

July 2015

### Atitudes dos Homens com Produtos de Beleza e Cuidados Pessoais - Brazil

“O homem atual tem passado mais tempo atualmente do que há seis meses realizando certas ações em relação à aparência, porém muitos deles ainda pesquisam ou leem pouco sobre produtos de cuidados pessoais, moda e tendências de beleza. Aplicativos para smartphones e tablets voltados para o público masculino poderiam atrair ...

### Attitudes Towards Innovation in the Food Market - UK

“Sampling remains popular among would-be users as a prompt for trial. Further value can be built into free samples in the eyes of consumers through positioning them as exclusive, as many people like to be the first to try a new product.”

### Beer - Brazil

“The craft beer movement continues to grow and although it still does not represent a threat to the major players in the sector, these brands have started acting by partnering with craft beer producers or launching products that directly compete with craft beers. On the other hand, beer drinkers do ...

### Cerveja - Brazil

“Branding, ou seja, toda a gama de atributos relacionados à marca é um fator-chave para fortalecer o relacionamento com os consumidores; portanto, deve ser considerado prioritário por qualquer cervejaria.”

### Collective Investments - UK

The UK investment market performed strongly in 2014 and the first half of 2015. The gross value of retail sales of unit trusts and OEICs grew by 15% in 2014, while sales in Q1 2015 were 5% higher than the year before. This increase in value is expected to continue ...

### Attitudes Towards Alcoholic Drinks - UK

“Rather than focusing only on under-35s, flavoured NPD (New Product Development) should also be looking to appeal to the profitable over-35 group, focusing less on sweet tastes and more on factors such as premium ingredients and unique production processes.”

– Chris Wisson, Senior Drinks Analyst

### Baby Boomers Travel - UK

“Baby Boomers have lived through all of the key changes that have taken place within the travel industry over the past few decades, through the early years and development of the package holiday industry, the birth of backpacking, the emergence of low cost air travel, online booking and the growth ...

### Business Traveller - UK

“Travel management companies will need to adapt to the fact that business travellers are increasingly taking control of their trips, arranging and booking themselves on many of the wide array of smartphone apps available. In addition, companies are sending more of their employees on business trips. However, they are travelling ...

### Coffee Shops & Sandwich Shops - Ireland

“The market for coffee shops and sandwich shops in IoI enjoys strong usage with eight in ten Irish consumers visiting a coffee shop or sandwich shop at least once in the last three months. A generation of café goers are now at ease using coffee shops to catch up with ...

### Color Cosmetics - US

“Slow growth in the color cosmetics category is reflective of an intensely competitive category landscape. While beauty trends such as bold brows and bright lips are translating to gains for certain segments, overall category growth has been kept in check. Brands are

challenged with keeping women engaged in the category ...

## Commercial Property - UK

“The UK’s current mild deflation is mainly due to a sharp fall in oil prices rather than weak demand in the UK, which is not expected to pose a threat to the commercial property market. Occupier demand and activity remains healthy across keys sectors of the commercial property market, while ...

## Consumer Attitudes Towards Debt - Canada

“The entrance of marketplace lenders in Canada offers another borrowing outlet for consumers who are carrying credit card debt or using expensive payday loan services.”

– **Sanjay Sharma, Senior Financial Services Analyst**

## Consumer Spending Habits - Brazil

“Food prices continue to rise and many consumers are cutting back on eating out in order to save money for priorities such as in-home food. However, those in the Central-West seem to be a little better off, as they are the most likely to say they have changed their purchasing ...

## Current Accounts - UK

“The current account market has always been labelled as being notoriously ‘sticky’. The launch of the CASS had as a primary goal the removing the barriers to switching and boosting competition. Even though the market has heated up with deals to lure switchers, activity remains split somewhat equally among switchers ...

## Digital Trends - Asians - US

“Despite their relatively small share of the US population, Asians play an important and growing role in the markets for consumer electronics (CE) products and digital services. Young, affluent, and educated,

## Consumer Attitudes toward Debt - US

Consumers have begun to borrow again and banks have begun to lend. This is likely to continue as the economy strengthens, unemployment continues to decline, and interest rates stay low. As loan demand grows, however, the industry is facing disruption by P2P (peer-to-peer) lenders that match borrowers and investors, cutting ...

