

November 2013

Access Control (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.

Aerospace Industry (Industrial Report) - UK

"The UK aerospace industry is the second largest aerospace industry in the world, behind the US. The civil aerospace sector is expected to continue to drive the UK aerospace industry, boosted by increased demand for new aircraft from emerging markets in Asia."

Black Consumers and Travel - US

"Although Black consumers typically spend less on vacations than other consumers, they are just as likely to travel as non-Blacks. A major reason their travel expenses are lower is the destinations that Black consumers tend to choose. They typically travel to destinations that have a high percentage of Blacks in ...

Bundled Communication Services - US

"Cord-cutting has been discussed in mainstream media as a problem for pay TV services, while a long-term decline in home phone services has been tied to cellular phone service. Looking forward, home internet may also be plagued by cord-cutting, placing all three legs of the home bundle in jeopardy."

Car Purchasing Process - China

"Despite encouraging signs for 2013, in terms of new car sales growth, difficulties such as high inventory levels still persist, and the China car market is still facing a very complex developing environment. That said, China remains one of the most exciting car markets in terms of volume growth, which ...

Activities of Kids and Teens - US

"Compared to previous generations, kids and teens increasingly live a sedentary lifestyle. These digital natives are interconnected and tend to divide attentions across multiple platforms and channels, prompting impatient behaviors, quick-fix mentality, and instant gratification. Their loyalty is likely to mirror this trend, spreading thinly across brands, and easily switched ...

Affluent Investing - UK

"Three quarters of affluent consumers are saving for their retirement, which is a much higher proportion than across the wider population. For wealth management firms, promoting SIPPPs and other pension products should be an important strategy in a bid to capitalise on the demand for retirement savings – and thus ...

Bread and Baked Goods - Brazil

"Despite challenges regarding distribution and display of packaged sliced bread in bakeries, they are the most promising sales channel in the North and North-East regions, given the fact that bakeries are the most popular purchasing channels of bread among consumers in these regions."

Car Aftermarket - UK

"While the car parts aftermarket is showing signs of recovery the market remains subject to pressures caused by the increased longevity of parts, the recent economic slowdown and the threat of budget and counterfeit parts. Overcoming all of these, while a major challenge for the market, brings with it the ...

Carbonated Beverages - Ireland

"Moving forward the key challenge faced by the carbonated beverages industry will be meeting the expectations of health-conscious consumers, as many still associate carbonates with being unhealthy. Looking forward, it is likely that the market will see a strong level of innovation in the diet category, with more products claiming ...

Children's Clothes Shopping - US

“Given that a third of parents interviewed shop for children’s clothing online and the exponential growth experienced overall by online shopping, should retailers in this market be learning from Best Buy’s stated intention to move away from the large store format and to a more streamlined in-store/online integrated approach ...

Cinemas - UK

“With improved websites and smart phone apps that help consumers select films, there is even more scope for cinemas to assume the role of curator, helping consumers decide how best to allocate their cinema funds.”

Dieting Trends - UK

“Clear like-for-like comparisons between diet products and their non-diet alternatives should allow brands to show consumers that there are genuine and tangible differences in the calorie/fat/sugar content, and highlight where these owe to healthier recipes rather than simply smaller portions.”

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.

Fruit Juice, Juice Drinks and Smoothies - UK

“A focus around energy provision should create standout in the market. Such propositions remain rare, however, this is an area the under-35s show above-average interest in.”

Gastrointestinal Remedies - US

Childrenswear - UK

“Babywear has lent the market some resilience and as well as benefiting from the recent baby boom, it has been more protected from the economic downturn due to the strong gifting market. Boyswear has seen the slowest growth, and the sector has struggled due to a move away from dressing ...

Consumer Attitudes toward Retirement Planning - US

“The state of retirement savings in the US has reached crisis proportions. While many people—especially young people—know that they should be doing more, they just aren’t for any of a variety of reasons. It is critical for them to focus on developing a savings plan because an early start will ...

Energy Utility Suppliers - UK

“For energy suppliers it is important to continue to compete for market share but there is also scope to continue to expand into related markets such as home maintenance, home security or telecommunications. Related energy markets such as installation or home generation (eg solar electricity, solar thermal, ground pumps) are ...

