

April 2010

Alcoholic Beverage Trends at Bars and Restaurants - US

The restaurant recession continues, and when patrons do venture out of the house to drink they are drinking less. This has spawned pricing incentives from restaurants and bar operators alike in an effort to get customers in the door. However, while price promotions have been the most frequently used strategy ...

Brand Perceptions of Financial Services Companies - US

The landscape for financial services providers has changed radically in the last few years. Although “big bank” conglomerates are still the dominant channels that the majority of consumers turn to for financial products and services, consumers are increasingly interested in purchasing financial products and services from institutions that they consider ...

Canadian Banks and Credit Unions - US

This report builds on several previous Mintel studies, including *Canadian Credit Cards – September 2009*, *Canadian Banks and Credit Unions – May 2008*, *US and Canadian Credit Unions – May 2007*, and *Canadian Banking – January 2007*. It examines the trends and opportunities within the Canadian financial sector. It also ...

Children's Comics and Magazines - UK

The market for children's magazines has succumbed to the economic downturn, despite having traditionally boasted a greater degree of resilience to economic turmoil than many of its more vulnerable counterparts in magazine publishing. There is also a widely held belief across the publishing industry that this is a recession that ...

Cigarettes - US

It is increasingly difficult for smokers to light up—cigarette taxes are at an all-time high, and smoking bans have relegated smokers to “back rooms and

Attitudes Toward Fiber and Digestive Health - US

A number of factors suggest that products with added fiber or digestive claims should be well received by the American public. Mintel's review of the category, however, shows that only a handful of products were introduced in 2009, and few of them matched well with consumers' desires.

Breakfast Catering - UK

- Eating breakfast (either in- or out-of-home) is part of the morning routine for six in ten consumers.
- Toast and cereal are consumers' top breakfast foods by far. A third of consumers enjoy hot cereals, such as porridge, and restaurant menus are reflecting this popularity with menu items like McDonald's Oatso ...

CCTV (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 ...

Chocolate Confectionery - UK

- Top snack choice for consumers and bought as a personal treat by almost half the population, the chocolate bar market has benefited from increased snacking on-the-go.
- Ethical considerations have increased in prominence in new product launches for chocolate confectionery in 2009 compared to 2007, although 7% of consumers say they ...

Construction (Industrial Report) - Ireland

In response to increasing demand for data concerning the dynamic economy and growth markets of Northern

alleyways.” Legislation makes marketing cigarettes nearly impossible, and the social milieu increasingly sees cigarette smoking as pernicious in spite of the vast sums that ...

Consumers and Financial Advice - UK

This report examines the current issues facing the financial advice market, focusing on consumer attitudes and behaviour. It considers the impact of proposed regulatory changes, the current size and shape of the intermediary marketplace and the growing influence of online sources of advice. Mintel’s exclusively commissioned consumer research analyses the ...

Economic and Social Impact of the 2010 World Cup - UK

This report examines these viewing and spending preferences in more detail, as well as assessing attitudes towards the World Cup and how these impact on consumer behaviour around the competition. It also compares consumers’ views of the World Cup with their opinions of London’s hosting of the 2012 Olympic Games ...

Fashion Online - UK

- The slowdown in online fashion sales is forecast to make itself felt in 2010, as growth slows to 8%, taking the market to £4.27 billion. This is the slowest rate of increase since Mintel started monitoring the online fashion market.
- The online fashion market has been driven above all ...

Food Storage - US

This report takes a detailed look at the evolving food storage industry, which has grown modestly since 2004. In the most recent year, manufacturers have been faced with potentially game-changing challenges from all directions, ranging from consumer concerns over chemicals in plastics, to an entrenched recession that is affecting consumer ...

Gift Registries - US

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 ...

Deposit and Savings Accounts - UK

This report looks in detail at the retail savings market, analysing the key factors that influence the market, both at a macro level as well as the more inward-looking dynamics of how the markets have been operating during the credit crunch. Competing products like cash ISAs and equity-based investment are ...

