

## Loyalty and Brands - UK - March 2017

Report Price: £2195.00 | \$2727.29 | €2568.37

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“The expression of personality that can be gained from buying and using brands appears to appeal to 16-34s in particular: these active advocates are more likely to consider brands as favourites and more likely to use them on a regular basis.”  
 – Richard Hopping, Brand and Household Analyst

### This report looks at the following areas:

The limited damage to Samsung’s brand image in the aftermath of its well-documented troubles surrounding the Galaxy Note 7 is evidence to the importance of fostering brand loyalty. Generating a loyal core of supporters offers a brand some protection, as these people are often willing to give a brand a second chance.

16-34s tend to be the age group most likely to develop an active affinity with the brands surveyed about, and to use them more regularly, with the expressive benefits of brands more likely to influence their view even in sectors where they generally have lower engagement. By contrast, older consumers, who likely have been exposed to a wider range of brands in their lifetime, indicate more passive loyalty, and are therefore potentially more difficult to create an emotional bond with.

**BUY THIS  
REPORT NOW**

**VISIT:**  
store.mintel.com

**CALL:**  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

China  
+86 (21) 6032 7300

APAC  
+61 (0) 2 8284 8100

**EMAIL:**  
reports@mintel.com

### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

# Loyalty and Brands - UK - March 2017

Report Price: £2195.00 | \$2727.29 | €2568.37

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### Overview

- What you need to know
- Products covered in this Report

### Executive Summary

- Brand loyalty overview
- Brands with highest regular usage similar to 2016
  - Figure 1: Top ranking of brands by usage described as "All the time", January 2014-March 2016 (for 2016) and January 2015-January 2017 (for 2017)
- Specialist retailers and travel brands suffer from lapse in users
  - Figure 2: Top ranking of brands by proportion of lapsed users (users of the brand who have not used it in the last year), January 2015-January 2017
- Consumer favouritism appears to stick
  - Figure 3: Top ranking of brands by agreement with "This is a favourite brand", January 2014-March 2016 (for 2016) and January 2015-January 2017 (for 2017)
- Amazon leads on overall commitment
  - Figure 4: Top ranking of brands by commitment (Net of agreement with "This is a favourite brand" and "I prefer this brand over others"), January 2015-January 2017
- Cross-category review
- Financial services brands struggle to be liked
  - Figure 5: Average proportion of consumers who agree with "This is a favourite brand", and score for commitment (Net agreement with "This is a favourite brand" and "I prefer this brand over others"), by sector, January 2015-January 2017
- Technology brands create favouritism and regular usage
  - Figure 6: Average proportion of users who describe their usage as "All the time", by sector, January 2016-January 2017
- Financial services benefits from inertia
  - Figure 7: Average proportion of lapsed users, by sector, January 2015-January 2017
- Overall usage fairly consistent across age groups
  - Figure 8: Average scores for brand usage across all brands, by age group, January 2015-January 2017
- Preference for brands strongest among 16-34s
  - Figure 9: Average scores for agreement with "This is a favourite brand" and commitment (Net of agreement with "This is a favourite brand" and "I prefer this brand over others"), by age group, January 2015-January 2017
- Gender difference within specific sectors
  - Figure 10: The difference from the mean brand usage score, by sector, by gender, January 2015-January 2017
- What we think

### Brand Loyalty Overview – What You Need to Know

- FMCG brands lead on usage, tech brands on frequency
- Lifestage-based retailers and travel brands see users drift more readily
- Little change in brands most likely to be used all the time
- Amazon in a position to capitalise on loyalty
- Loyalty sticks

### Brand Usage

- FMCG brands and tech products have usage advantage
  - Figure 11: Top ranking of brands, by overall usage, January 2015 – January 2017

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)  
**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
 Americas +1 (312) 943 5250 | China +86 (21) 6032 7300  
 APAC +61 (0) 2 8284 8100 |  
**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Loyalty and Brands - UK - March 2017

Report Price: £2195.00 | \$2727.29 | €2568.37

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Tech brands overtake FMCG on frequent usage

Figure 12: Top ranking of brands, by usage described as "All the time" by users, January 2015 – January 2017

## Specialist retailers and travel brands suffer from lapse in users

Figure 13: Top ranking of brands, by proportion of lapsed users, January 2015 – January 2017

