

June 2012**Mobile Gaming - US**

Between 2006 and 2011, revenue from mobile phone and tablet games increased 95% to reach \$990 million and it could hit \$2.6 billion by 2016. Growth is driven by dramatic sales (not yet peaked) of smartphones and tablets, the creation of games like Angry Birds or Draw Something that ...

Marketing to Sports Fans - US

Sports continue to be a staple of American culture that attracts fans of each gender, all ages, ethnicities, and backgrounds. Sports fans have largely come to show their enthusiasm for professional and college-level athletics in two principle ways—by developing allegiances to specific sports stars and teams, as well as a ...

May 2012**Movie Theaters - US**

Movie theaters fared well throughout the recession years (2007-09), being one of the few leisure markets to post gains as Americans cut back on discretionary spending. However, after a slight increase in 2010, total revenue declined by 1.2% in 2011 with the fewest tickets sold since 1995 as nearly ...

April 2012**Camping and Camping Equipment - US**

In 2011 the market for camping equipment was nearly \$1.75 billion, yet retail sales have been flat as consumers continue to spend cautiously on non-necessities, such as new or upgraded camping gear. Following an anticipated surge in 2012—driven largely by pent-up demand from the recession—Mintel expects sales to grow ...

Outdoor Barbecue - US

The outdoor barbecue market is slowly recovering after the recession, and shipment volume is expected to grow 4% over the next five years to reach 13.9 million unit shipments in the U.S. by 2016. The outdoor barbecue market continues to be impacted by a variety of economic factors—including ...