

November 2018

Healthy Lifestyles - US

"Although nearly nine in 10 Americans feel they lead at least "somewhat healthy" lifestyles, self-perceptions do not always align with reality. A positive assessment doesn't mean that people are not looking for improvement. In fact, one third say they are actively trying to improve their health by a lot. However ...

October 2018

Consumers and the Economic Outlook - US

"The economy continues its slow and steady recovery, though economists are hesitant to say that it has officially recovered. While some consumers may be watching economic indicators, many are not, and even those who are may not see the direct effects on their daily lives. Overall, if consumers were already ...

Marketing to Moms - US

"The competition among brands to get moms' attention is fierce. Only a small share of moms say they have the money to pay for everything their kids want to do, meaning brands have to put in a lot of effort to make it to the top of moms' list. One ...

Cooking Enthusiasts - US

"The share of the population identified as Cooking Enthusiasts has remained stable over the last three years, providing a solid base of consumers who cook at home regularly and enjoy it. However, enthusiasm among other segments is on the decline, as less of the population is defined as Conflicted Cooks ...

August 2018

Lifestyles of Rural Americans - US

"In some ways the internet has brought urban, suburban, and rural residents closer together, giving Americans across the country access to the same hub of information. Even so, differences remain between these groups. Rural Americans have a different demographic make-up, less access to retail and entertainment, and different habits and ...

Cause Marketing - US

"As Americans express frustration in government institutions' ability to take action quickly, citizens are increasingly turning to charitable organizations to facilitate aid for those in need. This creates an environment in which corporations can use their cause marketing initiatives to build affinity with a consumer base that has a predilection ...

America's Pet Owners - US

"Pet ownership in the US continues to climb, propelling the market forward. The market reached an estimated \$86.7 billion in 2018 (up 6% over the prior year), with

growth experienced among all segments (pet food, pet supplies, veterinary services, pet services)."

July 2018

Consumers and the Economic Outlook - US

"Consumers remain confident in their financial health and anticipate little change in the coming year, resulting in stable patterns of financial opinions and behaviors. Consumers hope to save for the future while also maintaining spending levels that accommodate their current lifestyle. This Report looks at the role credit score plays ...

Attitudes toward Corporate Social Responsibility - US

"In today's highly polarized times, consumers increasingly want to know that they share consistent values with the companies they purchase from. As a result, CSR (corporate social responsibility) programs have grown far beyond token charitable initiatives and in some cases are completely reshaping how companies do business. The challenges are ...

June 2018

Marketing to Millennials - US

Millennials are the largest generational group in the US and as they age they are only becoming a more important part of the consumer economy. Millennials are growing their incomes and entering new markets as they buy homes and start families. Marketers interested in reaching this group will need to ...

May 2018

Marketing to the iGeneration - US

Aged 11-23 in 2018, the iGeneration is the generational group that follows Millennials. Also referred to as Gen Z, to Millennials' Gen Y, the iGeneration is starting to take Millennials' place in the desirable 18-34 demographic, and marketers are investing in building relationships with this group. In some senses, iGens ...

April 2018

American Lifestyles: Markets in Motion - US

"After seeing that the divisive political climate did little to disrupt the economy in 2017, Americans seem ready to roll with the punches this year. The headlines may be highlighting the Russia investigation, potential tariffs,

Consumers and the Economic Outlook - US

"The US economy weathered the political tumult of 2017 with surprising vigor, as most major economic indicators fared increasingly better throughout the year. The nation's GDP (gross domestic product) has been on

and talks with North Korea, but most Americans will be focused on the low unemployment ...

the rise for 17 consecutive quarters, and consumer confidence has been marching forward at record levels, while unemployment ...

March 2018

Marketing to Kids and Tweens - US

"In order to reach kids and tweens, marketers will likely have to consider strategies that include parents as decision makers, while at the same time appealing to kids. Gaining an understanding of the topics that kids are interested in, and areas where parents are supportive, can help guide brand strategy ...

February 2018

Kids as Influencers - US

"Typically, parents with children under the age of 18 are in their prime earning and spending years, making them a critical audience for brands to win – and kids have an undeniable impact on parents' spending decisions. As seen in Mintel's analysis, the nature of this impact does however vary ...

January 2018

Consumers and the Economic Outlook - US

"Economic improvement continued at a relatively steady clip as a new presidential administration took office at the beginning of the year. While there have been natural catastrophes and tragedies throughout the US, the economy has generally remained stable and any expert predictions continue to be optimistic."

- Jennifer White Boehm, Associate ...

The Arts and Crafts Consumer - US

"Participation in the arts and crafts space remains stable. In 2017, many adults participated in at least one type of arts and crafts activity, with painting/drawing/coloring as the most popular type. The market is

Marketing to Middle Americans - US

Middle Americans make up nearly half of the population and reflect the average in terms of their household income and level of education. This group is crucial for marketers to understand, given their size, but they can be hard to define because their attitudes and behaviors occupy a middle ground ...



Lifestyles - USA

propelled by young, female crafters who are motivated to make projects for themselves and ...