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 ...

Food Provenance - UK

This report reveals that while no single food issue chimes with the whole of Britain, animal welfare has become the most widely shared concern. British and local origin of food rank close behind, broadly on a par with purity of food, but well ahead of considerations like organic and carbon ...

Gastrointestinal Remedies: Digestive and Immunity Health - US

The market for over the counter (OTC) gastrointestinal (GI) remedies performed strongly in 2009, driven by the shift of prescription brands to OTC availability. However, most brands are losing ground to private label competition, and there is question as to whether new launches will truly result in incremental sales. A ...

Graduate Recruitment (Industrial Report) - Ireland

Traditionally reserved for brides- and mothers-to-be, gift registries provide both recipients and givers with a convenient way to ensure that more than the thought will count when it comes to gifts. While online shopping has given registries a boost, by making it easy to create and track registries from multiple ...

Green Marketing - US

Despite increased awareness and interest in green living and climate change, the job of the green marketer has not been made easier. Corporate ethics is now a major field of study and an important focus area for many companies. This increased level of competition makes acquiring the consumer's attention ...

Health Food Retailing - UK

This report concentrates on products traditionally sold through health food stores. Functional foods, ie those with added ingredients that are of benefit to health (eg cholesterol-reducing margarine), are not strictly health foods but are discussed throughout the report as an associated category.

Holidays to Spain - UK

- The recession hit UK breaks to Spain hard. Holidays fell by over 1.7 million trips to an estimated total of 10.3 million. Despite this impact, the country remained our favourite overseas destination.
- Six in ten adults have taken a break in Spain at some point, similar to the ...

Laundry Accessories - UK

- Achieving estimated value sales of £257 million in 2010, the market for laundry accessories is shaped by the availability of outdoor space, impacting directly on the number and type of laundry accessories people own.
- The purchase of laundry accessories, such as washing lines and ironing boards, tends to be planned ...

Lotteries - UK

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 ...

Haircare: Shampoo, Conditioner and Hair Styling Products - US

Haircare sales have suffered in the last two years, not only from a weak economy, but also from a relative lack of major new product breakthroughs to rekindle interest and engagement in the category. Still, marketers continue to fight for market share through a variety of means including line extensions ...

Hispanics and Beverages - US

Hispanics are more likely than non-Hispanics to be consumers of orange juice, milk, coffee, water, energy drinks, beer and other liquor beverages. They are drinking their favorite beverages with plenty of gusto and their buying power is \$1 trillion strong. Since they are growing faster than any other ethnic group ...

Impact of House Moves on the Household Goods Market - UK

Following a property boom that started in the late 1990s, and which saw a rapid rise in house prices, the number of residential property transactions declined steeply between the second half of 2007 and the end of 2009. The housing market was severely dented by the squeeze on lending following ...

Leisure Centres and Swimming Pools - UK

- A boom in secondary spending on items such as food, drink and merchandise as a result of the government's free swimming initiative has been helping to keep the leisure centres and swimming pools market buoyant, with revenues up 14% in the past five years and admissions 10% higher.
- Energy efficiency ...

Marketing to Black Moms - US

This report looks at the changes taking place in the Lottery market, including the growth of interactive platforms as sales channels and the developments within the draw-based and scratchcard segments of the market.

Marketing to LGBTs - US

As marketers look for ways to create brand relationships, many develop highly-targeted communications designed to boost brand appeal among specific segments of the population. Many companies are strengthening relationships with the LGBT community, which has an average household income well above the national average and high levels of disposable income.

Men's Fashion Lifestyles - UK

Men are notorious for being reluctant shoppers, preferring to browse stores where they can indulge their hobbies or interests, rather than look for clothes. But is this stereotype true of everyone, or are there clothing enthusiasts and who are they?

New Cars - US

This report explores the new car market in the US. It provides insight into the external and internal factors affecting new car sales. Additionally, it looks at purchasing and consumer trends, and what they mean for future sales, promotional campaigns and industry innovations. Specific questions that are answered in this ...

