

October 2012

Air Fresheners - UK

“To take air care products beyond eliminating odours and freshening rooms, future product development should focus on improving air quality and providing health and wellness benefits. This would help take the air care market closer to the health and personal care market through helping to prevent the spread of germs ...

Bedrooms and Bedroom Furniture - UK

“Tough times call for tough measures. Demand for beds and bedroom furniture has been depressed because of consumer uncertainty in a difficult economy and most retailers and manufacturers have addressed their costs and overheads in a move to become leaner and fitter businesses. At the same time manufacturers have risen ...

Cheese - UK

“Even though promotions can be an effective means of encouraging trialling, established cheese brands should look to shift towards a model based on justifying their everyday pricing by building engagement with users through focusing on the quality of their products via NPD and communication.”

Clothing Retailing - France

Mintel European Retail Intelligence provides independent, expert coverage of the major retail sectors throughout Europe. Each title in this series analyses retailing trends in up to 19 European markets, including the Scandinavian nations and Eastern European countries such as the Czech Republic and Poland as well as the major Western ...

Clothing Retailing - Italy

This report series covers the 19 leading economies of Western Europe. In total these countries account for around 95% of all European retail sales, excluding Russia. The remaining ten countries are either too small (e.g. Luxembourg) or are not sufficiently well developed to warrant detailed coverage (e.g. Romania ...

Asian Americans' Approach to Health and Wellness - US

“How Asians perceive their overall health and where there are gaps are among the key issues explored within this report. Asians understand the importance of leading a healthy lifestyle and value their overall well-being and yet they don't seek advice from health professionals. Asian women are the least likely to ...

Canadian Banks and Credit Unions - US

“The retail banking industry in Canada is strong and the banking system is rated as the safest in the world. However, the global economic climate is troubled and Canadians are concerned. People are starting to hunker down and concentrate on spending less and saving more. Banks and credit unions/caisses ...

Clothing Retailing - Europe

This report series covers the 19 leading economies of Western Europe. In total these countries account for around 95% of all European retail sales, excluding Russia. The remaining ten countries are either too small (e.g. Luxembourg) or are not sufficiently well developed to warrant detailed coverage (e.g. Romania ...

Clothing Retailing - Germany

This report series covers the 19 leading economies of Western Europe. In total these countries account for around 95% of all European retail sales, excluding Russia. The remaining ten countries are either too small (e.g. Luxembourg) or are not sufficiently well developed to warrant detailed coverage (e.g. Romania ...

Clothing Retailing - Spain

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Clothing Retailing - UK

“Despite the economic context, consumers grew their clothing spend significantly in real terms in 2011, suggesting an underlying resilience in the market: clothes shoppers may be deterred by rain, but they are very unwilling to cut their purchases in response to a deterioration in their spending power.”

Coffee Houses and Donut Shops - US

“As the economy rebounds, are consumers returning to their pre-recession ways or do operators need to create a new, more compelling reason to get consumers to unplug the home coffee maker? Operators are turning their attention from their core coffee/donut business to be all-day dining options. Also, while different ...

Consumers and Retail Banking - UK

“Most people are happy with their existing provider, creating little incentive to look at alternative banking brands. However, there remains considerable discontent towards the banking sector as a whole, which should create opportunities for brands with an untarnished reputation, as long as they can convince consumers that they can deliver ...

Cooking Enthusiasts - US

“Cooking at home is an activity that many Americans have accepted as a part of their weekly routines. However, despite being interested in taking an experimental approach to cooking, most are likely to stick to what they know. The key to increasing overall enthusiasm for cooking is likely to lie ...

Domestic Central Heating (Industrial Report) - UK

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.

European Retail Briefing - Europe

Coffee - US

“Tremendous potential lies in appealing to the 18-24 year old group of consumers who are more adventurous in their coffee drinking habits. Marketers should take inspiration from the nearly insatiable curiosity about new coffee types, beverages, brands, and flavors exhibited by younger consumers and translate that energy into new marketing ...

Console Gaming - US

“Console gaming is at a crossroads. The first of the next-generation consoles, the Wii U, enters a very different marketplace this November than the Wii did when it was first introduced in November 2006. Gamers not only can play console and PC games, they can play games on smartphones, tablets ...

Contract Catering - UK

“With consumers continuing to cut back on areas of secondary expenditure, the lunch market is more vulnerable than dinner occasions which benefit from associations with ‘experience’ and leisure. As such caterers have to balance the contrasting demands of employers looking to cut costs and reduce risks with the need to ...

Cordials and Squashes - UK

“40% of over-65 squash/cordial buyers agree that fruit squash tends to taste too sweet compared with a 26% average. Therefore, reducing the sweet flavour of squash by lowering sugar or sweetener content, or even upping the level of tarter flavours, could better suit the palates of this lucrative group ...

