ...

## Color Cosmetics - US

The market for color cosmetics stagnated during the recession as women spent less freely on makeup, trading down and reducing replacement cycles. However, sales have rebounded and increased 4.6% from 2010-11 and are estimated to increase 3.5% from 2011-12, reaching \$8.4 billion.

## Contraceptives - US

Sales in a variety of categories declined during the recession. However sales of OTC contraceptives spiked in 2009 and continued to grow in 2010 and 2011. While this growth is encouraging, it is also apparent that few manufacturers and retailers have been able to fully capitalize on growing demand for ...

## Credit Cards - UK

The UK credit card market is undergoing a period of transition in the context of shifting societal and political attitudes towards borrowing and debt. During the boom years, many individuals and households built up substantial amounts of personal borrowings relative to their income. Being in debt was no longer a ...

## Drinking Out of the Home - UK



The boom in smartphones looks set to continue, with the popularity of flagship handsets like Apple's iPhone and Samsung's Galaxy series, as well as cheaper options, boosting ownership amongst UK adults above that of basic mobiles. This growth trend shows no sign of stopping with 15% of consumers intending to ...

## Eating Out Review - UK

"Eating out operators need to ensure that their new menu additions stay ahead of the curve by offering tangible points of difference compared to in-home/retail products in order to justify price differentials between in- and out-of-home dining. It would also help venues to play to the rising tide of ...

## Family Holidays - UK

"Operators are likely to find it increasingly worthwhile to target the older-but-still-working consumer (a segment of the population set to increase, with the mandatory retirement age now a thing of the past and the number of over-65s set to grow) with family holiday suggestions. These adults are not as likely ...

## Footwear Retailing - UK

"Mintel estimate that total online sales of shoes reached approximately £660 million incl-VAT in 2011, representing 8.3% of the total footwear market and we expect this spending to more than double by 2016. Multichannel and m-commerce initiatives will drive much of this growth and that will impact the high ...

## French Consumer Lifestyles: Food and Health - France

This is the first in a twice-yearly series of reports that analyses consumer data from four European countries – France, Italy, Spain, Germany – and forms part of the European Consumer Lifestyle series. The analysis will focus on consumers from each country and identify and explore specific consumer segments based ...

## Girls' Lifestyles - UK

"The hassle involved with queuing is a key disincentive to drinking out of home, as 68% of adults who drink out of home agree that queuing is the most frustrating thing about drinking in pubs and bars. This could be remedied by introducing more table-service zones and faster payment methods ...

## 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 ...

## Fitted Kitchen Furniture (Industrial Report) - UK

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## France Outbound - France

The United Nations World Tourism Organization (UNWTO) ranks France as the world's fifth most important outbound tourism market by expenditure. The reasons for this are manifold and include the fact that many French people have a reasonably high level of disposable income, a generous holiday entitlement (often this is officially ...

## German Consumer Lifestyles: Food and Health - Germany

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## Healthy Snacking - US

“Today’s girls are highly engaged with social media, with the mobile channel reinforcing their habits. As examples of children using technology creatively or to promote social causes are becoming more frequent, perhaps parents should employ a ‘can’t beat them, join them’ mentality, fostering connections with their offspring, rather than telling ...

## Holiday Shopping - US

The U.S. holiday shopping market has recovered from recessionary declines, and increases in anticipated spending across all major holidays throughout the year are likely a result increasing consumer confidence. Winter holiday sales are not as quick to increase as some other less prominent holidays, yet at more than half ...

## Home Shopping - France

This report series covers the home shopping market in the 19 leading economies of Europe, five of these in depth: the UK, France, Germany, Italy, and Spain. The other 14 countries are covered in brief in our European Home Shopping Market section.

## Home Shopping - Italy

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## Home Shopping - UK

“The days when home shopping was distinct from store shopping are over. It’s only analysts who try to make the distinction. For everyone else it is just shopping. And shopping is changing rapidly. If there is one clear message of this report it is that home shopping and store shopping ...