Non-alcoholic Beverages: The Market - US

This report focuses on seven major segments within the non-alcoholic beverage market: milk, carbonated soft drinks, fruit and vegetable juice/drinks, bottled water, energy drinks and shots, sports drinks, coffee, and tea. Besides presenting sales data on a segment-by-segment basis, the report considers a range of topics, including the following:

In an increasingly diverse society, advertisers can no longer afford to overlook the Black community as a significant consumer group. Black moms in particular are earning more money, postponing childbirth and living more independently than ever. On average, Black moms—regardless of household income—are more likely to choose name brand items ...

Men's Attitudes Towards Clothes Shopping - US

Men shopping for clothes in the US report a wide range of habits, motivations and frustrations that accompany the retail experience. While more than three quarters of men say they bought clothes in the past year, most buy only to replace old or worn out items. This is cause for ...

Milk - US

Few other consumer packaged goods products are as popular and versatile as milk. Consumers of all ages drink milk in part because there is a variety for just about everyone, including non-dairy products for those who are lactose intolerant or have milk allergies. Despite its overall popularity, the milk industry ...

Non-alcoholic Beverage Trends at Restaurants - US

This report explores non-alcoholic beverage trends in restaurants. It identifies key developments that are changing consumer habits and usage, as well as taking into consideration health and wellness trends and the current economic climate. Mintel finds opportunities exist for industry players to woo customers with beverage choices providing health and ...

Online Drinks Retailing - UK

This is a new UK report looking at the growing market and consumer demand for buying alcoholic drinks online. This has been particularly popular for wine, and has the potential to take off for other drinks.

Outdoor Barbecues - US

The outdoor barbecue market saw shipment values fall for the second consecutive year in 2009. Nevertheless, an increase in at-home cooking and on-going interest in outdoor living have all buffered the market from posting even steeper losses. Grilling enthusiasts; younger, multi-ethnic buyers; families and dads all stand out as consumer ...

Personal Loans - Ireland

Merger and acquisition activity, stringent credit standards and fewer lenders offering loans has reduced supply of loans, resulting in weak competition and higher lending rates.

Social Networking - UK

Social networks have managed to avoid the impact of saturation in their core, younger audience by successfully appealing to a wider audience base of older users. More than four million unique internet users aged over 55 visited Facebook in February 2010.

South Korea Outbound - South Korea

Travel and Tourism Analyst is a unique series of 20 reports, designed to keep tourism organisations, tourist boards, leading travel operators, academic institutions and investment houses in touch with global travel trends.

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 ...

Paid-For vs Free - Consumer Attitudes to Pricing in Media and Music - UK

This report analyses market trends and consumer attitudes as regards the issues around paid versus free newspaper, magazine, TV and music content, investigating the core market factors, strengths and weaknesses, consumer dynamics, illustrative case studies and likely future developments.

Private Label Salty Snacks - US

In this report, Mintel breaks the salty-snack category into eight segments: potato chips, tortilla chips, snack nuts and seeds, popcorn, pretzels, cheese snacks, corn snacks, and "other" salty snacks. The struggling economy has spurred interest in lower-priced private-label salty snacks, and consumers have discovered the quality and value makes it ...

Social Networking and Media and Financial Services - US

Online social networking usage is expanding rapidly. According to Mintel's proprietary consumer research for this report, 57% of internet users now have a profile on at least one social networking site, up from 41% a year ago. More than half of social networking site users visit these sites daily. It ...

Trekking Holidays - International

Travel and Tourism Analyst is a unique series of 20 reports, designed to keep tourism organisations, tourist boards, leading travel operators, academic institutions and investment houses in touch with global travel trends.

White Goods - UK

The white goods sector has been hit hard by the dual impact of the recession and a slump in the housing market, with sales declining sharply in both 2008 and 2009. However, following two very tough years, a return to a positive growth cycle is long overdue and there were ...