## Consumer Attitudes Towards Debt - UK

“Lending has increased since the recession and people have started to show signs of becoming more comfortable with credit, whether out of necessity or choice. Rising confidence in line with the economic recovery is only making people more certain their repayments will remain manageable, but an interest rate rise could ...

## Contraceptives - US

“After years of focusing on protection benefits, contraceptive brands have shifted to promoting other sensorial benefits, helping to stabilize category growth. The market is driven largely by male condom sales; however, with the recent change in OTC availability of emergency contraceptives, sales improved for the female contraceptive segment as well ...

## Digestive Health - US

“The OTC digestive health market experienced solid growth, posting gains since 2013, with similar growth trends expected through 2020. The majority of consumers turn to some form of OTC digestive aids to treat gastrointestinal distress, with antacids accounting for the largest share of all digestive health remedy sales. Looking forward ...

## Digital Trends - Black Consumers - US

Despite having lower household incomes on average, Black consumers’ strong desire to keep up with the latest in technology suggest they are willing to sacrifice in

Asians are leaders in adoption of new technologies, participation in online activities, and engagement with the mobile web, and ...

## Digital Trends - China

“Chinese consumers spend more money on technology products than people from the UK, Canada, the US or Brazil. In 2014, technology and communication account for 7.3% of total household expenditure in China making it the fifth largest spending sector. The increasing penetration of the Internet and growing sales of ...

## Eating Out: The Decision Making Process - UK

“Competition for the leisure pound means that foodservice operators cannot rely on rising real wages alone to prompt higher spend. Innovative restaurant design can help them create standout. While making the restaurant experience more engaging, interactive features can also bolster secondary expenditure.”

## Face Colour Cosmetics - UK

"Strong growth continues within the sector, which is expected to be worth £1.44 billion in 2015; a rise of 8% on 2014. Sales of prestige products continue to fare well, boosting the overall market, though the prevalence of budget brands has also helped encourage experimentation and increase product repertoires."

## Fish and Shellfish - US

“Although fish and shellfish consumption per capita lags far behind meat and poultry (see Market Drivers), brands may be able to leverage consumers’ expanding palates by targeting fish eaters with campaigns that encourage them to try different species that offer unique or exotic flavors, as nearly six in 10 buyers ...

## Frozen Breakfast Foods - US

"The frozen breakfast foods category reached \$3.2 billion in 2015, although it struggled to grow sales over the last two years. The category continues to face competition from other breakfast foods viewed as healthier or more convenient, as well as foodservice options."

other areas so that they can have the same products that higher income earners have. This consumer group loves being among the first to ...

## Digital Trends - Hispanics - US

"Hispanics embrace the internet as it allows them to consume the content they want when they want, and stay connected with friends and family. As a result, they are equipping their households with consumer electronics (CE) staples such as laptops, tablets, and smartphones. However, as they become bicultural, Hispanics are ...

## European Retail Briefing - Europe

This report will help you to uncover opportunities and understand the key issues affecting your market. How? By giving you instant access to analysis and critical recommendations. It will also challenge routine thinking by providing fresh, new perspectives that energizes your thought processes.

## Facial Care - Women vs Men - China

"Chinese women perceive that a healthier and happier life can lead to good skin in the long term, so brands need to think of skincare from a bigger picture and tap into consumers’ everyday life 24/7.

## Footwear Retailing - UK

“The footwear sector is exceptionally fragmented with footwear specialists losing share to non-specialists, as clothing retailers, sports stores and pureplays all grow their focus on the market. Specialists can use their expertise in the market to stand out by providing exceptional customer service and a wider range of shoes in ...

## Hábitos de Gastos do Consumidor - Brazil

“A inflação, o aumento do desemprego e o crédito mais caro vêm causando diminuição no consumo e uma rápida mudança nos hábitos de compras dos brasileiros. A prioridade agora é dada aos itens de primeira

necessidade, enquanto várias outras categorias não essenciais têm sido cortadas das listas de compras nos ...

