

September 2010

Alternative Retirement Strategies - UK

This report investigates the potential role of a select group of savings products in the retirement planning process. These include ISAs, collective investment funds and investment bonds, as well as property related alternatives, equity release and buy-to-let property.

Attitudes Toward Traditional Media Advertising and Promotion - US

The year 2009 was the worst the traditional advertising industry has faced in recent history. The challenging economic environment is forcing advertisers to consider how traditional marketing fits into the larger puzzle of consumer engagement with brand, especially given the rise of digital marketing and social media.

Bespoke Holiday Packages - International

For the tourism industry, the worldwide recession has not only impacted numbers of travellers, it has also affected the way in which people travel. As cash has become more restricted for the vast majority of the holidaymaking public, holidays have remained a high priority, and those wishing to maintain their ...

Bread, Bakery and Cakes - Europe

The European bakery products markets are large and mature. Penetration of bread is almost universal. In volume terms, continental European markets are segmented almost equally between bread, and between cakes and other baked goods.

Car Batteries - US

This report explores the vehicle battery market in the U.S. It provides insight into the external and internal factors affecting car and truck battery sales, consumption and consumer trends, in addition to what they mean for future sales, promotional campaigns and

Attitudes Toward Social Responsibility - US

In the light of recent corporate scandals, global warming and the current recession, consumers are beginning to see Corporate Social Responsibility (CSR) as a necessary part of any corporate makeup. Overall consumer trust in authority is low, leading consumers to be cautious, slow to defer to authority and demanding of ...

Bearings (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 ...

Book Publishing (Industrial Report) - UK

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Business Travel Worldwide - International

This report provides an overview of business travel worldwide and is structured by type of travel service provider (ie airlines, hotels and car rental) as well as by selected geographical region.

Carbonated Soft Drinks - Europe

This is a stable, recession-resistant market. Big brands have something of an unchallengeable institutional status. Thirst is basic, and the big alcoholic alternative, beer, is generally on long-term decline. Overall volume sales tend to expand, though more so in the less developed Eastern Europe markets, and not at all in ...



industry innovations. Specific questions that are answered in ...

Casinos (including Online) - UK

This report assesses the Casinos industry's recent responses to the challenges of new legislation and the recession and anticipates potential future trends and opportunities, by examining the hypothesis that "the normalisation of gambling as a mainstream leisure activity is creating an opportunity for both land-based and online casinos to increase ...

Conditioners - Europe

While shampoos enjoy near complete penetration in the 'Big 5' countries and much of Europe, conditioners are still fighting for their place in the bathroom. Conditioner penetration varies from a high of 73% in the UK to just 40% in France.

Corporate Hospitality (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 ...

Digital Trends Autumn - UK

Key issues examined in the Digital Trends Autumn report include innovations in online retailing, how social networking usage can be encouraged to grow, mobile versus fixed line broadband, and connectivity in the home. The report also includes infographic presentations focusing on the growth of the mobile web and factors affecting ...

Empowered Consumer - UK

In theory, today's consumers have more choices and more power than ever before. They can research

Coffee - US

The incidence and frequency of coffee use in the U.S. has remained very steady in recent years, which has contributed to relatively stable, moderate market growth. Indeed, while sales in many categories declined between 2008 and 2010—as millions of Americans sought ways save money in the face of recessionary ...

Consumer Perceptions of News Media - UK

- TV is the most popular medium for accessing news, with more than three-quarters of adults claiming to use it regularly. The internet is the second most popular source, with around two-thirds using it to access news, while just under half use national newspapers.
- Consumers are most interested in national news ...

Debt Management - UK

- There are signs that those most likely to need help managing their debts are slightly more positive about debt management firms. A fifth of those who owe at least £10,000 in unsecured borrowing think that you're able to negotiate a better deal with creditors if you have one of ...

Discount Retailing - Ireland

Irish perceptions of discounter retailers are changing. The recession has forced many consumers to cut their food budgets, and thus more are shopping in discounters. First-hand experience has seen attitudes towards discounters improve between 2008 and 2010.

European Retail Briefing - Europe

European Retail Briefing is a monthly briefing providing news and analysis that includes company results, store

products and services thoroughly before making a purchase decision, for example, by using price comparison sites and online reviews from other users. After purchasing they can then use online communities to spread the word ...

Fabric Care - Europe

Recent years have witnessed steady annual growth in European fabric care markets, supported by growing population sizes, more frequent washing, and active new product development (NPD). However, due to the economic recession, many countries have witnessed a stagnation in terms of per capita spend, with many consumers switching to economy ...

Frozen Meals - US

With annual sales in the billions of dollars, frozen meals have come a long way from the so-called TV dinner era. They are no longer used solely by single white males and can now be found on many families' dinner tables. The category offers a variety of price points that ...

