

October 2013

Air Fresheners - China

“Thanks to growing disposable income and urbanisation resulting in an expanding consumer base, the air fresheners market in China has enjoyed steady growth between 2008 and 2012. The effectiveness of eliminating odours remains the second most important factor when buying air fresheners, thus traditional air fresheners that highlight the benefits ...

Bedrooms and Bedroom Furniture - UK

“Manufacturers and retailers are continuing to innovate, adding value to beds and bedroom furniture and helping to stimulate demand. In recent years times have been tough as consumers with low levels of confidence have held back from making big-ticket purchases. And this has caused some of the suppliers and retailers ...

CCTV (Industrial Report) - UK

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.

Cheese - US

“Growing concerns about the poor nutritional profile of processed cheese can be neutralized by emphasizing the positive benefits of cheese consumption. There is an opportunity for manufacturers to market the high-protein content of a variety of cheeses, as well as their versatile flavors, origins, and greater retail availability.”

Clothing Retailers - Brazil

“The improvements seen in the Brazilian economy in the past three years have positively impacted the clothing retailing market. However, affordability is still important to Brazilians, with one in three opting to buy during promotions and a great majority opting to buy several items in value stores rather than one ...

Clothing Retailing - France

Baby Personal Care - China

“Having grown up in times of modern consumerism and popular media, the Post-80s generation mums have a radically different lifestyle. These unique features demand brands and retailers to rethink the strategy of marketing to modern mums. Understanding the way that they blend the online and offline world is crucial.”

Cafeterias - Brazil

“O setor de cafeterias tem apresentado crescimento em número de unidades e faturamento nos últimos anos. Com maior poder aquisitivo, o consumidor tem aumentado suas despesas com alimentação fora do lar e o café não é exceção. Com a expectativa de alcançar mais de 6.500 lojas e faturamento de ...

Cheese - UK

“Innovation in terms of formats tailored for snacking and convenient packaging will be key to drive cheese’s appeal as a snack and encourage impulse consumption.”

Chocolate Confectionery - Ireland

“The recent ban on advertising of foods that are high in fat, salt and sugar during children’s TV programming in RoI will negatively impact how the producers of chocolate confectionery promote to the key children’s market. As such, chocolate companies need to consider including healthier ingredients, such as stevia or ...

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.

Clothing Retailing - Germany



The focus of this report is clothing specialists, because these are the dominant players in the sector. In this report we provide total consumer spending data for clothing, which includes expenditure through all channels. And we include Mintel's Channels of Distribution estimates for France, which indicate how this spending is ...

Clothing Retailing - Italy

The focus of this report is clothing specialists, because these are the dominant players in the sector. In this report we provide total consumer spending data for clothing, which includes expenditure through all channels. And we include Mintel's Channels of Distribution estimates for Italy, which indicate how this spending is ...

Clothing Retailing - UK

“While consumers have continued to increase their clothes purchases in real terms, driving up value sales, volume growth has slowed as inflation has returned and the market is vulnerable to cost rises especially in cotton. Consumers remain squeezed but are feeling more confident. In the current climate, clothing retailers can't ...

Coffee Shops - UK

“Trends in the retail market demonstrate operators' attempts to foster a greater sense of emotional connection between consumer and coffee producer in order to gain market share. Coffee shop operators could do well to apply this principle to the out-of-home environment as well seeing as 22% of out-of-home hot drink ...

Consumers and Technology in Financial Services - UK

“As ownership of smartphones, and tablet computers continues to rise, more consumers will be using these devices, in combination with a PC, to manage their personal finances. It is essential that the services offered via these devices are as closely integrated as possible.”

Cordials and Squashes - UK

The focus of this report is clothing specialists, because these are the dominant players in the sector. In this report we provide total consumer spending data for clothing, which includes expenditure through all channels. And we include Mintel's Channels of Distribution estimates for Germany, which indicate how this spending is ...

Clothing Retailing - Spain

The focus of this report is clothing specialists, because these are the dominant players in the sector. In this report we provide total consumer spending data for clothing, which includes expenditure through all channels. And we include Mintel's Channels of Distribution estimates for Spain, which indicate how this spending is ...

Coffee Shops - Brazil

“The main challenge for coffeehouses is to attract more consumers at breakfast, narrowing the penetration gap in relation to bakeries. Flexible operating hours, enhanced breakfast offerings, and weekday promotions could help coffeehouses take advantage of this consumption occasion.”