## Headphones - UK

“With over half of current owners willing to spend more on a product that they can try out before purchase and about a third of them looking to match their headphones with their personal style, in-store interactive product displays and individual product personalisation are likely to be the greatest drivers ...

## Health and Fitness Clubs - UK

Nearly four fifths of UK adults have at least one health or fitness goal, yet only 12% currently use a gym. However, the indications for the private health and fitness club sector remain promising, with the continued rise of budget gyms helping to break down the barriers associated with more ...

## Healthy Dining Trends - US

As Americans continue to be plagued with chronic diseases, such as obesity, cardiovascular issues, diabetes, etc, there is rising interest on the part of consumers to eat for better health. Since they visit restaurants so often, they seek better-for-you (BFY) restaurant foods. However, foodservice operators still struggle with providing foods ...

## Holiday Rental Property - UK

“Holiday rentals are performing well in a difficult market, remaining stable in the UK market which is declining overall. Overseas holidays are rising, but consumers are increasing their use of hotels and moving away from the more cost-effective options. There are opportunities to appeal to a new audience and perhaps ...

## Home Linens - US

“Opportunities exist in the home linens category for brands to emphasize product innovations, such as linens that prevent bed bugs or that improve sleep, as well as focusing on quality in order to attract consumers. Brands can also market toward younger consumers aged 18-44, who are in need of a ...

## Hot and Cold Cereal - Canada

“The decline in cereal volume and value sales suggests challenges for the industry impacted by demographic changes. An aging population can adversely affect the cereal market as it is perceived to be a convenience food most frequently eaten by the time-starved. That said, Millennials aging into their family years can ...

## Hotels in France - France

“The French hotel sector has been in the doldrums for some years, but now the outlook is brightening. After years of deep recession and deflation, the Eurozone economy, including that of France, has finally entered into a phase of tentative recovery, which should gather strength going forward. The weakening Euro ...

## Ice Cream and Frozen Novelties - US

Ice cream and frozen novelties eked out dollar sales growth of 10% from 2010-15 (zero growth when adjusted for inflation). The mature category remains popular with consumers; 90% of respondents to Mintel’s custom consumer survey purchased frozen treats in a store in the past six months. Recent listeria-related product recalls ...

## Laundry and Fabric Care - China

“In order to boost sales in a mature market such as laundry and fabric care, companies and brands could not only tap into more subdivided segments (eg products designed for kids in different age ranges) but also target specific consumer groups (eg 20-24-year-olds).”

## Men's Attitudes to BPC - Brazil

“A high percentage of Brazilian men reported being worried about yellow teeth, and are spending more time looking after their oral hygiene. Higher value-added products or those targeted specifically at men could appeal to these consumers who are more worried not only about their appearance but also about their health ...

## Mobile Advertising and Shopping - US

With rapid adoption of smartphones and tablets, mobile ad sales and mobile shopping are both seeing dramatic growth: Mobile ad sales grew 76% in 2014 and 41% in 2015. Mobile shopping sales grew 57% in 2014 and 32% in 2015.

## Online Retailing - France

Mintel's Online Retailing – Europe - July 2015 focuses on the five major economies in Europe, though we do also include estimates for 13 smaller, but important economies in the Executive Summary – the Market section. In total these countries account for around 95% of all European retail sales, excluding Russia ...

## Online Retailing - Italy

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## Online Retailing - UK

Growth in total online sales slowed to 13.2% in 2014 following surprisingly strong growth of 15.3% in 2013. This represents a return to a longer term trend of decelerating growth as the market matures and we expect this to continue over the next five years.

## Perceptions of Auto Brands, Trust, Loyalty - US

A series of major recalls has rocked the automotive industry throughout this decade, and no company or brand has been spared. Consumer perceptions of the industry have been affected by the recalls, but there are ways brands can adapt to changing consumer perceptions and loyalties.

