

September 2012

Air Fresheners - US

Air freshener sales have been declining over the last few years as a result of macroeconomic conditions that have caused consumers to cut back on their spending, particularly on products such as air fresheners, which are a more discretionary purchase. However, some air freshener brands and product segments have posted ...

Attitudes towards Food Safety - China

“As China’s food scares crisis persists, companies continue to seek effective strategies to ensure that their products do no harm. However, a food scare is a many-headed hydra – farmers, logistics suppliers, food manufacturers, packagers and retailers are all weak points in a very weak chain. Meanwhile, the central government ...

Baby Foods - China

“China’s baby food market expanded at a compound annual growth rate (CAGR) of 23.1% from 2008-12 to reach a forecast market value of RMB112.2 billion, while volume CAGR rose at 18.6% from 2008-2012, growing to an estimated 0.8 million tonnes. Value grew faster than volume as ...

Books and e-books - UK

“While e-readers are clearly regarded as the primary device people see themselves reading e-books on, tablets are part of a portfolio of other devices that book buyers would also consider, along with laptops and smartphones.”

Breakfast Foods - US

The estimated \$12.5 billion breakfast foods category has experienced positive performance in recent years, posting gains of 19.5% in dollar sales from 2007-11. The category has likely benefited from an increased convenience factor, coupled with a strong private label presence and aggressive product innovation, at least in some ...

Attitudes Toward Corporate Social Responsibility - US

Corporate social responsibility (CSR) has evolved from its origin of a suggestion that corporations earmark a portion of their profits to put toward philanthropic initiatives, to becoming a basic component of the way that many companies operate their business. Along with increasing financial status, many companies now address social and ...

Baby Care - China

“According to China’s National Bureau of Statistics, there are around 71 million children aged 0-4 in 2011, accounting for almost 5% of the total population. China’s baby care market was worth RMB 3,837 million in 2011 and is expected to reach RMB 6,497 million in 2017 with a ...

Bath and Shower Products - China

“The soap, bath and shower (SBS) market in China has enjoyed steady growth over the past six years and this trend of around 10% CAGR is expected to continue for the next five years. In the past 20-30 years, there have been drastic improvements in public showering and bathing facilities ...

Bread - US

Retail sales of bread and bread products are expected to reach nearly \$21.6 billion in 2012, making it one of the largest food categories in the U.S and one that is critical to both retailers and manufacturers around the nation. However, it is also one of the most ...

Burger and Chicken Restaurants - UK

“Weak brand loyalty and consumer promiscuity continue to dog the chicken/burger bar market with a need for operators to adopt similar strategies as their fast casual competitors in terms of using lifestyle branding techniques to increase their relevancy to specific consumer groups.”

Coffee - China

“China’s retail packaged coffee sector grew at a compound annual growth rate (CAGR) of 18.4% from 2007-12 to reach a market value of RMB9.2 billion. The market rose with the continuing expansion of instant coffee at 17.3% CAGR, fresh ground/brewed coffee at 41.4% CAGR, and ...

Cruises Worldwide - International

The cruise industry remains a long way from maturity in terms of global market penetration. Even in its first and largest source market – North America – annual cruise sales still fall short of 4% of the population. However, in other key ways the industry has moved on to a ...

Defence Equipment (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 ...

Digital Trends Autumn - UK

“The launch of several ‘hybrid’ devices, which blur the line between two established devices, will only help to accelerate growth of portable devices such as tablets and eReaders. As seen with the MP3 player and smartphone, if consumers can merge the features of two devices into one central hub, they ...

Ethnic Foods - UK

"British food has long been spurned by the world as being bland and stodgy but the tastebuds of the nation are becoming more adventurous, with over two fifths of ethnic food users continually on the lookout for new and interesting cuisines. Patak’s even launched a branded phal – generally the ...

Consumers and Pension Auto-Enrolment - UK

“While British consumers are quite fond of the idea of employer contributions they are predictably less enthusiastic about having to contribute themselves. Granting savers access to a certain proportion of invested funds under specific circumstances could be a powerful way to encourage people to save more than just the minimum ...