Consumers and Retail Banking - UK

“Retail banks will need to work harder than in the past to retain their customers. Heightened awareness of the new switching service and high-profile marketing campaigns will encourage more people to consider their relationship with their existing bank over the next few years. Around one in seven current account holders ...

Cooking Enthusiasts - US

“While many Americans cook at home, they come to the table with different skill sets and motivations for doing so. Marketers should acknowledge that each Cooking Enthusiast has her own approach to meal preparation and give her opportunities to customize recipes and use resources that make cooking the easiest and ...

Cruises - UK

“Health should be near the forefront of producers’ strategies, appealing to not only health-conscious adults but also those looking for suitable soft drinks for their families.”

Cruises - US

“The cruise industry is the fastest growing travel segment and is expected to continue its expansion through added capacity. However, global per passenger revenues have remained essentially flat from 2008-13, which begs the question of whether growth is sustainable, and how cruise lines will ensure that demand—and revenues—will keep up ...

Dark Spirits - US

“Despite its recent success, the dark spirits category still faces obstacles to becoming more commonplace in consumers’ alcohol routines. Flavor innovation and new products have piqued the interest of some adults of legal drinking age, but ongoing sales are dependent on consumer loyalty, not just product trial. Manufacturers must emphasize ...

Driving Holidays in North America - Americas

North America is a continent tailor-made for a driving holiday. Its tourism infrastructure – from hotels to highways – grew up around the development of the automobile and for those who like exploring a country on four wheels, it is the ultimate destination.

Fabric Care - US

“Declining household penetration is a key issue for fabric care marketers and retailers to address. As multi-benefit laundry detergents grow more popular, fabric care brands must get more creative in proving their value. More specialized products could help to set the category apart.”

Family Midscale Restaurants - US

“Family restaurants face increasing competition from fast food and fast casual chains, which offer value based on low prices, convenience, and easily customizable

“In a broader holiday market dominated by comparison websites and dictated by value for money, cruising is an industry where first impressions really do count. Mintel’s finding that roughly a third of sea cruisers are not interested in taking another suggests that the industry has a long way to go ...

Cuidados com a Pele do Rosto - Brazil

“O alcance de produtos de cuidados com a pele do rosto no Brasil ainda é muito baixo comparado com o alcance de outras categorias na cesta de beleza do país, como produtos para cabelo. De acordo com a pesquisa da Mintel realizada em junho de 2013, 68% da população brasileira ...

Domiciliary Care (Industrial Report) - UK

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European Retail Briefing - Europe

The European retail briefing provides commentary, data and news analysis from across Europe ensuring that you keep in contact with the latest retail news.

Facial Skincare - Brazil

“In order to widen consumers’ repertoire of facial skincare products, companies need to encourage them to incorporate products with new functions to their facial skincare routine. Promoting a more complete use of the category can increase usage in some more niche segments.”

Fast Casual Restaurants - US

“Due to consumers’ budgets still being constrained, fast casual restaurants must find a way to provide more value in order to justify higher prices. This value

options. More modern ambience through restaurant renovations and redesigns, convenient breakfast items, and showing value by offering more BFY foods at budget-conscious prices are the ways forward ...

First Aid - UK

“The first aid category has remained stagnant and shown small incremental declines in value sales since 2008. The driving forces behind this are a combination of stiff competition from own-label brands, low investment in advertising and brand communication, as well as low consumer confidence in treating other people’s wounds/injuries ...

Fruit and Vegetables - UK

“In addition to price being a barrier for the five-a-day message, consumers may simply be unaware of what constitutes the RDA. One in five adults note that it is sometimes hard to know which foods count towards their five-a-day, rising to a sizeable 26% of 16-24s, which is a concern ...

Hispanic Attitudes toward Advertising - US

“The Hispanic population continues to experience growth, primarily due to high birthrates, and this will have a significant impact on the makeup of America. Hispanics will likely experience some tension between coming of age in American society and growing accustomed to the American way of life while concurrently wanting to ...

Household Paper Products - Brazil

“Brazil has a significant competitive advantage in the paper products category, mainly due to the fact that it produces its own paper pulp in greater quantities and more quickly than other countries. In addition, the economic crisis in Europe and environmental pressures on Chinese paper factories makes production of paper ...

Life and Protection - Intermediary Focus - UK

“The next 12 months will remain challenging for intermediaries, but there are reasons to be cheerful. The

proposition includes quality items and upscale yet casual experience at an affordable price. Corporate responsibility initiatives will play an increasingly important role, as will ...