Football - UK

“The most pressing issues in the English professional football market are very different for clubs in its two key segments: the buoyant Premier League with its capacity crowds and record broadcast revenues, and a Football League labouring under the pressure of declining attendances. For the latter, the key questions are ...

Gastrointestinal Remedies - UK

“A reluctance to take gastrointestinal remedies and a reactionary rather than precautionary approach to digestive health has hindered the market in the past. This highlights an opportunity for encouraging people to take a more proactive approach to their digestive health, particularly as there is a high interest in products that ...

Hair Colourants and Home Perms - UK

“Despite the prevalence of gastrointestinal issues, the market of branded gastrointestinal remedies is up against several challenges. Sales of private label brands are eroding national brand sales, and consumers are taking a more proactive approach to their health. Creating a relationship with consumers could help to increase brand loyalty and ...

Holiday Planning and Booking Process - UK

“Booking times have been getting increasingly shorter in recent years. This process has been accelerated by the economic downturn, subdued household income and the rising cost of living, as financial uncertainties have forced more consumers to adopt a wait and see approach. However, there is also a deeper trend at ...

Home Insurance - UK

“The cost of a policy relative to the competition is the primary factor that determines whether or not a home insurance policyholder stays with their existing provider after shopping around. The good news for providers is that customers are generally willing to tolerate a slight increase in premiums. However, raising ...

Household Surface Cleaners - US

“The importance consumers place on cleaning power and disinfection represents an opportunity for brands to help housecleaners achieve the best results in every room of the house and on every surface.”

Intense Sweeteners - International

Calling on the combined expertise of Mintel and Leatherhead Food Research, these reports provide you with the complete picture. You'll get detailed reports and analysis with easily digested charts and tables as well as Mintel's searchable online delivery.

Lifestyles of Young Adults - UK

“Although the market has seen notable innovation from 2012-13, driven by new formulas and easier application methods, health concerns remain an area of some contention in the media. Brands have a responsibility to their users to be more transparent about product content and facilitate easier allergy testing initiatives to alleviate ...

Home Hair Color - US

“Functional benefits such as covering grays and long-lasting results are essential, but have also become expected in the hair coloring category. Shoppers are seeking more customized solutions for their hair coloring needs—through products developed specifically for their age, ethnicity, lifestyle, or hair type.”

Household Hard Surface Cleaning and Care Products - UK

“Cautious consumer spending along with private label and promotional activity present a challenge for the market. But there are opportunities for growth if hard surface cleaning brands can evolve much stronger points of reference and meet a wider range of needs which are not just about getting a surface clean ...

Inbound Tourism - UK

“Making tourists aware of lower food, drink and accommodation costs offered by many regional destinations in comparison to London would go some way to negating the high costs of domestic travel, and European tourists could also enjoy the lower take-off and landing fees offered by regional airports compared to Heathrow ...

Juice and Juice Drinks - US

“While the category benefits from a health halo, the perception of high calories and sugar has stunted recent growth. More and more, health professionals are pointing to the dangers of juice consumption and encouraging moderation (or elimination), especially among children.”

Loyalty Programs in Financial Services - US

“The internet has become the main hub of activity for today’s young adults, as over half now prefer to watch TV programmes online, rather than on the TV set. Brands would benefit from heeding this trend and adjusting their marketing mix to incorporate online sources and social media.”

Luxury Cars - US

“Domestic luxury carmakers Cadillac and Lincoln are attempting to reclaim their former glory. Unfortunately, neither will get very far without the help of Millennial luxury car buyers who, as it stands now, seem more inclined to purchase European luxury makes.”

Marketing para as Mães - Brazil

“As mães brasileiras são, na sua maioria, adultas jovens, da nova classe média, que trabalham. O número médio que têm de filhos é 1,77 e a idade média em que têm o primeiro deles é a de 27 anos. São mães que lidam diariamente com a difícil escolha de ...

Marketing to Mums - China

“Chinese mums are becoming more demanding in what they want to achieve as well as savvier in how they achieve these goals. This has profound implications and opportunities for brands marketing to mums.”

Movie Theaters - US

“Going to the movies is an American pastime. However, movie theaters need to help moviegoers look beyond the cost of tickets by promoting the overall value of the theater experience. Advanced screen technology such as 3D and IMAX, new concession offerings, and loyalty promotions are likely to do this, especially ...

