

**April 2005****Financial Needs of the Mass Affluent - US**

The mass affluent market (also known as the “emerging affluent” and the “near wealthy”) lies roughly between the mass market and the wealthy. Mintel furthers this definition by limiting analysis to those consumers with investable assets between \$100,000 and \$1 million.

**March 2005****Teens, Students and Finance - US**

Young people, particularly teenagers, are elusive consumers. They live in a pop-culture world, where trends change moment to moment. Because of the frenetic speed at which they live their lives, finance needs of young people are constantly evolving. In the area of finance, the needs of teens and college students ...

**Hispanics and Finance - US**

Hispanics are now the largest minority group in the U.S. Many businesses are discovering that this segment of the population is an important part of the customer base, and since it is growing at a rapid rate, it will be even more important in the future. But for many ...

**February 2005****Wealth Management - US**

Wealth management is a growth business. It is growing because of demographic and economic shifts, and because of growing consumer demand for a high-touch, sophisticated financial service provider. There are more millionaire households in the United States than ever before. The U.S. is home to 8.2 millionaire families ...