Fish and Seafood - US

“Perhaps the biggest threat to retail sales of fish and seafood comes from restaurants that serve these items, suggesting that brands and retailers must do more to approximate the recipes and dishes restaurants serve to best challenge competition from restaurants.”

Fruit and Vegetables - US

“Increasing consumer interest in healthy and natural foods should help drive fruit and vegetable sales but a growing local foods movement and the existence of a variety of tastier healthy alternatives present challenges for the stagnant market.”

Hotels - UK

“Hotels increasingly live and die by online customer review and those who succeed will need a high-definition, bang-up-to-date offering: price-led, quirky/trendy, luxury or celebrity-endorsed glamour/glitz. Peer-to-peer rental alternatives like Airbnb are a growing and potentially major threat in many cities both in the UK and worldwide. Hotels without ...

Leisure Review - UK

“As arguably the most sociable and certainly the most socially connected digitally, incorporating an element of play when offering deals and discounts can help to engage under-35s and tap into their enjoyment of the search, for example through the use of ‘Gamification’ and encouraging people to share information about deals ...

Lifestyles of Dads - UK

“Today’s dads’ involvement in children’s lives will influence the attitudes of the next generation of parents and will shape their views on parenting and family life.

recovery in both the UK economy and housing market finally appear to be gaining strength, while certain regulatory changes may also create fresh opportunities to grow protection business.”

Marketing Health to Women - US

“Women seek solutions to live a healthy life, indicating a need for products that help them to be proactive about their healthcare. Education among key consumer groups, such as lower income as well as Black and Hispanic women will be imperative, especially as implications from the PPACA roll out.”

Men's Personal Care - US

“The men’s personal care category is expected to grow steadily into 2018. However, there are some challenges. Companies need to look for ways to better engage with older men, determine how male-specific skincare and haircare products can better compete with general market products, and improve the current shopping experience.”

Mobile Gaming - US

“The mobile gaming sector is new, widespread, and growing. Non-traditional demographics have taken to mobile gaming. App store listings and gaining good reviews at app stores are critical, and game makers exploring the optimum way to monetize of their product must keep in mind the increased likelihood of download if ...

New Cars - US

“For the first time since 1920, cities are growing faster than the suburbs, as Millennials shun their Boomer parents’ way of life for one with more density, fewer miles to travel, and a higher concentration of points-of-interest within walking distance. This demographic shift poses a headache for carmakers as Millennials ...

Organic Food and Drink - UK

“It is important for organic brands to communicate to shoppers in a more effective way the tangible, concrete benefits their products offer them. Given the vast amount of product information that is already competing for shoppers’ attention, clear, dynamic labels that can be understood at a glance are needed.”

Companies and brands play an instrumental role in painting a picture of what it means to be a father in modern Britain, especially considering ...

Meat, Seafood and Poultry - UK

“Ready to cook products with sauces or flavourings have been a key NPD area in chilled fish. Such innovation should be well-placed to help also the other segments to appeal to the majority of users looking for easy to prepare products and tap into popular flavour trends.”

Men's Toiletries - UK

“Growth in the men’s toiletries market came to a halt in 2013 as fashion moved toward a relaxed image, and money-saving behaviours resulted in a reduced spend. However, the trend for facial hair creates an opportunity for male toiletries to expand into areas less catered for, such as facial care ...

Mobile Phone Apps - UK

“Apps starting out and struggling to reach the visibility and critical mass of users that would allow them to exist on a freemium model may wish to begin as premium, shifting to freemium at a later stage in their development, when they have achieved a large enough base of free ...

Online Gaming and Betting - UK

“Sportsbook and smartphone gambling remain the main drivers of the online gaming and betting market, but the rapid pace of growth seen in each segment means the industry is already having to think about where they go in the long term. This may mean questioning the platform neutrality that has ...

Pay TV - US

“Pay TV providers have invested heavily in new services, with a focus on anywhere, anytime, and any screen viewership, large video-on-demand libraries, and apps for watching content on phones and tablets. However, some central themes of the digital era have yet to be

addressed, including personalization of content and ads ...

Produtos em Papel para Casa - Brazil

“O Brasil apresenta vantagem competitiva significativa no setor de produtos de papel, devido principalmente ao fato de poder produzir sua matéria-prima, a celulose, em maior quantidade e de forma mais rápida do que outros países. Além disso, a crise na Europa e o cerco ambiental às fábricas da China fazem ...