## Brand Usage – A Comparison with 2016

### Same brands represented as in 2016

Figure 14: Top ranking of brands by usage described as "All the time", January 2014-March 2016 (for 2016) and January 2015-January 2017 (for 2017)

### Brands with highest proportion of lapsed users also similar

Figure 15: Top ranking of brands by lapsed users (users of the brand who have not used it in the last year), January 2014-March 2016 (for 2016) and January 2015-January 2017 (for 2017)

## Favouritism and Commitment

### Amazon leads on favouritism and commitment

#### Google and Android follows

Figure 16: Google promo for Google Pixel smartphone, October 2016

Figure 17: Top ranking of brands by agreement with "This is a favourite brand", January 2015-January 2017

### Preference adds Heinz brands and Microsoft

Figure 18: Top ranking of brands by commitment (Net of agreement with "This is a favourite brand" and "I prefer this brand over others"), January 2015-January 2017

## Favouritism and Commitment – A Comparison with 2016

### Consumer loyalty appears to stick

Figure 19: Top ranking of brands by agreement with "This is a favourite brand", January 2014-March 2016 (for 2016) and January 2015-January 2017 (for 2017)

### Lynx a favourite for 20% of men

Figure 20: Lynx Signature anti-marks protection #FindYourMagic promo, 2016

### Samsung maintains preference in spite of high-profile issues

Figure 21: Proportion of online conversation around Samsung, 28 August 2016 – 25 February 2017

Figure 22: Top ranking of brands by commitment (Net of agreement with "This is a favourite brand" and "I prefer this brand over others"), January 2014-March 2016 (for 2016) and January 2015-January 2017 (for 2017)

## The Meaning of Loyalty – What You Need to Know

### People have different ideas of what constitutes loyalty

A raft of factors influence loyalty

Loyalty can be at risk

## What Loyalty Means to Consumers

Definition of loyalty can be hazy

The Fanatics: To some, loyalty is strictly about frequency

The Intenders: To others, loyalty can be a more distant affair

The Advocates: Going in to bat for a brand

Figure 23: Top ranking of brands by likely recommendation, January 2015-January 2017

## Drivers of Loyalty

### Customer service keeps people coming back

Figure 24: Top ranking of brands by agreement with "A brand that has great customer service", January 2015-January 2017

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Loyalty and Brands - UK - March 2017

Report Price: £2195.00 | \$2727.29 | €2568.37

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Quality drives loyalty

Figure 25: Top ranking of brands by agreement with "A brand that has consistently high quality", January 2015-January 2017

## Going above and beyond

Figure 26: Top ranking of brands, by proportion of excellent reviews from users of the brand, January 2015-January 2017

## Focus on price and desire for offers can put pay to loyalty

Figure 27: Top ranking of brands by agreement with "A brand that offers good value", January 2015-January 2017

Figure 28: Fairy "Fairyconomy" campaign, 2015

There is a place for nostalgia

Inertia and convenience is prevalent in service-based categories

## Factors That Put Loyalty at Risk

Brands with goodwill more likely to come through unscathed

Loyalty loss not always based on a single bad experience

Importance of convenience can sometimes mean brands are disposable

Ethics is a mixed bag

## Sector Review – What You Need to Know

Close link between experience and favouritism in FMCG sectors

Room for aspiration in glamorous sectors

Technology brands increasing their influence

Premium airlines create favouritism in travel but limitations on usage

Banking brands favoured in financial services sector

Supermarkets among the most preferred retailers

## Automotive

Ford has narrow lead on favouritism in automotive sector

Figure 29: Top ranking of brands in the automotive sector by agreement with "This is a favourite brand", January 2015-January 2017

Beyond Ford, premium is favoured

Volkswagen bounces back

Figure 30: Top ranking of brands in the automotive sector by commitment (Net of agreement with "This is a favourite brand" and "I prefer this brand over others"), January 2015-January 2017

Smaller car brands enjoy more frequent usage among drivers

Figure 31: Top ranking of brands in the automotive sector by proportion of users who describe their usage as "All the time", January 2015-January 2017

Brands with focus on smaller cars see users drift away

Figure 32: Top ranking of brands in the automotive sector by proportion of lapsed users (users of the brand who have not used it in the last year), January 2015-January 2017