Pizza Restaurants - US

The pizza consumer is changing as people look to healthier, more upscale, and on-the-go dining

“Loyalty programs need to address consumers’ desire for financial security and fiscal responsibility that has continued since the financial crisis of 2008. Loyalty program providers need to think differently about what might appeal to the customer, and go beyond the traditional program features in order to differentiate themselves from their ...

Manned Security (Industrial Report) - UK

“The origins of manned security demand are changing as in commercial, retail and industrial settings, the development of technology in electronic security systems is limiting the role of manned guarding. Cash-in-transit services have also been affected by the struggles of the retail and financial sectors through the economic downturn.”

Marketing to Moms - Brazil

“Representing nearly six in 10 Brazilian women, mothers are a lucrative group of consumers; they are investing more in their careers (which means income enhancement) and putting more expectations on products and services with quality and convenience benefits in order to help them juggle the work/life balance.”

Milk and Cream - Ireland

“Liquid milk remains a staple in Irish diets with the market forecast to achieve steady growth in the years ahead until 2018. In order to help drive growth further within the market and to keep consumers engaged with milk and cream, packaging, flavour and functional innovations should be explored.”

Pães e Produtos Assados - Brazil

“Os pães são consumidos por mais de 95% dos brasileiros, com destaque para os pães frescos, como o pão francês, demandado por 89% dos consumidores e também amplamente distribuído pelas padarias locais, o principal canal de vendas de pães no Brasil.

Poultry - US

“Fears related to the safety of poultry, due in part to recent foodborne illnesses, have consumers on high

experiences. We have seen many fast casual pizza restaurant chains spring up in the past year and consumers are moving toward gourmet-like flavor and ingredient combinations. However, with the weak economy, some consumers are still ...

Premium and Mass Affluent Banking - UK

“For banks targeting the affluent market offering a holistic approach can be important strategy and the focus should not just be around premier accounts. Firms can target new customers by offering to provide and manage a suite of accounts in order to cater for clients’ particular financial situations and needs ...

Private Medical Insurance - UK

“Providers must meet the twin challenges of developing affordable propositions and managing spiralling medical costs, in order to stop the decline in the number of subscribers.”

Sandwiches and Lunchtime Foods - UK

“As consumers age and leave employment, the convenience factor of out-of-home sandwiches and lunch products has less resonance, meaning that they are less likely to perceive them to be value-for-money purchases. Operators therefore need additional hooks to ensure they are not seen as overpriced.”

Savings and Investing - Intermediary Focus - UK

“Financial advisers are burdened by increased costs due to the RDR, however, they are yet to embrace the power of online tools to engage with larger numbers of consumers and make efficiency savings.”

Spain Outbound - Spain

The Spanish outbound market is going through a turbulent period, mirroring the state of the Spanish economy. For much of the Noughties, Spain experienced

alert. Additionally, health concerns related to high cholesterol and fat intake from consuming meat has Americans seeking alternate protein options. To calm these fears, manufacturers must focus on implementing transparent manufacturing and ...

Private Label Food and Drink - UK

“Tesco’s October 2013 relaunch of its premium tier Finest range should provide a boost to premium own-label NPD. Such innovation should be well placed to chime with the ongoing rise in consumer confidence and to tap into the predicted increase in consumer spending.”

Safari Holidays in Africa - Africa

Two key areas of East Africa and Southern Africa dominate the safari industry and the market is slowly changing to embrace stricter conservation controls to protect the animals and their habitats and at the same time provide a better quality of safari to the visitor.

Sauces and Seasonings - China

“In order to differentiate themselves, brands need to meet key basic criteria, especially providing healthy and safe products. To meet consumer demands for safety assurance, companies need to provide as much information as they can about ingredients and manufacturing safety and healthiness. There are also opportunities for manufacturers of sauces ...

Solar Panels (Industrial Report) - UK

“As a renewable energy source, solar power has to date, been dependent on government incentives to encourage utilisation. The Government has constantly fought to reduce the incentive levels as installation costs have plummeted. This, in turn, has encouraged increasingly ambitious targets for solar power, yet the Government’s targets are so wide ...