European MICE Industry (The) - Europe

This report reviews current and projected developments in the European meetings, incentives, conferences and exhibitions (MICE) sector. Following a review of current and forecasted trends in economic growth, exchange rates and spending on business travel, the MICE markets of the six European countries with the highest expenditure on business travel ...

Exercise Trends - US

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 ...

Fashion Accessories - UK

“The majority of women in Britain still see buying new accessories as a cheap way of updating their look. Despite this, as the economic outlook remains uncertain women are becoming choosier about what they buy and quality appears to have become more important with fewer women buying handbags every year ...

Fish and Seafood - US

“In order to increase the frequency of consumption of fish at home, manufacturers and retailers do have an opportunity to better compete with restaurants by introducing more premium offerings and emphasizing quality. At the same time, highlighting specific nutritional attributes that would benefit adults and children alike could be another ...

Grocery Retailing - Ireland

The grocery market within Ireland is increasingly being dominated by UK food multiples and European food discounters. In addition to this, changes to the planning guidelines regarding the cap on the size of supermarkets within RoI have increased, putting even more pressure on convenience and independent stores due to larger ...

Home Baking - UK

“The economic downturn may have kick started the revival of baking, as consumers started to prioritise home-based activities as part of their efforts to cut costs. However, it is clear from the enthusiasm of young, aspiring bakers that this has become much more than a means of economising. The finding ...

Hotels - UK

“The recession caused many Americans to reevaluate how they were spending their money. One of the things to be cut was usually gym memberships or workout plans. Consumers adopted ways to save money on fitness and have carried these practices through into recovery. Additionally, consumers continue to seek new and ...

Fast Casual Restaurants - US

“The competitive foodservice landscape emphasizes a few key issues that face fast casual operators. To begin with, the number of fast casual concepts entering the market has forced operators to seek greater differentiation. As such, there's a range of service styles within the fast casual realm, which is causing confusion ...

Foundations (Industrial Report) - UK

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.

Holiday Planning and Booking Process - UK

“If current, increasingly erratic, UK weather patterns persist (as many climate experts believe), this may have a growing impact on booking windows in both the overseas and domestic markets, with less long-term planning and more last-minute decisions.”

Home Insurance - UK

“The fundamental change in distribution patterns brought on by the internet and proliferation of price comparison websites has created a window of opportunity for new brands to enter the market. It is imperative that any new brands currently considering entering the market act now while the opportunity to establish a ...

Lifestyles of Dads - UK

“Towards the end of August 2012, VisitScotland announced the launch of a £3 million autumn campaign (its biggest ever), targeting UK residents who had not yet taken a holiday because of the Olympics and/or the weather. This seems a particularly shrewd move, given that the economic conditions driving the ...

Manned Security (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 ...

Meat, Seafood and Poultry - UK

“Over half of buyers (58%) rank ease of preparation as one of their top five priorities when buying meat, seafood or poultry. A further 47% consider ‘quick to prepare’ a leading priority, demonstrating how a convenience-led proposition can appeal to consumers even at a time when incomes are under pressure ...

Men's Toiletries - UK

“Brand loyalty is the biggest strength of the male toiletries industry and maximising on this continues to be important for the market. Innovative marketing and strong communication are the main areas that brands need to be working on, making all the difference between a dynamic sales performance and a more ...

New Cars - US

“Consumers who put off buying a vehicle during the recession are now, in the post-recession era, feeling the need to purchase. With used car prices high, and gas prices peaking about \$4 per gallon in some markets, new cars are an attractive and realistic option for many. In particular, consumers ...

Pay TV - US

“The specter of cord-cutting is omnipresent. Whenever churn turns up a few basis points, mainstream media

“Whilst more mums classify themselves as breadwinners in their families, the opposite trend is also coming to the fore. As there are more stay-at-home mums, dads are adjusting to coping with increasing work pressures and staying connected with their offspring.”

Marketing to Kids - US

“The primary concern for any marketer targeting kids is that they do not inadvertently offend parents or children's advocacy groups with cleverly designed campaigns that may be deemed ‘too effective’ or exploitative of impressionable kids—particularly for products that are not seen as beneficial for kids. Aside from this key issue ...

Men's Grooming and Toiletries - US

“While there are no easy solutions to understanding the saturation point of the men's grooming market, understanding the functional benefits that are desired by men and communicating those benefits in advertising will likely be the best way to resonate with this consumer.”

Multichannel TV - UK

“The long-standing divide between free and paid-for multichannel TV services is becoming distorted. Previously subscription providers such as Sky and Virgin Media have fought to win customers away from terrestrial and basic digital TV services, which have lacked comparable content.

