



December 2017

Mass Merchandisers - US

Nearly all consumers shop mass merchandisers and growth is expected to continue, but loyalty is generally low among mass shoppers, even among some of those who shop the channel the most frequently. As pressure increases from competition outside the channel, mass merchandisers need to address evolving consumer expectations in order ...

November 2017

Grocery Retailing - US

"Given the essential nature of groceries, the industry remains somewhat protected from outside influencers that can cause wide variances in sales. However, food deflation has put a damper on sales and squeezed profits the past two years, causing some price wars. Channel switching is frequent in the industry, as consumers ...

The Budget Shopper - US

"The majority of consumers practice budgeting, in some form, with some doing so out of necessity and others doing so as a way to save and plan ahead. Budget shoppers are highly motivated by price, and will put in the work to score a deal and find the best prices ...

October 2017

Consumers and the Economic Outlook: Quarterly Update - US

"The US economy remains strong and stable, maintaining most levels it held last quarter. Consumer outlook is still optimistic and positive, but differences in age and income level reveal different motivations for improving the current state of a consumer's finances. Few predict that their financial situation will change much over ...

Watches & Jewelry - US

"Mintel predicts temperate growth for the watches and jewelry market in 2017 and beyond. Since the last issuance of this Report, jewelry stores have slipped behind jewelry departments in terms of where people buy items, while Amazon has risen to the top as a primary competitor; the percentage of smartwatch ...

September 2017

Holiday Shopping (Non-Winter) - US

Most consumers celebrate non-winter holidays, but that doesn't necessarily translate to spending for every occasion. Holiday traditions, lifestyles and other factors could influence whether or not consumers actively celebrate, and ultimately spend for, various holidays. Consumers are mostly consistent in the types of holidays they prioritize spending on and their ...

Beauty Retailing - US

"Beauty retail is big business, garnering sales in the range of \$55 billion this year. Massive transformation is occurring as the youngest generations drive the future of the market. In-store shopping and buying is strongly preferred over online due in part to specialty beauty retailers luring in customers to immerse ...



August 2017

Digital Advertising - US

"Propelled by growth in mobile and social, digital ad sales in total increased by more than 20% annually from 2014-17, but rapid growth in mobile and social is stunting other opportunities, particularly considering that desktop remains the primary platform for browsing and streaming video among large sections of the adult ...

Winter Holiday Shopping - US

"There's an optimistic outlook for the upcoming winter holiday season, with growth expected to continue and most consumers planning to spend more or make no changes to their winter holiday spending. Consumers are doing more holiday shopping online and that has changed other shopping preferences, including purchase timing and deal-seeking ...

July 2017

Women's Clothing - US

"While the US women's clothing market is indeed large and growing, the growth is incredibly stifled. Sales should reach \$170.6 billion this year, basically flat in comparison to 2016. This continued slow pace is expected for the foreseeable future. Younger generations, with their propensity to be more engaged and ...

Gifting - US

"Most consumers give gifts for birthdays and holidays, even those who are less likely to gift for other occasions, but aside from that, gifting is a varied process for most. Some consumers give gifts for life milestones, while others rarely do. Preferences in the types of gifts given and desired ...

Consumers and the Economic Outlook: Quarterly Update - US

"As of June 2017, the economy is still improving, wages are slowly rising, and unemployment numbers continue to fall. Consumer sentiment about their financial situation remains healthy, and most consumers don't think their finances will change (or increase) that significantly. Parents overall are somewhat more optimistic about the financial future ...

June 2017

Online Shopping - US

"Online sales are growing, with positive sales expected through 2021. Nearly all consumers have some form of internet access in their household, so new users will likely come from convincing shoppers to do more of their shopping online. Many consumers are already doing some online shopping, but five specific channels ...

Warehouse Clubs - US

"Warehouse clubs have been successful of convincing a large amount of people to pay an annual fee to shop at their stores. Sales continue to increase YOY (year-over-year) and the forecast ahead looks bright. These consumer advocates find that, based on their shopping habits and needs, the value they receive ...

May 2017

Drug Store Retailing - US

Retailer Loyalty Programs - US



The effects of an aging population focused on health management are positive for the drug channel, which is projected to continue on its path of upward sales growth over the next five years.

"Participation in retailer loyalty programs is high, but inconsistent across channels, with consumers engaging the most at retailers where they can fulfill more shopping needs, such as drug stores and supermarkets. Conversely, specialty retailers' programs have the lowest levels of engagement and, in some cases, awareness. As consumers' shopping habits ...

April 2017

Consumers and the Economic Outlook: Quarterly Update - US

"With a new administration, a growing economy, and a relatively healthy jobs market, this Report addresses how consumers are feeling about their current financial situation. Through a series of questions that will be asked throughout 2017, Mintel has aggregated consumer opinion on their current finances, how they hope to improve ...

Handbags and Accessories - US

"Consumers remain cautious when it comes to spending their discretionary income, and for most, handbags and accessories aren't at the top of the priority list. In fact, consumers are buying fewer accessory items and/or shifting toward more affordable options instead of designer labels. Young, urban, and upscale consumers represent ...

March 2017

Children's Footwear - US

"The children's footwear market is driven largely by replacement purchasing, yet a stable economy could result in more discretionary purchases. It may impact how often parents purchase children's shoes, when they do so, how many pairs they buy, and if they are willing to spend more for special features. A ...

Convenience Store Foodservice - US

"The c-store (convenience store) foodservice market is marked by two distinct consumer types. One group includes frequent c-store customers. These consumers value variety at c-stores and generally have very positive views surrounding c-store foodservice offerings. The other group are infrequent consumers who typically only purchase one or two items and ...

Baby Durables - US

"Most consumers acquire baby durables new, but women are more likely to buy second-hand while men prefer to buy new. Online has become an important part of the baby durables market, with many consumers opting not only to research products online, but also to actually complete their transactions, making the ...

February 2017

Children's Clothing - US



Retailing and Apparel - USA



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.

January 2017

Back to School Shopping - US

With planned BTS (back-to-school) shopping reaching almost \$76 billion in 2016, the season is a vital opportunity for retailers to connect with young shoppers, build relationships, and introduce new products. While challenges to the BTS market include limited growth in family household incomes and stagnant school enrollment, the vast majority ...