Spectator Sports - Ireland

“With tickets for spectator sports perceived to be overpriced, Irish consumers appear to be opting to watch live sports on TV instead of attending the event.

strong economic prosperity and outbound travel prospered. Spanish consumers embraced the opportunity to travel overseas, as jobs and incomes improved. Simultaneously, the creation of online travel ...

Structural Steel (Industrial Report) - UK

"The UK structural steel market was severely affected by the recent economic downturn and reduced construction activity. In the latter half of 2013, signs started to emerge that trading conditions are slowly improving, reflecting a pick-up in construction activity, most notably in the private housing sector."

Supermarkets: More Than Just Food Retailing - Europe

Mintel's European 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.

Supermarkets: More Than Just Food Retailing - Germany

"German shoppers look to be retrenching their spending. While discretionary sectors have been harder hit, slower annual growth is nevertheless anticipated for the grocers for 2013, with a possible further weakening following in 2014. And this is despite raised food-price inflation."

Supermarkets: More Than Just Food Retailing - Spain

"Spanish consumers and retailers have had a very difficult five years with the country in recession for much of this time. 2013 continued to be tough for shoppers and businesses alike. Although there have been signs of improvement and the country inched out of recession in the third quarter, the ...

Tablet Computers - UK

"Microsoft's device strategy differs from competitors Apple and Google. The latter two group together

Going forward, internet-enabled smart TVs will increase the threat to in-stadium attendance as they will facilitate live streaming of sports events at a quality ...

Sun Protection and Sunless Tanners - US

"The sun protection and sunless tanners category is starting to show signs of struggle. There are some specific challenges that need to be addressed. Companies need to better engage with men to educate them around sun protection and grow their usage. Determining ways to increase regular sunscreen usage is also ...

Supermarkets: More Than Just Food Retailing - France

"Food retailing is changing in France. There is evidence that the long-term growth of the hypermarket has come to an end and we are seeing a switch back to smaller stores. But unlike, say, in the UK, it is hard to blame the switch on the growth in online because ...

Supermarkets: More Than Just Food Retailing - Italy

"Economic pressures and political uncertainty are unsettling for the financial markets and the hard pressed Italian consumer. In the short term the increase in the standard rate of VAT from 21% to 22% (postponed to October from July 2013) will put further pressure on disposable incomes."

Supermarkets: More Than Just Food Retailing - UK

"If retailers respond to the changing retail environment, the decline in usage of large out-of-town stores can be reversed."

Televisions - UK

"Aesthetically motivated consumers have cost the TV industry in recent years. People have prioritised visual

smartphones and tablets as ‘mobile devices’, distinct from computers. Microsoft by contrast keeps smartphones separate, instead grouping together tablets and computers, with one operating system – Windows 8 – spanning both categories. However, Microsoft is trying ...

The Hispanic Apparel and Footwear Consumer - US

“Hispanics are value-oriented consumers who rather shop at places where they and their families feel comfortable. While offering competitive prices will resonate well with Hispanic consumers, retailers that can create an atmosphere that is welcoming to Hispanics may be able to position themselves favorably in the minds of these consumers ...

Travel and Tourism - Bulgaria

Bulgaria is one of the smallest economies in the European Union (EU). Making the transition to a free-market economy has not been without its difficulties and Bulgaria still has issues to tackle. However, tourism has proved to be a jewel in its crown, attracting over 8.9 million visitors in ...

Travel and Tourism - Poland

Poland’s tourism industry has experienced mixed fortunes in recent years, with the country seeing arrivals fluctuate in the wake of the global economic crisis of 2007/08 and the subsequent downturn in economies throughout Europe. Continued economic investment and substantial levels of European Union (EU) funding, however, have ensured that ...

Travel and Tourism - Slovakia

Slovakia is a Central European country, which is often overshadowed by its more popular neighbours such as Hungary, Poland and the Czech Republic. Despite its ‘timid’ image, the country has a great deal to offer to visitors. Sometimes referred to as the ‘rural’ sister of the Czech Republic, Slovakia has ...

UK Retail Briefing - UK

aspects, such as screen size, design and picture quality, ahead of ‘internal’ features, such as smart and 3D capability. Whilst consumers haven’t had to pay a significant premium for these aesthetic aspects in recent years ...

