

February 2010

Activity Holidays - UK

This report provides an overview of trends in activity holidays, investigating the core market factors, strengths and weaknesses, consumer dynamics, and likely future developments.

Allergies and Allergy Remedies - UK

- An estimated 21 million adults in the UK suffer from at least one allergy, with 10m suffering from more than one. Opportunities exist in the allergy testing sector as only half of sufferers have been medically diagnosed.
- A quarter of adults believe that nearly everyone claims to be allergic to ...

Anti-aging Skincare - US

The US anti-aging skincare market is enjoying solid and at times robust growth in 2010, buoyed by a consumer base that is in large part unwilling to give up such products despite the current economic recession. While a number of consumers appear to be trading down to less expensive brands ...

Batteries - UK

- The majority of high-end portable gadgets now come with batteries built in (or device-specific power cells). Is there room in the market for removable batteries? If so, what can battery manufacturers do to gain greater recognition from today's iPhone generation?
- Battery purchasing is governed by immediate need (irrespective of shop ...

Breakfast Cereals - UK

- Just over 9m consumers have a wide selection (ie four or five) of breakfast cereals in their cupboards, principally but not exclusively

Airport Catering - UK

- Retailers continue to represent the main competition to airport caterers. Seven million consumers have purchased food and/or drink from a retailer, such as newsagent, convenience store or M&S Food, at an airport in the last 12 months.
- People believe that food at airports is too expensive and of low ...

American Families and Dining Out - US

American families' perceptions and habits towards full-service and limited-service restaurants have been changing in the wake of the recession. As a result, new opportunities have emerged from this tumultuous period.

Asian Americans and Technology - US

While the Asian American audience may not be large, at under 5% of the US population, their comparatively high incomes and high levels of education make them an important consumer audience – particularly when it comes to technology products and services. Asian Americans are enthusiastic adopters of virtually all types ...

Beverage Packaging Trends - US

During these tough economic times, it's especially important to develop packaging that serves to maximize appeal among frugal and fickle consumers. It's also evident that some companies have made substantial changes to their packaging approach in recent years that can give them a competitive advantage. Therefore, an analysis of packaging ...

Breakfast Restaurant Trends - US

This report explores breakfast foodservice trends—identifying key developments that are changing

multigrain-based recipes, low fat, children's or honey based cereals.

- Health considerations are the top priority when choosing a breakfast cereal, with 43% of consumers checking the amount ...

Budget Hotels - Europe

Insight + Impact - Mintel's commitment to its clients is encapsulated in this simple formula.

Champagne and Sparkling Wine - UK

The report assesses the UK market for Champagne and other sparkling wines, including sales through both the off- and on-trade. Coverage in the report is restricted to wine of fresh grape, produced from the naturally fermented juice of the grape, with a minimum strength of 5.5% alcohol by volume ...

Consumer Breakfast Eating Habits - UK

- With tightening budgets and relatively less disposable income, 22m consumers appreciate the cost efficiencies of having breakfast at home compared to a restaurant.
- Two-thirds of consumers eat their breakfast at home everyday with just 2% eating out everyday. This is in contrast to the US where 46% of consumers eat ...

Disposable Baby Products - US

This report examines the market for disposable baby products including diapers, training pants, wipes/moist towelettes, as well as cleansing and care products. Using sales data along with Mintel's proprietary GNPD, results from the Experian Simmons NCS/NHCS, and Mintel's exclusive consumer survey, Mintel analyzes the increasingly competitive disposable baby ...

E-Commerce - Europe

consumer habits and usage with consideration of the current economic climate and competitive threats.

Cereal Bars - UK

- Simply toning down the sweetness in cereal bars could win over 3.6 m adults who shun the bars for being too sweet.
- Bigger is better. Larger cereal bars have the potential to attract over four million adults. This group doesn't eat cereal bars as they prefer something more substantial ...

Coffee - UK

With rising prices and economic downturn at play between 2008 and 2009, the coffee market has managed to weather the storm well. Between 2005 and 2009 the UK market for in-home coffee achieved 17% growth in value, and although some of this is attributed to the hike in raw coffee ...

Consumer Finance and Credit Consolidation - US

This report examines the trends, outlook, and opportunities in the US market for unsecured consumer loans, including payday and pawn loans and other types of "alternative financial services" (AFS). It builds on several previous Mintel US studies, including *Unsecured Loans—U.S., December 2005*; *Residential Mortgages and HELOCs—U.S., August 2008* ...

