



January 2023

Mass Merchandisers - US

“Consumers are drawn to mass merchandisers for the appeal of one-stop shopping and overall value. These days, affordability is top of mind, prompting consumers to switch to mass retailers in search of quality store brands and everyday essentials at low prices. Outside of price, convenience is king, and mass merchandisers ...

Sneakers and Streetwear - US

“Consumers, and society at large, are continuing to embrace sneakers and streetwear. In addition to the comfortability of these items, increasing engagement is largely driven by interest in the style, affinity for certain brands and elements of self-expression that come with these items. Looking ahead, Mintel expects the sneakers and ...

December 2022

Beauty Retailing - US

“Lifestyles, budgets and beauty routines are evolving. An increased focus on the various forms of value is leading consumers to make more informed purchasing decisions and look at aspects beyond price. Moving forward, product efficiency, enhanced shopping experiences and ethical practices will be key differentiators for brands and retailers and ...

November 2022

Men's & Women's Underwear - US

“The underwear market is poised for growth and rapid change. Already, the market has seen a push toward inclusive sizing and body-positive messaging, which has opened up ample opportunity for smaller brands. Consumers are seeking authenticity from underwear brands, looking for them to showcase what real people look like and ...

October 2022

Evolution of the Customer Service Experience - US

“Two in three consumers think good customer service is rare, which means retailers can really stand out by elevating their service offerings, even if in small increments. The biggest opportunities are to improve digital customer service offerings and to turn the tide from reactive to proactive, whereby sales associates initiate ...



September 2022

Digital Advertising - US

“As consumers spend more time online, digital advertising has achieved consistently strong growth – decelerating only briefly due to COVID-19. It continues to succeed despite regulatory pressures and consumer frustration with invasive and irrelevant ads that can lead to use of ad blockers. That’s in part because it works. Digital ...

August 2022

Athleisure - US

“The athleisure market is seeing significant growth, thanks in part to the pandemic as well as the hybrid working environments consumers now live in. As consumers continue to wear these items for both fitness activities and everyday tasks, there are huge potential opportunities for brands. Moving forward, consumers will want ...

Men's & Women's Clothing - US

“The men’s and women’s clothing market continues to show resiliency amid constant retraction and expansion as it responds to a surplus of outside factors. For the foreseeable future, the biggest threatening headwind is inflation, which is pulling the market toward another period of retraction. Retailers and brands must be focused ...

Consumers and the Economic Outlook - US

“Consumers are in for a rough time over the course of this year and early 2023. Inflation is at a 40-year peak, with economists not expecting to see it cool down back to the 2% target for the near future. Combined with sharply rising rates and imbalanced supply and demand ...

July 2022

Non-winter Holiday Shopping - US

“Non-winter holidays are just as meaningful, if not more than they were prior to the pandemic. Consumers look forward to celebrating these joyous occasions and connecting with others. However, rising costs and supply chain issues are getting in the way. Brands must focus on providing value in various forms to ...

Winter Holiday Shopping - US

“Value-seeking behaviors will predominate in the 2022 winter holiday season, as inflation leads consumers to prioritize lower prices and other forms of value. The season will continue to stretch earlier and longer as consumers embrace new habits and a planned approach to their shopping. In spite of challenges, consumers are ...

June 2022



Convenience Stores - US

“Convenience stores are an essential part of many consumers’ shopping journeys and will see an increase in traffic as some consumers with pent-up demand take to the roads in Summer 2022. Convenience stores will be a functional purchase for shoppers, but there is opportunity to infuse fun into the purchase ...

Corporate Social Responsibility in Retail - US

“Consumers expect companies to act in ethical ways that support their employees, their local communities, the environment and the greater world at large. Consumers also can’t support every company they admire all the time – they too have to make choices. However, consumers are willing to listen, learn and get ...

DIY Home Improvement Retailing - US

“The pandemic has positively impacted the DIY home improvement category as consumers took on more projects. The connection to the home has strengthened and consumers continue to look for ways to improve their spaces. However, the category will be challenged moving forward due to current economic conditions. Brands and retailers ...

May 2022

Shopping for the Home - US

“Home décor and furniture have experienced rapid growth in recent years. However, the market is expected to decline due in part to rising prices, supply chain issues and spending shifting away from the home. When shopping the category, consumers will be looking for brands that: offer value in its various ...

April 2022

Handbags and Accessories - US

“Changes to lifestyles stemming from the pandemic and rising prices are impacting how consumers shop for handbags and accessories. They are shopping less frequently and approach the category more consciously. As a result, consumers will look to spend wisely on items that last and shop brands and products they feel ...

Grocery Retailing - US

“After two years, COVID-19 continues to have an impact on the grocery sector. The combined pressures of supply shortages and inflation drive up prices, prompting consumers to prioritize value. Pandemic behaviors give way to new norms, as omnichannel shopping becomes commonplace. Additionally, the strides made in technology enable grocers to ...

February 2022

Convenience Store Foodservice - US

Circular Shopping: Resale and Rentals - US



“C-store foodservice is in a unique position, as it must first consider how gas prices will affect foot traffic. Loyalty programs are an important tool in connecting in-store purchases to paying less at the pump. Supporting other trends in-store, like BFY options, trending flavors, delivery and even sustainability helps connect ...

“Consumers’ shifting sense of ownership, increased focus on value, and desire to behave more sustainably are contributing to the rise of circular shopping. While there are barriers and challenges to overcome, secondhand shopping, rentals, and resale of personal items will become more adopted by both consumers and brands in the ...

Drug Stores - US

“Drug stores sit in a mostly comfortable position currently as the channel has seen increased sales from COVID-19 vaccinations, boosters and prescription fulfillment. While the channel holds a small lead in terms of where people shop for healthcare needs, retailers face heavy competition from the likes of mass merchandisers and ...

State of Retail & eCommerce - US

“The industry remains resilient in the face of ongoing challenges that include not only the lingering pandemic, but also inventory issues due to supply chain disruption, staffing shortages and the rising cost of goods and services – all issues that will lead to more consumer shopping behavioral shifts. Retailers must ...

Back to School Shopping - US

“Back to school shopping saw a new boom in 2021, as students were excited to head back to the classroom and parents fulfilled purchases put off in the prior year. The ongoing pandemic continues to impact how consumers shop for school and what they buy, reemphasizing a need for value ...

January 2022

Consumers and the Economic Outlook - US

“Despite yet another COVID-19 variant, the US economy ended 2021 in good shape, with rising consumer confidence and unemployment rates that fell to a pandemic-era low. Alongside the strong economic gains, consumers’ financial situations also continued to improve, with most remaining optimistic about their finances going into 2022. As the ...

Department Stores - US

“Department stores are at a critical crossroad as they look to reverse their downward trend from the last several years. The pandemic, which wreaked havoc on department stores and much of retail, has given department stores a chance to rethink the shopping experience they provide and accelerate plans for digital ...