

December 2011

Lifestyles of Baby Boomers - US

Economic concerns are the underlying theme of the lifestyle changes made by many of the nation's Baby Boomers. Since the recession officially ended in 2009, there have been few positive developments regarding the tepid state of U.S. economic growth. With retirement funds ravaged, jobs scarce, and costs for necessities ...

Family Vacations - US

While vacation destinations felt the impact of the recession sharply in 2009, the family vacation market on the whole has shown resilience in 2010 and 2011. For many families stressful economic times appear to have made the emotional benefits of getting away more compelling, making even brief family vacations more ...

November 2011

Marketing to the Mass Affluent - US

The effects of the economy on the mass affluent have been both psychological and behavioral. Certainly the prolonged recession and high unemployment rates have made many people pessimistic about the future of the economy, and the mass affluent are no different. The state of the economy has mass affluent investors—like ...

Media Usage and Online Behavior - US

In the context of a rapidly changing, fast-evolving digital landscape, media usage is in a period of major transformation. While use of more traditional media (broadcast TV, radio) and communication devices (landlines) remains widespread, a wide range of consumers are embracing new technologies that give them greater access, flexibility and ...

October 2011

Retirement Planning - US

Character Merchandising - US

Popular characters can be very effective at driving sales for a variety of products. For example, according to Nickelodeon, Dora the Explorer has generated more than \$11 billion in worldwide sales since 2002. The exceptional effectiveness of character merchandising—especially when related to advertising directed at children—has also led to a ...

Social Dynamics of 18-24-year-olds - US

In many ways the social dynamics of 18-24 year-olds represents the future for marketers. As brands rely more on social media and other online and mobile communication platforms to reach current and potential customers, they increasingly enter the social worlds of young adults who have come to rely on the ...

Baby Boomers Across Seven Categories - US

Companies must have a clear understanding of the Baby Boomer demographic in order to market products and serve their needs better. Mintel has compiled information from multiple Oxygen reports and Mintel Inspire to give you a holistic view of today's Baby Boomer consumer.

Cooking Enthusiasts - US

An enduring impact of the recession and its aftermath, Americans continue to prioritize home cooking and other home-based activities as a means of economizing. But while the need to save money is a powerful and pervasive motivator for many, other factors are also at play. This report helps to clarify ...



Lifestyles - USA

The retirement planning industry is in a state of flux. For the past several years, much of the focus has been on Baby Boomers and helping them save enough to retire. Now that they are beginning to retire, the Baby Boomer focus is less on accumulation than it is on ...