Dark Spirits - US

The dark spirits category is expected to reach an all-time high of \$21.4 billion in total U.S. 2012 estimated sales. The fact that this was accomplished following one of the worst recessions in the country’s history makes the accomplishment all the more impressive. However, growth was not all ...

Deodorants - China

“The Chinese deodorant market has seen double-digit growth rates year-on-year from a small volume base over the course of more than a decade, with more and more manufacturers and brands entering the market. However, China’s per capita consumption of deodorants (US\$0.07) has remained one of the smallest in ...

Domestic Tourism - UK

“Given the likelihood that erratic, hard-to-predict weather patterns are becoming increasingly entrenched and the standard seasonal delineations are becoming ever more blurred (think summer weather in September/October 2011 or the rain-soaked spring/summer of 2012), destinations and attractions have clear opportunities – and an increasing need – to react ...

European Retail Briefing - Europe

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 ...

European Retail Handbook - Europe

This is the 16th edition of the European Retail Handbook. Like its predecessors, it is designed to provide the essential background information to understanding the retail scene in each European country. We cover 36 countries, the smallest of which is Luxembourg with just 500,000 people, around half of which ...

Fragrances - US

The U.S. fragrance market is experiencing healthy growth after seeing declines associated with the economic recession. Due to estimated growth of 6% in 2012, the industry is expected to reach more than \$3.5 billion in sales by the end of the year. Growth is being driven by improved ...

ISAs - UK

“The ISA market is relatively mature which makes further market growth in volume terms challenging for providers. The cash ISA market in particular is hampered by low interest rates, while the stocks and shares ISA market is currently fighting against consumer fears about the stock market. However, a desire to ...

Lifestyles of Mums - UK

“British families continue feeling the pinch, as they weigh up their financial priorities, with many downgrading products for themselves rather than for their offspring. Having quality family experiences remains important, even in the wake of continued inflationary pressures and curbed spending on non-essentials.”

Mainland South East Asia Outbound - Asia

Mainland South East Asia – comprising Burma, Cambodia, Laos, Malaysia, Singapore, Thailand and Vietnam – includes both established and fast-emerging destinations on the world stage, but their own citizens are also moving more firmly onto the radar of global tourism. The *ITB World Travel Trends Report 2011/12* noted that ...

First Aid - US

First aid products and treatments naturally correspond to consumer injury and illness. As it is difficult to increase the need for these products, marketers need to be especially savvy about increasing awareness and usage of first aid accessories and treatments. Therefore, consumer education is key to making brands top of ...

Home Laundry Products - US

An economizing mindset continues to weigh heavily on the home laundry market, resulting in a 3% sales decline between 2007 and 2012. In spite of the downward sales trend, consumer interest and engagement remains strong in the \$9 billion category. Considerable opportunities exist for brands that offer innovation, improved performance ...

Kitchens and Kitchen Furniture - UK

“Consumers’ demands of their kitchens are growing and today’s kitchens are expected not only to function well, but also to transform a home, injecting status and style. Yet, for many consumers space is at a premium as modern dwellings get smaller. So there is a tension between desire and reality ...

Loyalty in Financial Services - UK

“Two fifths of respondents believe that ‘if you show loyalty to a financial services firm, they’ll only ever take advantage of it’. This goes beyond issues of pricing, and raises the suggestion that financial services firms actively exploit those customers who show loyalty.

Marketing to Pet Owners - US

Pet ownership in America is widespread, with 64% owning any pet. Being a pet owner often means more than providing the basic necessities for an animal. In fact, Mintel finds that pets are considered members of the family to nearly nine out of 10 pet owners; however, this view is ...

Meat-free and Free-from Foods - UK

“The sizeable group of health-conscious consumers are ripe for targeting through vegetarian/meat-free foods and meat substitutes, possibly along the lines of ‘stealth health’, encouraging families to swap a meat-based meal for one that is vegetarian and therefore better for them.”

Online and Mobile Banking - Ireland

Although online banking is now the most frequently used retail banking channel by Irish consumers (though not the most widely used, a position that branches still hold), other personal finance-related technological initiatives have not yet captured consumers' imagination or enthusiasm to anything like the same extent. Mintel's consumer data ...