Golf Tourism - International

Sports tourism is often viewed as a niche segment within the tourism sector as a whole. However, the relationship between sport and tourism is gaining momentum in the industry, and this has mainly come from five basic directions:

Holidays to Italy - UK

This report examines the future of holidays to Italy, looking at consumer trends, innovations of relevance, the market environment, the country's competition and includes exclusive consumer research on the frequency of, types of holiday taken in and attitudes regarding holidaying in Italy.

Home Lifestyles - UK

Since the start of the recession, consumers have been nervous about committing themselves to major spending on their homes or moving house, but at the same time the home has become more important in terms of the amount of time people are spending there. While going out is still a ...

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 Shellfish - UK

This report covers the retail market for seafood for in-home consumption. This includes fish (fin fish) and shellfish (including crustaceans), whether fresh, frozen or ambient, as well as ready-to-cook products.

Functional Foods - UK

The functional foods market has been enjoying healthy sales growth with value sales increasing by 3.7% between 2008 and 2009 to reach £719 million. Consumers are making greater efforts to be healthy and have greater access to information about the key foods they should be eating to stay healthy ...

Hair Care, Colourants and Treatments - Europe

The hair care market has suffered mixed fortunes over the last couple of years, with some categories flourishing, whereas others have stagnated or even fallen.

Home Internet and Phone - US

Home phone and internet services are facing tremendous change. Commoditization and competition, including new competition from cellular carriers, has led to lower prices and consolidation. Convergence has made it possible for cable operators to offer calling services, even as phone companies offer television services. And changing trends in how consumers ...

Home Security - UK

This report looks at home security products and services, both in terms of the ownership and purchasing of products that improve safety in the home or reduce the likelihood of a burglary or break-in and the measures people take to protect their home and belongings

Hotel Accommodations - US

After a tumultuous 2009, the hotel category appears to be stabilizing, if not recovering. As hoteliers position themselves to capitalize on renewed interest in travel, implementing strategies and tactics that appeal to more resilient demographics are critical. In this report, Mintel takes a look at how the hotel industry has ...

Industrial Gases (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 ...

Lifestage Marketing and Financial Services - US

There are several themes outlined in *Lifestage Marketing and Financial Services—US, September 2010*. First, the consumer today is faced with an uncertain economy, and these concerns are changing their attitudes toward - and buying behaviors of - financial instruments.

Luxury Goods Retailing - International

This report differs from other Mintel retail reports in that it looks primarily at companies involved in design, manufacturing and distribution, rather than just traditional retailing. The consolidated revenues from these companies (and our market size – see definition below) therefore include elements of retail turnover, wholesale sales to franchisees ...

Mechanical and Electrical Contracting (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

How are Ready Meals Targeting the Stay-at-home Consumer? - Ireland

In response to increasing demand for data concerning the dynamic economy and growth markets of Northern Ireland and The Republic of Ireland, Mintel has developed a series of reports covering a wide variety of sectors within both of these dynamic regions. Each one provides detailed coverage of key drivers as ...

Laundry Products - UK

The report examines the retail market for products used for washing, cleaning and freshening clothes, including laundry detergents, detergent boosters, stain removers, fabric conditioners and clothes refreshment products.

Loyalty Marketing - US

Whether despite the recession or because of it, loyalty marketing programs are alive and thriving. There are more than 1.8 billion program memberships in this country today—more than ever before—and considering the commitment to increased expenditures marketers have expressed, that number is certain to grow. With a troubled economy ...

Manned Security (Industrial Report) - UK

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Media Usage - US

Technological innovations have changed how consumers spend their free time, whether at home or on the go. This report focuses on how technological advances in consumer electronics, entertainment content and communications are changing the media engagement landscape. Forward-looking analysis of trends,

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 ...

Medical Equipment (Industrial Report) - UK

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Men's Grooming - US

The US men's grooming market, as sold through food, drug and mass stores, will benefit from a growing male population between 2010 and 2015. As most population growth will occur among senior men—who are less likely than younger men to use a range of grooming products—grooming brands must make the ...

Nail Care - Europe

After the face and hair, hands are the part of the body most on show. Yet the market for hand and nail care remains tiny in comparison to the rest of the personal care market. European women have a long, long way to go before they catch up with their ...

Personal Loans - UK

This report examines the size of the personal loan market, providing context against the wider consumer credit market. It also looks at the wider economic factors affecting the demand for and supply of personal loans. Distribution and advertising trends are also considered, along with key developments in the market. Mintel's ...

Pub Catering - UK

The pub industry remains in a state of consolidation with many of the big brands in particular rationalising their estates in order to take advantage of acquisition opportunities in other areas of the market, with the main focus on the less volatile food-led sector of the market. Therefore expansion plans ...

particularly based on data by age, gender and household ...

Men's Fragrances - UK

This report examines the UK market for men's fragrances including pre-shaves, aftershave lotions, balms, conditioners and gels, eaux de toilette and eaux de parfum products and colognes.

Mortgages - Ireland

The mortgage market in Ireland has changed dramatically since the house price crash and subsequent credit crunch, and the market continues to operate in a state of instability and fluctuation.

