

April 2013

### Água em Garrafa - Brazil

"A categoria de águas envasadas vem apresentando um bom desempenho no Brasil, com crescimento consistente nos últimos anos. No entanto, apesar de alavancar suas receitas, a categoria ainda apresenta um dos menores gastos per capita do mundo."

### Attitudes towards Pricing and Promotions in Food and Drink - UK

"The potential danger entailed by supermarkets purely focusing on price is that consumers could develop a level of apathy towards such pricing strategies. More than a third of consumers agree that 'Price matching removes the need to think about price when grocery shopping', indicating that price matching no longer serves ...

### Bottled Water - Brazil

"The bottled water category in Brazil has been showing dynamic growth in the last few years. However, despite growing revenues, the category still has one of the lowest per capita expenditures in the world. Companies can look to differentiate their products through product segmentation, development of niche markets and the ...

### Camping and Caravanning - UK

"In the age of independent travel and individualised consumerism where traditional class identities are often weaker than in the past, the social element of going on holiday is often overlooked, apart from certain markets such as group and schools holidays. Campsites and caravan sites still provide this experience of community ...

### Car Purchasing Process - UK

"New car sales have failed to fully recover from their recent slump and there is need for more proactive action

### American Lifestyles 2013: Five Years Later - US

"Nearly four years into the economic recovery, the labor market remains historically weak and median household incomes have yet to return to pre-recession levels. The lingering effects of the worst economic downturn since the 'Great Depression' of the 1930s have consumers retaining a budget mindset that applies to purchasing across ...

### Beer - Ireland

"The Irish beer market has struggled through some trying times since the onset of the economic downturn, with the Irish on-trade bearing the brunt of the hardship. However, with a booming off-trade and growth of the craft beer segment, coupled with the possibility of government legislation working in the industry's ...

### British Lifestyles 2013: Examining the Legacy of the Economic Downturn - UK

This report looks at British lifestyles in 2013 and examines the legacy of the economic downturn. The report looks at British lifestyles through the eyes of the consumer. It looks at the sectors where people spend more or less in the beginning on 2013 compared with the same time in ...

### Canadian Consumer Payment Preferences - Canada

"Mobile payments have been touted as 'the next great thing' for several years now, but even with the increased number of options available, adoption rates are still very low. However, as the various players in the industry begin to sort out the legal, technological and marketing issues, innovations are being ...

### Car Service: Maintenance and Repair - US

by manufacturers to boost sales. Progress has already been made in stimulating interest although to push sales on from current levels, both manufacturers and dealers need to do more to ...

## Chocolate Confectionery - UK

“Using more unusual flavour combinations in bars may appeal to the 28% of users who like trying chocolate with exciting flavours. Chilli flavours are now fairly commonplace in premium block and boxed chocolates and could add an exciting twist to bars, as could a hint of sea salt in a ...

## Cold and Flu Remedies - UK

“Growth in the market will be driven by continued product innovations and a boost in the population of children, impacting the children’s and parents’ OTC market. Opportunities exist in extending product ranges and innovating in faster-acting formulations and product formats.”

## Concrete and Concrete Products (Industrial Report) - UK

This report provides market research and analysis on the critical issues affecting the market. Not only does it explain the trends and identify future scenarios, but contextualises it in clear and concise formats, illustrated with tables and charts.

## Consumer Spending Habits - China

China’s consumers’ spending habits are changing as rapidly as the country’s economy is growing. Improved availability of products and services and developments within the retail environment are leading to a shift in consumer lifestyles and spending habits.

## Convenience Stores - UK

“The total amount of electronics and software coding in a modern vehicle now accounts for a significant portion of the car’s value. As mechanical automotive elements become more durable, the new frontier for automotive maintenance will be in the digital, rather than physical, space.”

## Chocolate Confectionery - US

“Increased concerns over obesity and related diseases as well as product price increases have caused some consumers to become weary of purchasing chocolate. The chocolate industry must address these challenges with products, packaging and marketing that addresses consumer concerns and invigorates consumer interest in the category.”

## Cold, Flu and Allergy Remedies - US

“While sales of OTC cold, flu, and allergy products have increased, the category faces several challenges, such as sales of private label brands as well as natural alternatives eroding market share of OTC products.”

## Consumer Service Expectations in Financial Services - UK

“It is pretty much impossible to achieve 100% customer satisfaction. Even the most customer-focused company will make mistakes from time to time. But people are willing to forgive financial services firms for errors as long as they can show that they are trying to solve the problem as quickly as ...