Organic Food and Drink - UK

“In times where consumers are more value-conscious than ever, the overriding perception that organic produce is overpriced has undoubtedly been at the heart of its demise. But the question marks surrounding what the organic label stands for are also a major barrier. This indicates that greater transparency is needed to ...

Premium and Mass Affluent Banking - UK

“The imminent arrival of new rules governing the advice landscape is prompting more advisers to move up the value chain or withdraw from the market altogether, leaving gaps in the provision of financial advice to the moderately wealthy. Banks targeting the mass affluent should take the opportunity to step in ...

Quick Service Restaurants - US

The recession and subsequent years have had a significant impact on the quick-service (QSR) segment, for both operators and consumers. Value pricing initiatives have kept patrons engaged, but consumer demand, media attention, and the constant threat from competing segments have at the same time driven the fast food industry to ...

Men's and Women's Fragrances - UK

“Fragrances have proved more resilient than functional toiletries. Their luxury cachet, aspirational appeal and emotional connection with consumers have all ensured that fragrances remain a dressing table staple.”

Online Grocery Retailing - UK

“If our recommendations for the rollout of in-store and drive-through collection are implemented by major grocery chains, then their store estates – including c-stores and hypermarkets respectively – become indispensable for fulfilling online orders.

Pharmacy Retail - China

“China is a massive pharmaceuticals market, perhaps the biggest in the world, but it is dogged by invasive regulation, price-capping and the widespread penetration of fake drugs, all of which combine to inhibit the industry from reaching its true potential. A high degree of fragmentation in the market also means ...

Private Medical Insurance and Healthcare Cash Plans - UK

“Currently, the majority of adults are unaware of the costs of private healthcare as the presence of the NHS means only a minority are encouraged to seek out private care. Providers have to educate policyholders and the general public about the true costs of medical treatment, and the inherent value ...

Sandwiches, Subs and Wraps - US

Despite the recession, the sandwich shop segment has fared well, meeting the changing needs of consumers. Sandwich shops offer better-for-you and gourmet-like options, as well as upscale décor at lower prices than full-service restaurants, striking a balance between quick service and casual dining. These concepts also meet busy on-the-go consumers ...

Self-Directed and Online Investing - US

On the surface, business opportunities for self-directed investment companies couldn't be better. U.S. population trends imply strong growth for decades as a growing number of people begin to save for retirement. The number of people 65+ is expected to more than double over the next 30 years, accounting for ...

Skincare - China

"The Chinese skincare industry has experienced tremendous growth in the past decade. At present, the country's skincare market is the second largest worldwide after Japan. Yet, there is still huge growth potential because of its largely untapped nature. Disposable income among the urban middle class has been increasing rapidly, and ...

Snacking Preferences of the Black Consumer - US

"The types of snack foods consumed by Blacks and the snack flavors they prefer are among the key issues discussed in this report. Blacks are more likely than other ethnic groups to consume a wide array of salty/savory snacks and sweet snacks. Brand and flavor preference trump price, suggesting ...

Sports Drinks - US

The estimated \$6.3 billion 2012 sports drinks market was a casualty of the recession and its economic aftermath as consumers switched to lower-priced brands or left the market entirely. The advent of diet sports drinks has helped to drive sales since their introduction in 2009 and growth in this ...

Sugar and Sweeteners - US

The sugar and sweeteners market has fared well during the volatile economic climate of the past five years, mainly carried by the market's leading segment: sugar. In spite of the national focus on health and obesity, sugar sales have not suffered. However, the obesity epidemic, along with interest in all ...

Televisions - US

Short/City Breaks - UK

"The British public has a strong appetite for regular short leisure breaks which the economic gloom has done little to curtail, although there has been a shift from overseas to domestic. Barring a strong economic recovery, UK breaks remain a safer bet for growth over the next five years – ...

Small Cars - US

This report explores the small car market in the U.S. It provides insight into the external and internal factors affecting unit sales and what they mean for future sales, marketing and promotional campaigns, and industry innovations. It provides an in-depth examination of the small car market for automakers, dealerships ...

Social Networking - Ireland

Online social networking has become ever more integrated into the daily lives of Irish consumers, with this trend showing no signs of abating. Irish consumers are now conducting more of their social lives through online social networks.

