

### December 2011

#### Saving Products for Children - UK

“The closure of Child Trust Funds is likely to disrupt the children’s savings and investing market, particularly in the short term. However, Junior ISAs have the potential to invigorate the market and are likely to become one of the most popular products in the future. In order for this to ...

#### Marketing To City Dwellers - UK

“Improved quality of life, increased affordability and low crime feature prominently amongst the reasons for trading city living for the suburbs and rural areas. Over four in ten urban 16-24s are feeling less safe in the aftermath of the urban riots, and this sentiment is likely impacting on their aspirations ...

#### Healthy Snacking - UK

“That half of users find the health claims on healthy snack packaging to be confusing suggests potential for snacks to gain standout in the category through focusing on fewer, clearer and more tangible health messages. These claims could include those that feature most highly in the consumer research, like low-fat ...

#### Kids' Snacking - UK

“Kids continue to look for indulgent treats when buying their own snacks, something which goes against the government’s aims to improve the nation’s health. A solution to this may be promoting healthy snacking with the help of an appointed ambassador(s) easily identifiable among children.”

### November 2011

#### Consumer Attitudes towards Green and Ethical Finance - UK

“The most committed consumers just don’t trust most financial services firms to behave ethically, and the more interest they take in ethical issues, the greater the level of mistrust is. Of more than a dozen mainstream financial services brands, there were only two that were, on balance, more trusted than ...

#### Marketing To Renters - UK

“While still in the minority, accounting for 12.6 million adults, renters felt the aftermath of the credit crunch deeply, with over three quarters admitting that renting is their best option because they can’t afford to buy a place of their own. The inability to get on the property ladder ...

#### Teen Lifestyles - UK

“Highly social, technically adept and with a firm belief in the value of being popular, attractive and fashionable, teenagers outwardly display many of the beliefs and insecurities that most adults still hold onto, but who have in many cases learnt to conceal, through choosing the responses that they know to ...

#### Consumers and The Economic Outlook - Quarterly Update - UK

The report includes an overview of the changes in household well-being over the last three years, a breakdown of planned and recent spending, and consumers' assessment of when the feelgood factor will return to the economy.

#### Dieting Trends - UK

“Despite the concerns of political commentators about David Cameron’s encroaching ‘nanny state’ politics, there is reason to believe that consumers might require more guidance with regards to healthy eating.”

### October 2011

#### Children's Lifestyles - UK

“Being the digital natives, today’s children are well versed in all aspects of technology and the internet, and despite the age restrictions, an estimated 0.97 million children aged 7-12 use Facebook on a daily basis. Friends’ acceptance is an important factor driving social network adoption, but peer influence is ...

### September 2011

#### Marketing to Mums and Mums-to-be - UK

“With women putting a higher priority on their education, careers and financial stability, the average age of becoming a mother has gone up to 29.5 years. With 2.8 million breadwinner mothers in the UK, partners play an increasingly important role in the upbringing of their offspring, even though ...

#### Marketing to Dads - UK

“Despite the fact that more women than ever have careers, fathers still assume the traditional role as breadwinner. However, economic uncertainty and instability in the job market, compounded by the rising cost of living, puts fathers under significant pressure to provide for their families. Today’s fathers prioritise working over family ...

#### British Lifestyles - UK

The cost of living is rising and we are changing the way we shop as a result. Forced to evaluate our spending, we are increasingly becoming savvy shoppers with half of us no longer wanting to pay full price for anything. Brand loyalty is one of the biggest victims of ...

### August 2011

#### Marketing To Young Couples - UK

There are almost 16 million adults aged 16-34 living in the UK of which almost three in ten (4.6 million) are either married or living with their partner. The length of time that they have been together as well as the commitment that they have made to one another ...

### July 2011

#### Marketing to the Modern Family - UK

#### Consumers and The Economic Outlook - Quarterly Update - UK

Running analysis on Britain's parents, Mintel has identified four mutually exclusive groups based on how close-knit their relationship with their children is. These groups will be analysed in greater detail within this report. This report identifies the key characteristics of each family typology and helps understand their relationship with their ...

The report includes an overview of the changes in household well-being over the last three years, a breakdown of planned and recent spending, and consumers' assessment of the potential impact of the government's austerity measures.

### June 2011

#### Marketing to the Boomerang Generation - UK

The recession that began in 2008 has had a profound impact on the availability of jobs and has made it increasingly difficult to borrow money and get mortgages. With almost six in ten Boomerangs moving home for financial reasons, the Boomerang Generation is just one of the side effects of ...

#### Green Lifestyles - UK

The recession, rising costs of fuel and food as well as the cost of living has seen people re-evaluate their lifestyle and outgoings. This report explores people's attitudes towards the environment and establishes how green people say they are compared to how green their lifestyles actually are.

### May 2011

#### Student Lifestyles - UK

**What we have seen:**

### April 2011

#### Marketing to Singles - UK

Consumer behaviour can be complicated and bewildering. What makes people think, feel and reason in a certain way? How do they choose between different product alternatives (eg brands, products and retailers) and equally what influences their purchase decisions (eg culture, family, media)?

#### Budget Shopper - UK

Despite challenging economic conditions, the majority of people (59%) have felt the effects of the recession but have managed fairly well. This report explores people's financial health and their budgeting habits; it examines attitudes towards spending money and identifies the emotional responses to brands and retailers; the conflict between quality ...

#### Marketing to Retired People - UK

Consumer behaviour can be complicated and bewildering. What makes retired people think, feel and reason in a certain way? How do they choose between different product alternatives (eg brands, products and retailers) and equally what influences their purchase decisions (eg culture, family, media)?

#### Customer Loyalty in Financial Services - UK

The financial crisis has seen many firms shifting their focus. In the boom years, there was an emphasis on customer acquisition, often using aggressive pricing in order to bring in new business. The crisis, though, prompted firms to look again at their tactics.

### March 2011

#### Marketing To Women - UK

Consumer behaviour can be complicated and bewildering. What makes women think, feel and reason in a certain way? How do they choose between different product alternatives (eg brands, products and retailers) and equally what influences their purchase decisions (eg culture, family, media)?

#### Christmas Shopping 2010 and Planning for 2011 - UK

Consumers had an easy time of it in 2010, or perhaps it would be fairer to say that they should have cut back on spending, but instead they chose to cut back on saving. The year ended with a remarkably strong performance over Christmas. But where next?

### February 2011

#### Consumers and The Economic Outlook - UK

In this report, Mintel reveals the current state of consumers' household finances, their expectations for 2011, and how their situation has changed over the last year or so. Their spending priorities are assessed, and the potential impact on the broader economy is considered. Mintel's consumer research results are compared against ...

#### Healthy Lifestyles - UK

This report explores consumers' health habits and issues; it examines attitudes towards living healthily and identifies key drivers that prompt a change in lifestyle and popular sources of health advice and information. The level and type of employer participation in encouraging staff to live healthier is also examined.

#### Marketing to Men - UK

Consumer behaviour can be complicated and bewildering. What makes men think, feel and reason in a certain way? How do they choose between different product alternatives (eg brands, products and retailers) and equally what influences their purchase decisions (eg culture, family, media)? Identifying an individual's personality type makes it easier ...

### January 2011

#### Trendsetters - UK

Mintel has predicted eight key consumer behaviour trends for 2011, examining how consumer behaviour is changing in the wake of the recession.