## Convenience Store Foodservice - US

“While convenience stores have offered prepared foods for years, the trend has accelerated in the past five years, and the scope of c-store foodservice has broadened. Convenience stores are successfully capturing on-the-go dining occasions through ubiquitous presence, quick in/out accessibility, and the benefit of one-stop shopping with fuel purchase ...

## Cuidados com o Cabelo - Brazil

“Investment by major retailers in the extension of their convenience store portfolios and improvements in the proposition are factors in bringing consumers into convenience shopping. Further consolidation will hit weaker retailers, notably independents, but it looks likely to have a positive impact for the consumer and the sector.”

## Dairy and Non-Dairy Milk - US

“Milk is most associated with at-home breakfast or as an additive to cereal or coffee, but the growing variety of milk products invites expansion beyond these traditional usage occasions. Milk producers should embrace their product’s versatility by encouraging consumers to use milk in recipes, as a snack, or as a ...

## Deposit and Savings Accounts - UK

“The Funding for Lending Scheme has so far been detrimental to savers. It has made banks less reliant on depositors’ money to fund borrowing, removing the incentive to offer really competitive savings rates.”

## Dishwashing Products - UK

“The big issue remains how to best encourage higher penetration of dishwashers in the UK, and as a result drive increased sales of dishwasher detergents. Dispelling some of the myths about machine dishwashing, promoting the benefits and emphasising the affordability of buying and running a dishwasher, including smaller models for ...

## Domestic Central Heating (Industrial Report) - UK

This report provides market research and analysis on the critical issues affecting the market. Not only does it explain the trends and identify future scenarios, but contextualises it in clear and concise formats, illustrated with tables and charts.

## Fast Food - China

“De modo geral, o consumidor brasileiro leva muito a sério o cuidado com os cabelos, pois esses cuidados estão diretamente ligados a auto confiança e auto estima elevada. Neste cenário onde os cuidados com os cabelos está relacionado a auto confiança, e o tempo é escasso para essas mulheres multitarefas ...

## Dairy Drinks, Milk and Cream - UK

“With three in ten users saying they rarely cook recipes that involve cream, communicating the versatility of cream as a cooking ingredient, such as with on-pack recipes, has scope to encourage usage. Year-round flavour innovation has scope to appeal to a small proportion of cream users.”

## Digital Cameras - UK

“Consumers are likely drawn to the sale of mirrorless devices as they represent a midpoint between functionally defunct compact cameras and what they see as too expensive or unnecessarily advanced DSLR cameras. However, although global mirrorless sales are increasing – with UK sales following the same trend according to trade ...

## Disposable Baby Products - US

“While disposable baby products enjoy high household penetration and purchase incidence among those households with babies and toddlers, the market has experienced stagnant sales in the past five years. Private label offerings are grabbing market share and sales; challenging economic circumstances and falling birth rates are decreasing product demand; and ...

## European Retail Briefing - Europe

This report will give you fast, easy access to robust information from analysis and critical recommendations – so you can make the right decisions, at the right time. It will challenge routine thinking by providing you with fresh, new perspectives that energize your thought process.

## Fridges and Freezers - UK

Sales in the Chinese fast food market more than doubled over the 2007-12 period, to reach an estimated RMB1 trillion, fuelled by the growth of the economy and consumer incomes and rapid expansion of leading players in the market. However, the market remains highly fragmented. The top ten operators only ...

## Gambling Review - UK

“The majority of consumers still prefer to visit bricks-and-mortar venues. However, land-based gambling sectors will have to adjust and improve their offering, as the online channel continues to grow. Online imitations generally offer the same games and markets, whilst odds and payouts can often exceed those offered in venues. As ...

## Hispanics and DIY Home Improvement - US

“Strong predisposition toward store and brand loyalty and partiality for shopping with family differentiate Hispanic home improvement DIYers. Likewise, family size is a major consideration, as these households may have special repair and upgrade needs for the home. The large, rapidly growing, and relatively youthful Hispanic population means that increases ...

## Hotel Catering - UK

“Over a quarter of consumers think that hotel restaurants are too formal and that they lack character/atmosphere. The onus is therefore on operators to inject fun and personality into their brand positioning and venue design.”

## Internet Advertising: Search and Banner - US

“Advertisers are having a hard time—TV commercials can be DVRd, searches skipped, banner ads ignored or blocked—as consumers gain increasing control of ad viewership. A consistent response to these problems is to aim to make ads harder to ignore, but this typically also makes ads harder to bear. Civility, and ...