The Private Label Food Consumer - US

“A slowly recovering economy and lingering perceptions of inferior quality are inhibiting sales growth. Retailers will need to address these issues and others through innovation in products and positioning.”

Travel and Tourism - Czech Republic

When it comes to attracting European tourists, the Czech Republic’s central location gives it a distinct advantage. Unfortunately, those neighbouring countries happen to be Germany, Poland, Slovakia and Austria, which, along with their fellow European Union (EU) members were badly impacted by the 2008-09 European recession. Financial uncertainty led to ...

Travel and Tourism - Romania

In the northern part of the Balkan Peninsula between Bulgaria and Ukraine and bordering the Black Sea, Romania lies at the crossroads of Europe. Its diverse natural landscapes – ranging from the Carpathian Mountains to the Danube Delta and the Black Sea – and a 2,000-year-old rich cultural heritage ...

Travel and Tourism - Slovenia

Since the country gained independence from Yugoslavia in 1991, tourism professionals in Slovenia have been working hard to raise both its profile and destination brand. The country’s unspoiled and diverse natural environment, with dramatic mountains, sea, Alpine lakes and fertile plains is its biggest drawcard. Slovenia also has a wealth ...

White Spirits - US

Each month Mintel's UK Retail Briefing concentrates on a particular sector or market. This month's focus is on Electrical Goods retailing.

White Spirits and RTDs - UK

"Brands at the premium tier in particular should tread carefully when experimenting with flavour as it risks masking the 'pure' flavour of the drink, something which is so important for premium spirits."

Yogurt - China

"The China yoghurt market has been growing rapidly over the past five years and this trend is expected to continue. There is still a considerable amount of room for development, with future growth supported by rising incomes, and the growing emphasis that Chinese consumers place on food safety and a ...

葡萄酒 - China

尽管葡萄酒在中国的历史尚短，但是近年来葡萄酒市场的增长迅速。然而，该市场正面临结构性调整，且2013年的总销量预计将有所下滑。尽管零售渠道的销量预计将增长6.2%；但是受宴会和高档礼品需求下降影响，非零售渠道的销量预计将下滑10%。

酸奶 - China

过去五年内，中国的酸奶市场发展迅猛，并有望在未来继续保持这一发展势头。目前，中国人均酸奶产品消费水平较低，但随着中国消费者收入不断增长并且日益重视食品安全和健康饮食，该市场在未来仍有相当大的增长空间。此外，现代便利店的扩张以及常温酸奶的流行也为市场发展提供了机遇，使其能够销售至更广泛的地理区域。

"Vodka easily dominates the surveyed white spirit and RTD segments, both in volume sales and reported consumption. However, consumers are no longer loyal to one alcoholic beverage or another. Emphasis on craftsmanship, quality, and almost limitless flavor innovation should be leveraged by rum, tequila, gin, and RTD segments to bring ...

Wine - China

"The increasing importance of individual consumption in the retail market fuels growth in wine in China, yet, per capita volume is still low compared to top wine consuming nations, signalling the need to boost consumption frequency and foster wine drinking habits among mass consumers."

汽车购买过程 - China

2013年上半年，中国新车销量达1,070万台，同比增长12.3%。迄今为止，2013年下半年呈现出相同速度的增长，有望实现2,100万辆的销量以及10%以上的年增长率，远超过去两年。

酱料和调味料 - China

中国酱料和调味料市场增长强劲但依然分散，各品牌都在努力从市场中脱颖而出。为此，品牌需要达到基本标准，特别是提供健康和安全的食品。为了让消费者对食品安全放心，公司需要尽可能多地提供相关成分、生产安全和健康信息。它们可以通过在包装上清晰标注这些信息，以及利用社交媒体和品牌官网来传播该类信息以达到此目的。

针对妈妈们的市场营销 - China

本报告深入探讨了当代中国妈妈身上不断变化的人口特征、她们所关心的事情、她们的消费行为和对家庭、事业及个人生活的态度。本报告的最重要发现是，中国妈妈的追求越来越高，在实现目标的过程中也愈发精明敏锐。这对面向妈妈们进行营销的各品牌产生深远影响，同时也带来了商机。