## Beauty & Personal Care

Functional brands create more favouritism in BPC sector

Figure 33: Top ranking of brands in the BPC sector by agreement with "This is a favourite brand", January 2015-January 2017

Same brands rule roost when preference is accounted for

Figure 34: Top ranking of brands in the BPC sector by commitment (Net of agreement with "This is a favourite brand" and "I prefer this brand over others"), January 2015-January 2017

Lynx stands out for regular usage

Figure 35: Top ranking of brands in the BPC sector by proportion of users who describe their usage as "All the time", January 2015-January 2017

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Loyalty and Brands - UK - March 2017

Report Price: £2195.00 | \$2727.29 | €2568.37

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Competition ensures higher proportion of lapsed users in BPC sector

Figure 36: Top ranking of brands in the BPC sector by proportion of lapsed users (users of the brand who have not used it in the last year), January 2015-January 2017

## Drink

### Coca-Cola enjoys high favouritism in drinks sector

Figure 37: Top ranking of brands in the drinks sector by agreement with "This is a favourite brand", January 2015-January 2017

Figure 38: Coca-Cola One Brand Promo, 2016

### Brand leaders tend to be favoured

Figure 39: Top ranking of brands in the drinks sector by commitment (Net of agreement with "This is a favourite brand" and "I prefer this brand over others"), January 2015-January 2017

### Health factors impact upon frequency of usage

Figure 40: Top ranking of brands in the drinks sector by proportion of users who describe their usage as "All the time", January 2015-January 2017

### Alcohol brands used more sporadically

Figure 41: Top ranking of brands in the drinks sector by proportion of lapsed users (users of the brand who have not used it in the last year), January 2015-January 2017

## Fashion

### Accessible sports brands encourage higher favouritism in fashion

Figure 42: Top ranking of brands in the fashion sector by agreement with "This is a favourite brand", January 2015-January 2017

### Aspiration still has a place in fashion

Figure 43: Top ranking of brands in the fashion sector by commitment (Net of agreement with "This is a favourite brand" and "I prefer this brand over others"), January 2015-January 2017

### Fashion as an expression of personality

Figure 44: Top ranking of brands in the fashion sector by proportion of users who describe their usage as "All the time", January 2015-January 2017

### Lapse in fashion users

Figure 45: Top ranking of brands in the fashion sector by proportion of lapsed users (users of the brand who have not used it in the last year), January 2015-January 2017

## Financial Services

### Major banking brands tend to be favourites in financial services

Figure 46: Top ranking of brands in the financial services sector by agreement with "This is a favourite brand", January 2015-January 2017

### Post Office tops the sector on commitment

Figure 47: Top ranking of brands in the financial services sector by commitment (Net of agreement with "This is a favourite brand" and "I prefer this brand over others"), January 2015-January 2017

### Consumers likely to regularly use the bigger banks

Figure 48: Top ranking of brands in the financial services sector by proportion of users who describe their usage as "All the time", January 2015-January 2017

### Insurance brands suffer more churn

Figure 49: Top ranking of brands in the financial services sector by proportion of lapsed users (users of the brand who have not used it in the last year), January 2015-January 2017

## Food

### Nostalgia a key element in food sector

Figure 50: Top ranking of brands in the financial services sector by agreement with "This is a favourite brand", January 2015-January 2017

### Brands from unhealthier categories favoured

Figure 51: Top ranking of brands in the food sector by commitment (Net of agreement with "This is a favourite brand" and "I prefer this brand over others"), January 2015-January 2017

### Eating habits influence frequency of usage

Figure 52: Top ranking of brands in the food sector by proportion of users who describe their usage as "All the time", January 2015-January 2017

### Young target markets impact upon ongoing usage

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Loyalty and Brands - UK - March 2017

Report Price: £2195.00 | \$2727.29 | €2568.37

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Breakfast cereals struggle

Figure 53: Top ranking of brands in the food sector by proportion of lapsed users (users of the brand who have not used it in the last year), January 2015-January 2017

## Foodservice

### Brands associated with treats are favoured in foodservice

Figure 54: Top ranking of brands in the foodservice sector by agreement with "This is a favourite brand", January 2015-January 2017

Figure 55: Top ranking of brands in the foodservice sector by commitment (Net of agreement with "This is a favourite brand" and "I prefer this brand over others"), January 2015-January 2017