## Household Cleaning Equipment - US

Difficult economic conditions continue to put pressure on the household cleaning equipment market, which has seen sales decline in four of the last five years. Changing

At a time when America’s obesity problem is receiving extensive coverage from the media, consumers are becoming more aware of the long-term potential health implications of their eating habits. Unlike some other eating occasions, snacking is most associated with fun and perhaps even indulgence, which can make it challenging for ...

## Home Shopping - Europe

Home shopping is changing. The days when it was dominated by 1,000 page catalogues are long gone and many of those operators have disappeared, some have failed, others have been absorbed. Now online is the dominant channel for home shopping and successful retailers are integrating their online and offline ...

## Home Shopping - Germany

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## Home Shopping - Spain

This report series covers the home shopping market in the 19 leading economies of Europe, five of these in depth: the UK, France, Germany, Italy, and Spain. The other 14 countries are covered in brief in our European Home Shopping Market section.

## Household Cleaning Equipment - UK

The market for household cleaning equipment has shown solid growth over a period when spending on many other larger household items has been curtailed by low consumer confidence due to the recession and a weak housing market. The essential nature of purchasing and continued importance attached to maintaining a clean ...

## Ice Cream - UK

“Marketing single-serve products around the notion of a one-off permissible treat should allow brands and own-label players to appeal to the growing proportion of one-person households who are both short on storage space

cleaning habits are also evident in marketplace results as cleaning equipment emphasizing convenience and ease continues to gain share. Putting the category back on ...

## Ice Cream and Frozen Novelties - US

The ice cream and frozen novelty market, which struggled for positive sales growth in 2009 and lost sales in 2010, turned a corner in 2011 with a 4.1% increase in total U.S. retail sales to reach \$10.7 billion. Sales are expected to increase another 4.1% in ...

## Internet Advertising - US

By 2017, online ad spend may surpass television ad sales, making online the leading arena for advertising in the U.S., resulting from increasing consumer shifts from traditional media to online video, internet radio sources including Pandora, Spotify, and podcasts, in addition to increasing access to the mobile web via ...

## Living Online - US

Over a relatively short period of time, internet use has steadily evolved from a mere curiosity for many, and an interest for only the tech savvy, to a mainstream tool for news, research, communication, transactions and entertainment.

## Oral Hygiene - China

“The oral health market in China has improved over the years, but still needs to catch up with that of more developed countries. Neither the availability of dental infrastructure nor the dentist to population ratio is sufficient to cater to the population’s dental care needs. Therefore, oral care manufacturers, are ...

## Performing Arts - UK

“Growing levels of ownership of digital devices are offering opportunities to a great many leisure businesses and the performing arts sector is no exception. The biggest opportunity lies in using this technology to bring

and are reducing their consumption of ice cream for health reasons.”

## Insurance - Ireland

Despite the extraordinary financial pressures facing Irish consumers, there is no real appetite to cancel or downgrade insurance. In part, this is due to the strong belief on the part of consumers that it is important to be well insured for everything. Some consumers (29% in RoI, 20% in NI ...

## Italian Consumer Lifestyles: Food and Health - Italy

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## Media Consumption - UK

When discussing content consumption, almost of more interest than the number of books, CDs, magazine or newspaper subscriptions being purchased is the level of activity seen by digital or traditional methods of content distribution. As the internet becomes ever more present in consumer homes and daily activities, digital content delivery ...

## Packaging - Ireland

Paper and board account for the largest amount of product packaging in both the UK (including NI) and Ireland. However, plastic is fast stealing market share, growing as a result of its multiple purpose usage and durability. Despite the increasing use of plastic in packaging, there are concerns about the ...

## Perfume and Fragrances - China

“Prior to the 1980s, it was very uncommon to see any ownership or usage of fragrance in China and it was only in the early 1990s that fragrance started to become commonly owned and used. Over the last 20 years, the

performances to audiences that otherwise wouldn't have been able to see them.”