Nuts, Seeds and Dried Fruit - UK

This report covers nuts, seeds and dried fruit, eaten as snacks and used in cooking/baking. Also included in this report are nut mixes.

Private Label OTC Healthcare - US

While the recession has put a halt to sales growth in many large CPG product categories, overall sales of over-the-counter (OTC) remedies have continued to grow at a slow, steady pace over the last few years. Market share for lower-priced private label products, however, have risen sharply. The economic downturn ...

Pub Visiting - UK

The consumer leisure market has changed beyond recognition, largely due to technology and how it has made the home environment more of a focus. This greater emphasis on spending time and entertaining at home has led to greater competition in the eating out market, particularly for the spending of the ...

Renewable Energy (Industrial Report) - Ireland

Renewable energy is energy sourced from natural resources which can be renewed naturally, eg wind power, hydro-power, solar power, biomass and geothermal heat. This report considers the market for renewable energy mainly from a wholesale perspective, that is, from the generating and production point of view, although market size analysis ...

Sanitary Protection - Europe

Feminine hygiene and sanitary protection markets in Western Europe have slowed down in recent years due to negative demographic trends, commoditisation of certain product categories (such as towels) and the impact of the recession. Eastern European markets have been more dynamic as a result of the growing purchasing power and ...

Shampoo - Europe

The phrase “bad hair day” was coined by trichologist Philip Kingsley nearly 50 years ago but it still resonates today. Hair can have a vital psychological impact on how people feel about themselves, something the haircare industry is more than aware of.

Shelf-stable Meals and Meal Kits - US

This report explores the shelf stable meal and meal kits market. The three types of products in this report: complete packaged dinner mixes (53%), can/jar spaghetti/macaroni (53%) and shelf-to-microwave dinners (53%) have each maintained the same level of market penetration within 2 points during the period 2004-09 indicating ...

Smoothies - UK

The smoothies category has seen its exponential growth – driven by the success of Innocent – checked in the past three years, with the economic downturn seeing many consumers switching to cheaper alternatives such as pure fruit juices.

Spirits: The Market - US

Sandwiches, Subs, and Wraps - US

While a difficult economic environment has created a variety of challenges for sandwich shop operators, it is also clear that many consumers are seeking inexpensive restaurant dining options and sandwich shops have often been able to capitalize on this demand. Moreover, there is a kind of “health halo” around some ...

Savory and Sweet Spreads - US

The \$6.5 billion market for sweet and savory spreads faces significant limitations due to its near saturation, as over 90% of households use peanut butter or jam/jelly/preserves and over 80% use butter. Mintel’s report both analyzes these challenges and identifies opportunities for growth. Report insights include:

Sharedealing - UK

The year 2009 was a much better one for stockbrokers, as it was for the whole retail investment industry. Demand for shares (and funds) picked up strongly during the year, with total trades transacted by stockbrokers up by around two fifths on 2008. Assets under management increased by more than ...

Shopfitting (Industrial Report) - UK

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Soup - Europe

Soup has a lot going for it. It is viewed both as a traditional staple, and also a modern convenience food, well suited to hectic modern day living. Recipes may be timeless classics; or they may be marketed as exotic, healthier and functional concoctions suited to the clued-up 21st century ...

Sugar and Gum Confectionery - Europe



In this report, the second part of a two-part report on spirits, Mintel takes an in-depth market-centric view of the market. The consumer-centric view is covered in Mintel's Spirits: The Consumer—U.S., August 2010.

The Grocery Cart of the Black Consumer - US

The connection between food, tradition, family and history is a deep one for many African Americans. Dishes that make up the Black diet today have been prepared and eaten in much the same way through several generations in the U.S. Although some recipes and preparation have remained the same ...

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 then analysed sector by ...

Video Game Accessories - UK

Women's Fragrances - US

A demographic shift has been taking its toll on the fragrance market since 2005. The growing population of Baby Boomer women are purchasing less perfume, and fewer teens are moving into the fragrance market to make up for reduced usage. Compounding these factors, the recession hit the fragrance market hard ...

The sugar and gum confectionery markets in the 'Big 5' European countries, namely France, Germany, Italy, Spain and the UK, as well as the rest of the Western Europe are mature, and present little opportunity for further volume growth. On the other hand, Eastern Europe and the Asia Pacific report ...

The Hispanic Grocery Cart - US

Hispanic consumers spend more per year on groceries than any other ethnic group and their purchasing power of \$951 billion exceeds that of any other U.S. minority. Yet, grocery advertising targeted specifically to the Hispanic consumer is sparse, especially to Spanish-speakers, who would like to make informed purchasing decisions ...

Vehicle Recovery - UK

This report covers vehicle breakdown recovery services available to private car owners, whether on a direct or indirect basis, as is common in the marketplace.

Watches and Jewellery Retailing - UK

The watches and jewellery market has not been immune to the economic climate and the whole industry suffered in late 2008 and in 2009 as consumer confidence fell and people became more cautious about their spending.