

December 2006

Marketing to the ABs - UK

The vast majority of ABs are homeowners, and those in the younger lifestage groups tend to move home relatively frequently. Around a third of ABs in both the Pre-Family and Young Family lifestage groups are, have either moved home in the last year, or expect to do so in the ...

November 2006

Attitudes Towards Alcohol - UK

The alcoholic drinks market has seen a number of changes in consumption patterns since the turn of the millennium. They have arisen from a variety of push and pull factors which are tending to drive consumers away from the on-trade channel towards the off-trade.

Marketing to the Over-50s - UK

Improvements in healthcare and living standards have meant that people can in theory look forward to many years of healthy, active life until they are well into old age. The years from 50 onwards are often cited as 'the best years of your life', due to the combination of good ...

October 2006

Third Age Holidays - UK

The Third Age Market has been heralded as a golden opportunity for the travel industry, and in particular, for the agents and operators seeking to compete with the rapidly expanding independent and self-packaging segments. The Third Age is set to exhibit the strongest growth of all demographic segments in the ...

Marketing to Tomorrow's Consumer - UK

Consumers today are busier than ever. We fit more into every aspect of our lives – work, social life, family and home life – and many people find that their every waking moment is filled with activity. It could be argued that many of the 'solutions' which are ostensibly designed ...

Leisure Shopping - UK

As competition for consumer attention and share of discretionary spend increases it is increasingly important that retailers and shopping destination managers can engage and attract "leisure shoppers" and the attitudinal research in this report provides the basis for improving levels of understanding about what today's consumer wants and expects of ...

September 2006

Multichannel vs Terrestrial TV - UK

The multichannel TV market continues to grow, with almost three-quarters of homes in the UK now digital. As the market reaches near-saturation, however, and digital switchover becomes imminent, competition between platforms is fiercer than ever. Innovation has now become the main driving force, with additional products and services continually being ...

July 2006

Character Merchandising - UK

The previous Mintel *Special Report on Character merchandising* was published in 2002 and examined the use of character merchandising across a broad spectrum of markets; media-led products such as books, videos/DVD, and non-media items such as toys, games, clothing, homewares and food and drink products. The previous report analyzed ...

Student Lifestyles - UK

This report takes as its theme 'students as consumers', and looks at the attitudes of those who are already students during the first half of 2006 (who will not be affected by the new tuition fee arrangements) towards what their university provides for them - academically, socially, and in terms of ...

Marketing to Children Aged 11-14 - UK

Introduction and Abbreviations

April 2006

Tomorrow's Couples - A Child-free Lifestyle? - UK

Married or cohabiting couples are potentially among the highest-spending households for a number of reasons. With no dependent children they are likely to have a higher disposable income per person – and they tend not to experience the same social and financial constraints as one-person households in respect of the ...

British Lifestyles - UK

When buying goods and services – whether everyday essentials such as food and drink, or larger, considered purchases such as white goods – the British consumer goes through a rational decision process in order to reach the best decision possible. Or do they? While most consumers would like to think ...

February 2006

Holidays - The Impact of Terrorism & Natural Disasters - UK

Charities - Non-religious - UK

About the market:



About the market:

Marketing to Children Aged 7-10 - UK

Mintel's Special Report Series are unique research findings that shed essential light on British attitudes, hopes, fears and desires.