Domestic vs Overseas Holidays - 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 ...

E-Commerce - UK

This report series covers the e-commerce retail channel of the five leading economies of Western Europe. Some coverage of this channel in other European countries can be found in the Mintel report on Home Shopping – Europe, March 2009.

- Internet penetration has reached a plateau at around 70% of the population. Shopping is a key activity for anyone with online access – 90% of those with Internet connections say they have bought something in the last year.
- And the popularity of buying online has increased in spite of the ...

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 ...

Fleet Services (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 ...

Fruit Juice and Juice Drinks: The Market - US

In this two-part report on fruit juice and juice drinks, Mintel explores the fruit juice and juice drinks market with an in-depth look into market sales, segment performance, and brand performances among other market-centric factors. The consumer-centric view is covered in Mintel's Fruit Juice and Juice Drinks: The Consumer—U.S ...

Green Living - US

Before the beginning of the recession, the “green” marketplace was one of the fastest growing sectors of the US economy. Though economic factors have slowed growth in this sector, consumers remain committed to green shopping. In this report, Mintel examines the size, scope, and growth of the “green” consumer marketplace ...

Greeting Cards and eCards - US

In the midst of a recession, people feel the need to connect more than ever. Even with the availability of instant modes of communication, the need to feel connected still exists. This is precisely why greeting cards have managed to stay relevant and continue to grow, even as they are ...

Gum, Mints and Breath Fresheners - US

Gum, mints and breath fresheners continue to be some of the more innovative consumer packaged goods categories, which has helped them maintain and grow sales despite the recession. Innovations have been focused on packaging, bolder and more exciting flavors, as well as functional benefits that have long been a trademark ...

Health Insurance and Wellness Programs - US

This report explores the ownership of health insurance in America today, the types of wellness programs that are provided by employers to encourage healthier behavior among employees, and the ramifications of the Health Care Reform legislation that is now moving through Congress.

Holiday Centres - UK

This report provides an overview of the market for holiday centres, investigating the core market factors, consumer dynamics, strengths and weaknesses, innovation in the sector and likely future developments.

Household Linen - UK

- New bedding and bed linens needs to be marketed as a small indulgence that can inject a bit of life into a tired-looking bedroom. Three in ten adults think new bedding is a good way to change the look of a room.
- More imaginative in-store displays combined with discount offers ...

In-home Entertainment - Ireland

The recession has accelerated 'the move indoors' by Irish consumers, however it is by no means an overnight phenomenon. The in-home entertainment trend has also been buoyed by innovation in technology, competitive pricing strategies and 'newer' technology becoming more mainstream and integrated in the home environment.

Living and Dining Room Furniture - UK

- The days of the conventional three-piece suite are numbered. Less than one in five adults think buying upholstered furniture as a suite is important.
- When buying a sofa two-thirds of consumers will go for the best they can afford whereas only one in ten will go for the cheapest available ...

Media and Fashion - UK

- Twenty three million people claim to be uninfluenced by marketing activity, such as advertising, vouchers, magazines and websites . But promotional discount vouchers remain the most popular enticement appealing to almost 7m people.
- Fashion content in celebrity, lifestyle or fashion magazines, newspaper supplements and features and makeover shows has a direct ...

Mobile Phones and the Multicultural Consumer - US

The purchasing power of minority demographics has grown significantly faster than the White demographic for more than a decade, a trend that is expected to

Hunting and Fishing Equipment - US

The \$7 billion hunting and fishing equipment market experienced 22% growth from 2005-09. While growth has accelerated in the face of the economic recession in large part due to increased sales of firearms and ammunition rose prior to and just after the 2008 presidential election, the "new normal", in which ...

Investment Bonds - UK

This report looks in detail at the investment bonds market, both from a market and consumer perspective.

Marketing to Moms - US

The well-established notion that moms control or strongly influence most of a household's spending is taking on even greater significance as the Great Recession continues to motivate American families to re-evaluate what's truly important in their lives. Understanding moms' perspectives and priorities has never been more important to brand marketers ...

