

April 2008

Attitudes Towards Dining Out - US

This report delves into the mind of the restaurant customer, examining how tightening budgets are affecting dining-out patterns, and what restaurants can do to keep and attract new customers.

The DIY Consumer - US

In 2007, Home Depot exemplified challenges in the do-it-yourself (DIY) market when its sales fell for the first time in history. This report probes the short- and long-term effect of the slumping housing market on DIY product sales, as well as other key drivers such as demographic trends, product innovation ...

March 2008

Black Americans' Shopping and Spending Patterns - US

This report provides critical insight on the shopping and spending patterns of Black Americans. This demographic has unique buying behavior that needs to be understood in order to optimize marketing and product development efforts.

Kids' Snacking - US

This report explores the realm of kids' snacks, creating an extensive analysis beyond what kids are snacking on. Mintel discusses insight and opportunities in the market in the context of what makes snacks appealing to kids and parents. Opportunities are also revealed by studying the different approaches suppliers and brands ...

Movie Theaters - US

The movie exhibitor industry has benefited from a period of relative revenue stability, but the future is not necessarily as promising. Challenges from home video are holding back revenue growth, as large-screen televisions and the Internet transform the face of theatrical entertainment. In this report, Mintel offers a comprehensive review ...

Sports Events Marketing - US

The sports event market is a vibrant sector that enjoyed considerable growth from 2002 to 2007, but missed significant earning opportunities. Sports event marketing has focused on attracting serious sports fans, overlooking potentially lucrative individuals who need more convincing to attend events.

February 2008

Hispanic Shopping and Spending Patterns - US

The Hispanic market is among the fastest growing demographic segments in the United States, making it an enticing segment for many marketers and product developers.

Green Living - US

The "green" marketplace is one of the fastest growing, most dynamic sectors of the US economy. In this report, Mintel examines the size, scope, and growth of the green consumer marketplace, as well as driving forces that will shape its future. The report keeps an eye toward expected changes sector ...

The Pharmaceuticals Consumer - US

In spite of the enormous successes in the market for life-enhancing prescription medication, the industry is plagued by a wide variety of issues that prevent

Marketing to Kids and Tweens - US

With \$51 billion in spending power, children and tweens represent an important and lucrative demographic, offering companies an opportunity to build lifelong



Lifestyles - USA

increased sales, ranging from mistrust of pharmaceutical companies, increasing reluctance on the part of physicians to meet with drug company representatives, lack of awareness regarding ...

brand loyalty. Children's and tweens' tastes, however, are notoriously fickle. The Internet as an entertainment medium has also changed the way products are marketed.

January 2008

American Living - US

This annual report identifies five underlying lifestyle and demographic themes that have significant implications for businesses.