## Price Comparison Sites in General Insurance - UK

“Price comparison websites have cemented their role in the way that people buy financial products, particularly

## Online Retailing - Europe

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## Online Retailing - Germany

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## Online Retailing - Spain

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## Online to Offline Retailing - China

“The online retail market in China has grown very rapidly, and has caught many retailers off guard. Yet the online retail market still struggles to be profitable, and continues to be regarded as a means to get cheap products.

## Petcare - UK

“People are increasingly treating their pets as humans, relying on them for companionship and gaining a sense of fulfilment from needing to be needed as they look after their pets. They want their pets to feel cared-for, comfortable and mentally stimulated. So there is driving demand for added-value products, often ...

## Private Healthcare - UK

“With the NHS under increasingly intense budgetary pressure, NHS hospitals may increase their private patient capacity over the coming years to balance the

within the insurance sector. Market leaders are spending generously in order to stand-out from their rivals. Within such a competitive market environment building trust should not be overlooked in favour of creating a memorable ...

## Private Medical Insurance - Ireland

Although the recession certainly had a negative impact on private medical insurance ownership levels among RoI consumers, the effect was not nearly as profound as might have been expected given the severity of the downturn. This illustrates the strong attachment that RoI consumers have for private cover. It can therefore ...

## Retailer Loyalty Programs - US

"While loyalty memberships for retail are likely to increase through 2018, many consumers are beginning to feel fatigue from the sheer number of loyalty accounts they have. For market segments experiencing growth, digital and multichannel engagement has become key to ensuring that loyalty promotions remain relevant. Struggling segments need to ...

## Shopping for Household Care Products - UK

"Competition for spending in the household care market has been increasing, with the growth of discount retailers as a source of purchase posing a threat to the dominance of the big four supermarkets. Promotional offers will therefore remain a key weapon in the battle to retain customer loyalty, including those ...

## Sports Betting - UK

The sports betting market in the UK is reaching a tipping point beyond which it becomes digital first and football-led: betting on sport is now more common online than in shops and is rapidly approaching equivalent value also, while the national game relentlessly closes in on the traditional staple of ...

## Sports Participation - Canada

books, unless necessary government funding is provided. Public concerns over the increased privatisation of the NHS, following the implementation of the 'private sector-friendly' Health and Social Care ...

## Recruitment Consultants - UK

"The recruitment consultant industry is continuing to change structure. The largest companies tend to be generalist recruiters, often combining temporary and permanent placements across a broad range of industries. Many operate internationally to protect them from the vagaries of a single economy. At the other end of the scale, there ...

## Retreats and Spiritual Travel - Europe

"The spiritual journey is individual, highly personal. It can't be organized or regulated. It isn't true that everyone should follow one path. Listen to your own truth."

– Ram Dass, author and spiritual teacher

## Shopping for Household Care Products - US

Long after the official end of the recession, getting the lowest price remains a key objective of household care product shoppers. This interest in savings, along with retailers' and manufacturers' willingness to play into it with discounts and promotions, helps to explain why most major household care categories have experienced ...

## Sports Goods Retailing - UK

"The specialist sporting goods market is estimated to have enjoyed a good 2014 with the market growing. We expect 2015 to be another good year for the market reflecting a more confident consumer who is more willing to spend on discretionary items."

- Nick Carroll, Retail Analyst

## Tea & RTD Tea - US



Canadians are active as demonstrated by the two thirds of the population who play sports weekly, driven by participation in individual sports or fitness activities. Motivating participation is a strong belief in the benefits that extend beyond the improvement of physical health, including mental and emotional gains as well as ...

## Tea - UK

The downward trajectory within the overall tea market continues. Overall volume sales dropped by 15% between 2010 and 2014, with an annual decline of 7% forecast for 2015. Despite a rise in average selling price, the value of the market has also been steadily slipping over the 2010-15 period, with ...

## Technology and Irish Tourism - Ireland

“Online sources are the preferred method for booking a holiday or short break in Ireland. Consumers in NI show greater usage of third party websites, such as Expedia, while RoI consumers prefer to book directly with service providers. As such, Irish tourism companies should look to adopt a region specific ...