## Living Local - US

“With increasing pressure to have competitive prices, combined with the compelling need to innovate, how can suppliers of refrigeration build their businesses for a profitable future? We expect to see greater efforts to build the image of brands, an increasing rate of change of styling and fashion, as well as ...

## Haircare - Brazil

“Brazilian consumers in general take haircare very seriously, as it is directly linked to self-confidence and self-esteem. In this landscape, where haircare is linked to self-confidence, and time is scarce for professional, multitasking women, the trend of “salon-quality” products is emerging, giving haircare products a professional appeal—but at affordable prices—to ...

## Hot Dogs and Sausages - US

“A third of respondents to Mintel’s survey say they would eat more hot dogs and sausages if they were more nutritious. This presents brands with an opportunity to add value to their products by incorporating nutritious elements such as vitamins, minerals, fiber, or some other type of nutritious ingredient.”

## Industrial Fasteners (Industrial Report) - UK

This report provides market research and analysis on the critical issues affecting the market. Not only does it explain the trends and identify future scenarios, but contextualises it in clear and concise formats, illustrated with tables and charts.

## Lighting Equipment (Industrial Report) - UK

This report provides market research and analysis on the critical issues affecting the market. Not only does it explain the trends and identify future scenarios, but contextualises it in clear and concise formats, illustrated with tables and charts.

## Loyalty Schemes in Tourism - International

“Local marketers have a challenge to simultaneously position local involvement as conducive to community and personal gain. While helping the local and wider economy and supporting patriotic sentiments are leading drivers of living local, participation in the local market are unlikely to be completely selfless. Whether focused on bettering their ...

## Mortgages - Intermediary Focus - UK

“Intermediaries will continue to battle with direct lenders for the lion’s share of the market, with some direct lenders choosing to up-skill their existing sales staff to offer advice. The growth of aggregators provides an opportunity for brokers to win business, but also poses a threat by driving down prices ...

## National Newspapers - UK

“Whether consumers like it or not, the only long-term sustainable business model for national newspapers’ online operations is to combine revenue from advertising with some form of subscription payment, so it is likely that we will see more brands switching to this model in the next 12-18 months.”

## Online Social Networking - Ireland

“While advertising on social networking sites offers companies the opportunity to reach and engage with Irish consumers directly, the brands that will see the greatest return from promoting their goods and services through these channels will be those that offer tangible solutions to consumers’ individual needs.”

## Scandinavia Outbound - Scandinavia

Scandinavian outbound travel has been growing at a strong pace in recent years, with each nation registering double-digit growth in outbound trips between 2007 and 2011. The global recession inevitably took its toll, causing a substantial drop in outbound travel in 2009, when 24 million trips were made. However, Scandinavians ...

This report provides an update about developments in travel and tourism loyalty schemes, including airline frequent-flyer programmes (FFPs), hotel frequent-guest programmes, as well as loyalty programmes in the rental-car and cruise sectors. Although the earliest loyalty or rewards programmes associated with the sales of goods or services date back to ...

## Multicultural Marketing for Financial Services - Canada

“These demographic groups are a good audience for financial services institutions who can provide additional services that add value. Quality advisory services—whether in person or online—are one significant way to appeal to these groups that place a lot of emphasis on education, and may have the added advantage of increasing ...

## On Trade Alcoholic Beverage Trends - China

“It is much easier for drinks brands to stand out at on-trade outlets than from out of crowded supermarket drinks shelves. As competition in the market intensifies, engaging more directly with consumers to develop brand recognition and uptake will become even more important for the alcoholic drinks industry, and on-trade ...

## Residential Flooring - US

“The pace of home sales and home renovations started to quicken in 2012, giving the residential flooring market a much-needed boost. Now it’s up to flooring manufacturers and retailers to maintain the momentum with marketing programs that emphasize both the practical and emotional benefits of new flooring.”

## Shampoo, Conditioners and Styling Products - UK

“A tough economic climate has resulted in a ‘want it all’ attitude amongst consumers. They have come to expect additional product benefits but don’t want to pay a premium for them. Creating an experience around haircare brands is likely to win over consumers who increasingly value expert opinion and advice ...

## Shampoo, Conditioners and Styling Products - US

“The haircare category is highly saturated and competitive, creating challenges for manufacturers and retailers to encourage increased consumer spending in the category. However, continued improvements in product functionality combined with the emergence of new segments such as anti-aging have the potential to drive future category growth.”

## Soup - US

“Soup finds its largest draw among consumers aged 45+. This is a strength of the category, given the hefty purchasing power of Baby Boomers who make up a large percentage of this group. However, growing consumption among young consumers will be important in maximizing sales and nurturing a loyal user ...