Sports Participation - UK

"The sports participation market faces both some old chestnuts of barriers to play and some newer, more holistic issues that can be equally restrictive on consumers' willingness or ability to take part.

Televisions - UK

"Televisions are one of the last major areas of consumer technology left untouched by integration with the internet. Set-top boxes designed to change this have so far in the US been relatively unsuccessful, and are likely to fare no better in the UK; high upfront costs and crippling restrictions imposed ...

The Personal Care Consumer - US

The television market has been in decline since 2007 as average prices for television sets have plummeted. Consumers have consistently selected TVs based on screen size and low price, rather than picking up higher-cost TVs, including 3DTVs. This divergence between industry desires and consumer needs is a central problem in ...

The Sub-Saharan African Hotel Sector - International

This report provides an overview of the sub-Saharan African hotel sector. Following a review of current and projected demographic, political, regulatory and economic trends, the lodging markets of the ten sub-Saharan countries with the highest level of tourism industry receipts, according to the World Travel & Tourism Council (WTTC), are ...

UK Retail Briefing - UK

UK 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, UK Retail Briefing focuses on a key issue or specific UK retail sector. The month's retail news is then analysed sector by ...

Vending - US

In the coming years, growth in the U.S. vending industry will likely depend on manufacturers' and retailers' ability to develop technologically innovative machines and expand product offerings to include more novelty foods, as well as non-consumables. Cold beverages, candy and snacks continue to drive sales in the food and ...

Watches and Jewellery - UK

"While watches remain highly desirable products, with Rolex found to be one of the most desired watch brands, watch ownership continues to decline as consumers are increasingly turning to their mobile phones to tell the time."

Wine - UK

The beauty and personal care consumer remains primarily feminine and continues to worry about aging, dry skin, and damaged hair. However, the market demographic appears to be shifting and new groups are looking for new products. Women as young as 25 show concern over aging and are looking for products ...

Toilet Cleaning and Care - UK

"With a reduction in product usage, volumes and value sales, the flush treatment segment of toilet care is in need of reinvigoration. Promoting the importance of such products for continuous toilet cleaning in terms of not just freshening but also keeping the toilet free from germs and stains could convince ...

Vehicle Recovery - UK

"The vehicle recovery market has recently passed through a difficult period. Membership has stalled with revenues under pressure from the combined effects of recession and increased competition. Finding a profitable way forward is clearly vital for all those operating in this sector."

Vitamins and Supplements - UK

"When it comes to health and wellness today's information-driven consumers seek advice from a number of quarters but it is recommendation that carries the highest weight influencing purchase of vitamins and supplements amongst six in ten users. With personal recommendations, or those from experts, being the biggest driver for buying ...

Watches and Jewelry - US

Total retail sales of watches and jewelry reached \$68.2 billion in 2011 and are expected to reach \$71.5 billion in 2012. While jewelry continues to remain the larger of the two sectors, there are some interesting innovations in the watch category that are likely to help support growth ...

Yellow Fats and Edible Oils - UK

“There is marked potential for lower-alcohol wines to grow provided they are able to offer a product which compares favourably with standard-ABV wines while undercutting them notably on price and calorie content.”

婴儿护理 - China

“根据中国国家统计局的数据，2011年中国约有七千一百万0-4岁的儿童，约占人口总数的5%。”

零售药店 - China

中国药品市场巨大，也许是世界上最大的市场，但却被限制政策、价格上限、假药盛行所困扰，所有这些令此市场无法真正发挥其潜能。而市场高度分散也意味着一直到最近，一些主要的连锁零售药店都无法占据一定规模的市场份额。

“Differentiating yellow fats and oils products from competitors in a way tangible to consumers is arguably challenging, given the nature of the product, seeing packaging play a key role in differentiation. Developing or simply actively communicating usability attributes could offer brands standout in the segment.”

护肤品 - China

“在过去的十年中国护肤品产业有了巨大的发展。目前，中国的护肤品市场是仅次于日本的全世界第二大市场。并且由于尚未被完全开发，该市场仍具有巨大的发展潜力。城市中产阶级的可用收入增长迅速，而且13亿人口提供了一个巨大的消费者群体。这些巨大的变化都归结于过去的三十年城市化和工业化给中国带来的经济增长。”