Online Gaming and Betting - UK

“A succession of false dawns of the long-awaited ‘year of mobile’ has left the online gaming and betting industry asking not so much what is the potential of new technologies, but when is that actually likely to be realised?”

Pest Control Products and Services - US

float articles about the death of pay TV services. There are legitimate long-term concerns related to cord-cutting, but just as many might stem from the launch of branded smart TVs in 2012.”

Private Label Trends in Household Cleaning Products - US

“The deepening of the 2007-09 recession helped drive strong increases in private label market share in nearly every household product category and segment. However, while consumers remain as budget conscious as ever in a tepid economic recovery, household product store brands collectively have lost share in 2011 and 2012. Leading ...

Retail Banking - US

“Retail banks are facing a lot of pressure right now. The economy, government regulators, and non-bank alternatives are all challenging their growth. However, there is a lot of opportunity out there for them, and they are gearing up to take advantage of it.”

Shopping for Jeans - US

“The jeans market is likely to experience growth as many consumers consider jeans a staple of their wardrobes and buy frequently for replenishment. New styles and the expansion of colored denim have created more product offerings in this category. Furthermore, jeans are increasingly considered acceptable attire in many situations including ...

Snack Foods and Confectionery - Ireland

The advertising of snack foods and confectionery is a key issue that engenders plenty of lively debate in Ireland, particularly where children are concerned. Critics of such advertising, such as the Irish Heart Foundation and Royal College of Paediatrics and Child Health, have called for a complete ban on the ...

Soft and Low-alcohol Drinks in the On-trade - UK

“Pest control companies and brands can expect to see growth in the next few years as this category of products and services is viewed as a necessary expenditure. However, the market is highly saturated and new product innovation is challenging. Pest control products and services may need to consider extending ...

Red Meat - US

“While demand for beef is slowly waning, producers may be able to drive sales by making greater efforts to show how lean beef and pork can be paired with vegetables, high-fiber grains, and other nutrient-rich foods to create healthy and well-balanced meals. Some also can work to frame beef as ...

Share Dealing - UK

“Many UK adults still view sharedealing as the preserve of bankers in the City of London, or the highly affluent. Due to this prevailing attitude there are certain misconceptions regarding sharedealing, mainly towards the risk and complexity of equity-based investing. Although sharedealing is most certainly a higher risk strategy than ...

Sightseeing - Ireland

A key component of many visits to Ireland, sightseeing is a growth segment with the NI and RoI tourism industry. A strong offering of historic visitor attractions and natural beauty are the main draws for Irish visitors.

Snacking Preferences of the Hispanic Consumer - US

“When it comes to snacking, like most consumers, Hispanics are looking for comfort—they want their favorite flavor from a brand they trust. Initiating new flavors and products will require some advanced familiarization in the marketplace. One avenue to do that may be through kids. Hispanic families are highly likely to ...

Teahouses and Coffeehouses - China

“Much of the responsibility for boosting food and drink matching sits with the pubs themselves: clearer menu information on soft drinks, better positioning on bar displays to boost visibility and awareness and recommendations from bar staff are all potential means for on-trade establishments to tap into this lucrative market.”

UK Retail Briefing - UK

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Video Games and Consoles - UK

“The Nintendo Wii U is in a potentially weak position, attempting with the Pro Controller to appeal to more traditional gamers who are likely to already have an affinity to Microsoft or Sony's consoles, whilst simultaneously attempting to convince those gamers who enjoyed the initial Nintendo Wii that this ...

Wine - US

“Across the board, consumers aged 21-24 are more likely than average to consume wine, and are more likely to do so with high frequency. This is a plus for the category, which may see growth down the line, given that this group has the most years of buying ahead of ...

“Café chains only really began to appear in China in the late 1990s, and have grown very rapidly in number since, while the tea house sector has struggled to find a response in terms of a successful organised, branded, franchised chain. Yet both sectors remain locked in competition for the ...

US Outbound - US

Despite the size of the US, outbound travel is not an aspiration shared by all its citizens. Foreign travel is undertaken by only one fifth of the population and only around one third of US citizens own a passport. Limitations are also posed by the low number of paid holidays ...

Visitor Attractions - UK

“Growing mobile device ownership and usage levels, particularly of smartphones and tablets, presents operators with many opportunities to enhance the visitor experience at their attractions.”

茶馆与咖啡馆 - China

直到二十世纪九十年代后期，咖啡连锁店才真正在中国开始出现，其门店数量在此之后迅速扩张。与此同时，茶馆业却在塑造成功的、有组织的品牌特许经营连锁形式的探索中举步维艰。相同的是，这两个行业都在争夺喜爱高质咖啡馆和茶馆文化的高端城市消费者的竞争中陷入了僵局。