## The Business Traveler - US

Continuing corporate profitability has boosted the business travel market, estimated to reach \$234 billion in 2015. All segments of the market – including airlines, hotels, and rental car companies – have benefited as companies boost business travel spending. Heightened demand, industry consolidation, and pricing action have been advantageous for the ...

## The Ethical Consumer - US

"Ethics have become increasingly important to a company's reputation. In the internet age, consumers can easily access information on a company's ethical track record and opinions (both positive and negative) can spread quickly through social media. Due to a nearly ceaseless stream of information, consumers are bombarded with issues to ...

## UK Retail Briefing - UK

"The tea and RTD (ready-to-drink) tea category has experienced stellar growth in recent years, the result of growing interest in health and wellness and greater availability in both bagged/loose leaf and RTD teas."

## Tea Drinks - China

“Consumers in the RTD tea drinks market have become savvier. Simple extrinsic cues such as product prices achieve limited impact on consumers' perception and purchase decision-making process. The era of having simple one-for-all products is long gone. Consequently, finding the right communication channels combined with specific claims to target various ...

## Teens' and Tweens' Technology Usage - UK

"Parents' fears regarding their child's use of technology are numerous, with stranger danger, access to inappropriate content and cyberbullying at the top of the list. Technology brands are attempting to respond to these fears, giving parents greater control and creating child-friendly versions, as well as emphasising the positive role technology ...

## The Ethical Consumer - UK

“For today's consumers there is a sense that companies are inherently immoral, unless they can demonstrate that's not the case. The most effective way of asserting CSR (Corporate Social Responsibility) credentials is not via annual company reports, but via product packaging and television, which will have the most direct impact ...

## The Restaurant Decision-making Process - US

“Restaurants have many operational and menu elements to balance to service the greatest number of consumers. While operators may not be able to please all the people all the time, they can look at the demographics that spend the most and evaluate what they are looking for. In some cases ...

## Utility Capital Expenditure - UK

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## Yogurt and Yogurt Drinks - UK

Estimated at just shy of £2 billion, sales of yogurt and yogurt drinks enjoyed estimated growth of 12% in value terms over 2010-15. However, this was driven by rising prices, with volume sales falling by an estimated 4% over the period.

## 脸部护理 - 女士vs男士 - China

中国女性认为更健康 and 愉快的生活方式能带来持久美丽的肌肤，因此品牌应该放眼更宽，抓住全天24小时生活方式呈现的机会。

## 衣物洗护用品 - China

“由于衣物洗护用品是人们日常生活的必需品，因此，该市场的市场表现依旧强劲。2014年，零售市场总销售额突破605.22亿元人民币。”

“The approach to infrastructure investment is in transition across the utility industry. Whereas spending was previously mainly output-driven, future investment decisions will be increasingly centred on innovation, asset optimisation and long-term outcomes. Operators will also be challenged by rising pressure from industry regulators to reduce costs for consumers, which highlights ...

## 数码趋势 - China

“消费者选择不同数码产品进行网络活动，而非仅仅依赖单一的产品。即使移动平台的地位愈加重要，在线服务商也需要认清台式电脑和笔记本与消费者生活息息相关。”

## 茶饮料 - China

“饮即茶饮料市场上的消费者越来越精明。产品价格等简单的外部因素对消费者的认知和购买决定的影响有限，单纯追求全能型产品的年代一去不复返了。因此，找到正确的沟通渠道并结合特定的宣称来定位各种不同的即饮茶消费群体已成为重中之重。明智地使用健康和美容宣称有助于即饮茶品牌在蓬勃发展的新领域中获取一席之地。”

— 张一，高级饮料分析师

## 零售：从线上到线下 - China

“虽然在线零售增长迅速，但在线零售商仍然苦于利润微薄，该商业模式需要更多的附加价值。零售商可将线上零售优势和线下购物体验结合到多渠道模式中来实现这一目标。在瞬息万变的消费者需求面前，商家可以更好地迎合消费者对更优质产品和服务的需求，并以此使零售商和消费者同时受益。”