Security Equipment (Industrial Report) - UK

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Shaving and Hair Removal Products - US

“Consumers are price driven when shopping the shaving category, but they also demand performance and simplicity. Products that deliver improved functionality and convenience while utilizing technology to encourage increased usage could help drive category growth.”

The Black Apparel and Footwear Consumer - US

“Black consumers spend a tremendous amount of their discretionary income on apparel and footwear. Although the recent recession did impact apparel expenditures, steady increases have been observed in the last two years. Black consumers tend to be style conscious and follow the latest fashion trends. This consumer loves to shop ...

The Insurance Purchase Decision - US

“The insurance industry is changing rapidly, due primarily to the need to continually introduce technology to meet growing customer expectations.

Ready Meals - Ireland

“The ready meal market is expected to experience steady growth in the years ahead until 2018, boosted mainly by its convenience status amongst time-scarce consumers. In order to drive the category forward, brands should look to enhance the nutritional credentials of meals and adopt a more transparent approach to the ...

Share Dealing - UK

“A lack of financial education has caused many consumers to lack the confidence to make financial decisions. Many see shares as high-risk financial products that are beyond their understanding. With interest rates expected to remain low for the foreseeable future, these consumers are losing money due to the impact of ...

Short Breaks - Ireland

“With the situation of high oil prices and low wage growth likely to continue and result in higher prices, companies operating in this sector will need to consider how they provide value for money and communicate this effectively through the appropriate channels to increase the number of domestic and overseas ...

The Caribbean Hotel Sector - Caribbean

This report provides an overview of the Caribbean hotel sector. Following a review of economic and hotel capacity and performance trends, the top ten country markets are profiled. Haiti is also featured as the new frontier for hotel development in the Caribbean. Otherwise, the impact of a possible opening up ...

Toilet Cleaning - UK

“The specialist toilet care market has struggled to maintain momentum. However, it is also the case that toilet care has changed considerably – gone are the days when a bit of bleach down the toilet was enough.

Health insurers face the biggest challenge as implementation of the PPACA requires them to compete for individual customers, something most have never done.”

TV Service Providers - UK

“Whilst the pay TV sector is in a healthy position, providers will be under greater pressure to stay ahead of subscription-free products and services. Although pay TV providers have so far seen off much of the threat from free-view-view platforms, smart TVs and wireless streaming services will arguably present an ...

Varejo de Roupas - Brazil

“As melhorias observadas na economia brasileira nos últimos três anos têm tido um impacto positivo no varejo de vestuário, que teve um crescimento médio de 9% no faturamento de 2008 a 2012. Com maiores ofertas de emprego e maior renda, os brasileiros estão comprando roupas com frequência, não somente quando ...

Women's Clothes Shopping - US

“There are many factors impacting the market for women’s clothing. The growing female Hispanic population and their inclination to buy clothing are fairly obvious factors. However, other considerations for this market include the growth of online and mobile shopping as well as varying levels of sizing among women’s clothing.”

空气清新剂 - China

受益于居民可支配收入的增长以及城市化所带来的消费群扩张，中国空气清新剂市场的销售量和销售额在2008-2012年间实现了稳定增长。由于中国人口增长放缓，国内消费者越来越青睐健康的生活方式，因此预计空气清新剂市场销售额增速将从2013年起放缓。

Through taking more of a cue from consumer wants and needs, brands in ...

UK Retail Briefing - UK

Each month Mintel’s UK Retail Briefing concentrates on a particular sector or market. This month’s focus is on Value Mixed Goods retailers.

Wine - US

“Young category participants are more likely than average to turn to recommendations from friends, store employees, and advertisements in their wine purchase decision. This group also turns to indicators such as label design at a higher-than-average rate and latches onto familiar characteristics such as an interest in natural products.”

婴儿护理品 - China

在现代消费主义和大众媒体浪潮中长大的80后妈妈拥有一种完全不同的生活方式。她们精通数码产品、追求时尚、熟悉现代科技，同时4-2-1的家庭结构也给她们带来了父母和祖父母的巨大支持。这些特性要求各品牌和零售商重新思考瞄准现代妈妈们的营销战略。必须了解她们是如何融合网上世界和离线世界。婴幼儿护理品牌不应该仅仅专注于让宝宝感到高兴，还应该取悦他们的妈妈。