Men's Magazines - UK

- Consumer spending on men's magazines fell by 6% in 2008, and again by 23% in 2009 to an estimated total value of just under £75 million. The recession has compounded a trend of declining market values since 2006.
- Circulation rose strongly between 2006 and 2008 because of the introduction of ...

Motor Insurance - UK

- There is no sign of the move online slowing. The proportion who arranged their policy over the internet has more than doubled over the past four years, transforming the industry.



continue for at least the next five years. Multicultural messaging has become an essential component of marketing strategy for wireless carriers that wish to target ...

Natural and Organic Beauty - UK

This is the first time Mintel has examined the UK market for natural and organic beauty and personal care products. However, the subject has been touched on in Mintel's report *Consumer Attitudes Towards Beauty Product Ingredients – UK, May 2009*. This report expands on the section dealing with new natural ...

Process Plant (Industrial Report) - UK

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Saving and Investing for the Long-term - UK

In this report, Mintel examines the market for long-term savings and investment products, from cash to equity-based investments and the issues facing providers, distributors and advisers. It considers whether we are a nation of savers or borrowers, and how the upheavals of the past two years have affected savings confidence ...

Share of Wallet: Blacks - US

A variety of measures indicate that the economy did not significantly improve in 2009, as many had hoped. Unemployment rose steadily throughout the first three quarters of 2009 and reached a 28-year high of 10% as of December 2009 with more than 15% unemployment among Black Americans. Consumer confidence remained ...

Social Networking - US

- Mintel's forecasts show that unless insurers have the ruthlessness to force through significant year-on-year premium increases, the industry will ...

Optical Goods and Eyecare - UK

- Optical goods, especially spectacles, are a discretionary purchase and the recession has dented demand. Spending in 2009 fell by 2.2% compared with the previous year. However, modest growth will return in 2010 as consumer confidence improves with sales forecast to grow by 19% in the five years to 2014 ...

Rainwater Products (Industrial Report) - UK

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Self Diagnostics - US

The self diagnostics market is made up of a diverse group of products that are thriving or flailing due to the economy. For medical segments—mainly those that involve the testing of blood—testing is more of a necessity and is often covered by insurance, which has impacted retail sales. At the ...

Share of Wallet: Hispanics - US

Hispanic purchasing power is as diverse as the consumers it represents. It is \$1 trillion strong and is growing faster than the purchasing power of any other group. The economic profile of a Hispanic consumer is dynamic. Lower-income households are spending more on food than Hispanics with a household income ...

Sustainability in Protected Tourism Areas - International



Online social networking is expanding. In December 2009, there were 248 million unique monthly users on the top eight social networking sites (SNS) in the US, an increase of 41% from January 2009. Mintel finds that 61% of internet users have a profile on at least one SNS, up from ...

Theme Parks - UK

- In 2009, the theme parks market grew by 2.4% to £315 million. Admissions grew by more than 3% to almost 14 million.
- Average spend per head has increased by almost 13% over the past five years.
- The industry has benefited from the economic recession because the more straightened financial ...

Travel and Tourism - Borneo

Country Reports are tourism profiles of destination countries.

Travel and Tourism - India

Country Reports are tourism profiles of destination countries.

Travel and Tourism - Nepal

Country Reports are tourism profiles of destination countries.

Travel Insurance - UK

This report examines recent challenges and developments in the travel insurance market, including wider macroeconomic factors, regulatory changes, recent innovations and changes in the distribution of policies. It also examines the size of the market, including the split of single-trip and annual multi-trip policies and features analysis of underwriter share ...

Under the Hood - US

This report explores how and where automotive parts in the front end of the vehicle are sold. It provides insight into the external and internal factors affecting sales, consumption, and trends, and what they mean for future

Insight + Impact - Mintel's commitment to its clients is encapsulated in this simple formula.

Transport and Infrastructure (Industrial Report) - Ireland

A comprehensive and efficient transport system is the foundations of a competitive economy. The rapid economic development enjoyed by the island of Ireland in the past decade has highlighted the need for major investment in the transport infrastructure to support and facilitate future economic growth.

Travel and Tourism - China

Country Reports are tourism profiles of destination countries.

Travel and Tourism - Myanmar

Country Reports are tourism profiles of destination countries.

Travel and Tourism - Philippines

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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 ...



sales, promotional campaigns, and industry innovations.
Specific questions that are answered in this ...