## Pizza at Retail - US

The \$5.4 billion pizza at retail market had been steadily growing between 2006 and 2009, but started to decline in 2010 and faces more declines for the 2012-16 period. The sluggish U.S. economy has not helped the pizza at retail category. This expected performance, however, will be impacted ...

## Shopping for Groceries - US

Total retail sales of groceries sold through supermarkets and drug stores reached \$337.7 billion in 2011 and are expected to reach \$347 billion in 2012. The grocery market saw a slight slowdown in 2009 and 2010 as a result of the recession, yet is positioned to grow annually through ...

## Social Media: Food - UK

“The food market is presented with a number of challenges to overcome with regards to engaging consumers online. Despite sizeable communities established by some brands within the market, the majority of consumers remain unwilling to form affiliations with brands, rather engaging only when the opportunity of acquiring a discount or ...

## Sports Betting - UK

Sports betting opportunities in the UK have been traditionally restricted to horseracing, greyhounds and fixed-odds football coupons. However, the sector has in recent years become one of the gambling market's most dynamic, thanks to the emergence of new channels through which to bet, a mushrooming of the sports and markets ...

## Tea and RTD Teas - US

Tea and RTD tea market sales are estimated at \$6.7 billion in 2012. While the market exhibited a healthy growth of 15% during 2007-12, the growth slowed considerably in 2011 and 2012 as the biggest market segment, shelf-stable ready-to-drink (RTD) canned/

Chinese fragrance market has risen from practically nothing to ...

## Sexual Health - UK

“Overall the sexual health picture is not as positive as might have been predicted a year ago. Perhaps for greatest overall effect messages have to be delivered at the point of sale, to emphasise the importance of consistent use of condoms. To reach non-regular users, maybe brands could consider taking ...

## Smoothies and Shakes: Made to Order - US

Consumers have begun to look towards smoothies, as well as functional smoothies with health add-ins, to fulfill their better-for-you dietary needs and support their on-the-go lifestyle. These items are being consumed as snacks, meal replacements, beverages and desserts, giving the item a great deal of flexibility. The item can also ...

## Spanish Consumer Lifestyles: Food and Health - Spain

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## Supermarkets and Hypermarkets - China

“In trying to understand just how rapidly the modern grocery sector has grown in China, it has to be realised that all of the approximately 50,000 supermarkets and hypermarkets that now exist in China have appeared within a single generation, or less than 25 years. China is now the ...

## Term Assurance - UK

“Besides difficult economic conditions, one of the main barriers to term assurance sales is a lack of consumer awareness and engagement with the protection sector. The lack of education leads many adults to misjudge the cost of cover and distrust life insurance providers,

bottled tea showed signs of stagnation. Additionally, the ...

## UK Retail Briefing - UK

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## Women's Bodycare - UK

"Shifting demographics can put body, hand and foot care marketers in a fix. On the one hand, although known to be less frequent users, brands will need to place some attention to tending to older women.

## 对待中式快餐的态度 - China

中国中式快餐店的市值占整个快餐行业的87.84%，其份额远超洋快餐。通过标准化和特许经营模式、主要品牌的多元化经营以及产品创新，将有更多中式快餐连锁店进入该市场与洋快餐店竞争，促进市场继续发展。中式快餐店的主要挑战来自西餐的一致性和上等品质。

despite low average premiums and improving standards ...

## Wine Tourism in North America - US

The US ranks among the top ten tourist destinations in the world. In 2010, according to the United Nations World Tourism Organization (UNWTO), it attracted almost 60 million international visitors. US Travel Association figures show that in the same year, domestic travellers made 1.5 billion 'person trips' for leisure ...

## Yogurt and Desserts - UK

"As three in four adults overall have eaten desserts, future growth relies on expanding usage beyond the core occasion after an evening meal. Around one in four dessert users note choosing other treats instead of desserts on the grounds of convenience, highlighting for example packaging and portionability as a potential ...