## Supermarkets and Hypermarkets - Brazil

“The food retail sector has benefitted more than most from social and economic changes in Brazil. Consumer demands have started to evolve, and food retailers have had to adapt their formats to satisfy these. Some formats (such as convenience stores and mini-markets) have grown in importance, while others (mainly larger ...

## The Dining Out Experience - US

“Creating a great experience goes far beyond the menu. It can include such aspects as décor, service, technology, customization, and the incorporation of deals. Each operator must find the right balance that meets the needs of their brand, their core consumers, and the segment they occupy. Experimenting with strategies that ...

## UK Retail Briefing - UK

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## Women's Hygiene - China

## Soup - UK

“Despite soup already benefiting from a healthy image, there are opportunities to further mine the health angle given that the majority of users would like to see more soups boasting added-health claims. There is scope for operators to look beyond the traditional ‘low/no/reduced’ claims and vegetable content, for ...

## Spectator Sports - UK

“The 2012 Olympic Games provided a range of learning points for all spectator sports in terms of how they can enhance their appeal and grow live audiences, whether at events or via media. However, their ability to act on these remains limited by challenges including lack of regular events, football’s ...

## Supermercados e Hipermercados - Brazil

“O varejo alimentar é um dos setores que mais tem se beneficiado das mudanças nos padrões sociais e econômicos da população brasileira. Na última década, a renda dos brasileiros não só aumentou, como também foi mais bem distribuída. Aliado a isso, o crédito foi gradualmente ampliado e o desemprego atingiu ...

## The Photography Consumer - US

“Digital camera manufacturers may offer a product with superior quality and features but with two substantial disadvantages—it is not always at hand and consumers are generally satisfied with the quality and convenience of the camera on their mobile device. Digital pictures can be lost through human error, device failure, and ...

## Walking and Cycling Holidays - UK

“Brands could make better use of social media channels to connect holidaymakers before a holiday, to group those with common interests or motivations together and allow holidaymakers to begin interacting and forging relationships before a holiday even begins. Using social media channels could help to tie holidaymakers into a given ...

## Womenswear - UK

“The nature of feminine hygiene products defines it to be a necessity which means it is only a matter of time before the market matures. While market leaders have more power to leverage scale and distribution, for smaller players it is more imperative to cultivate a core user group by ...

## 女性清洁卫生用品 - China

中国女性卫生用品市场尚未达到其顶峰，前提是业内公司持续投资和创新。根据中国生活用纸行业协会的数据，2010年卫生巾（该市场最大的细分品类）总消费量是550亿片。假设核心用户基数为3.8亿（15-50岁的中国女性人口总数），平均经期是四天，那么每个月经日消费的卫生巾数量平均仅为三片。换句话说，中国女性平均每八小时更换一次卫生巾，和各种标准相比都是相当低的更换频率，但也意味着明确的增长空间。增长的进一步推动也来自于与这个市场相关的诸多社会及人口特征变化，例如，女性更早进入青春期或是对更高端的女性卫生用品的兴趣和追求。

## 消费者消费习惯 - China

随着中国在世界经济体系中的地位日益提高，中国经济向内需转型，中国消费者对世界经济发展的作用也越来越大。这让中国消费者和他们的消费习惯成为了众多公司业务发展计划的关注焦点。了解中国消费者的生活方式、希望、需求和追求以及这些因素会如何影响他们的消费习惯变得越来越重要。

“Women are increasingly using different devices, depending on their whereabouts and preferences at any one time, to browse for clothes, compare prices, search for special deals and reserve or pay for fashion online. They are also combining in-store and online shopping without even noticing. This means that successful fashion retailers ...

## 快餐 - China

由于经济增长、消费者收入水平提高以及快餐市场龙头企业的快速扩张，2007至2012年期间，中国快餐市场销售额翻了一番以上，估计达1万亿元人民币。然而，中国的快餐市场仍然高度分散。2011年，前十大企业的门店数量占比仅为0.65%。绝大部分（98%门店）市场仍由小型私人独立餐馆构成，这意味着快餐连锁在中国的增长潜力无限。

## 餐饮业酒精饮料趋势 - China

“中国餐饮渠道酒精饮料市场仍然高度分散，通过餐饮渠道门店进行市场营销并非易事。尤其是近些年来，中国消费者生活方式逐渐多样化，可供选择的门店种类越来越多。另外，中国人外出就餐的社交场合和因素也日益增多，根据各消费群体以及个人的需求及期许而呈现差异。