### Brands with a small but loyal following

#### Coffee as a gateway to regular usage

Figure 56: Top ranking of brands in the foodservice sector by proportion of users who describe their usage as "All the time", January 2015-January 2017

### Foodservice brands have chance to build a relationship

#### Number of competitors means loyalty is tough to turn into usage

Figure 57: Top ranking of brands in the foodservice sector by proportion of lapsed users (users of the brand who have not used it in the last year), January 2015-January 2017

## Household Care

### Staples favoured in household care

#### Yankee Candle backs up strong performance with high favouritism

Figure 58: Top ranking of brands in the household care sector by agreement with "This is a favourite brand", January 2015-January 2017

#### Kleenex's functionality and lack of marketing drive limits favouritism

Figure 59: Top ranking of brands in the household care sector by commitment (Net of agreement with "This is a favourite brand" and "I prefer this brand over others"), January 2015-January 2017

### Method has a small band of loyal users

#### Vacuum cleaner brands enjoy frequent usage...

Figure 60: Top ranking of brands in the household care sector by proportion of users who describe their usage as "All the time", January 2015-January 2017

#### ...but are also likely to suffer from lapses in usage

Figure 61: Top ranking of brands in the household care sector by proportion of lapsed users (users of the brand who have not used it in the last year), January 2015-January 2017

## Media

### Little variation between media titles

Figure 62: Top ranking of brands in the media sector by agreement with "This is a favourite brand", January 2015-January 2017

### Media titles particularly divisive

Figure 63: Top ranking of brands in the media sector by commitment (Net of agreement with "This is a favourite brand" and "I prefer this brand over others"), January 2015-January 2017

### Newspapers still regularly read in spite of alternatives

Figure 64: Top ranking of brands in the media sector by proportion of users who describe their usage as "All the time", January 2015-January 2017

### Magazine titles struggle to maintain readership

Figure 65: Top ranking of brands in the media sector by proportion of lapsed users (users of the brand who have not used it in the last year), January 2015-January 2017

## Retail

### Amazon sets the standard in retail

Figure 66: Top ranking of brands in the retail sector by agreement with "This is a favourite brand", January 2015-January 2017

### Supermarkets among the most preferred

Figure 67: Top ranking of brands in the retail sector by commitment (Net of agreement with "This is a favourite brand" and "I prefer this brand over others"), January 2015-January 2017

### Some smaller brands gain regular usage

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Loyalty and Brands - UK - March 2017

Report Price: £2195.00 | \$2727.29 | €2568.37

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 68: Top ranking of brands in the retail sector by proportion of users who describe their usage as "All the time", January 2015-January 2017

**Lifestage-based retailers see users drift away**

Figure 69: Top ranking of brands in the retail sector by proportion of lapsed users (users of the brand who have not used it in the last year), January 2015-January 2017

## Technology Products

**Big tech brands create high favouritism**

Figure 70: Top ranking of brands in the technology products sector by agreement with "This is a favourite brand", January 2015-January 2017

Figure 71: Samsung Gear VR promo, September 2016

**Microsoft's prevalence creates preference**

Figure 72: Top ranking of brands in the technology products sector by commitment (Net of agreement with "This is a favourite brand" and "I prefer this brand over others"), January 2015-January 2017

**Tech brands among the most frequently used**

Figure 73: Top ranking of brands in the technology products sector by proportion of users who describe their usage as "All the time", January 2015-January 2017

**JVC stands out for lapsed users**

Figure 74: Top ranking of brands in the technology products sector by proportion of lapsed users (users of the brand who have not used it in the last year), January 2015-January 2017

## Technology Service Providers

**Operating systems are favoured tech service provider brands**

Figure 75: Top ranking of brands in the technology service providers sector by agreement with "This is a favourite brand", January 2015-January 2017

**People tend to prefer well-known brands despite dynamic nature**

Figure 76: Top ranking of brands in the technology service providers sector by commitment (Net of agreement with "This is a favourite brand" and "I prefer this brand over others"), January 2015-January 2017

**High frequent usage means brands may benefit from element of inertia**

Figure 77: Top ranking of brands in the technology service providers sector by proportion of users who describe their usage as "All the time", January 2015-January 2017

**Relatively new brands means fewer lapsed users**

Figure 78: Top ranking of brands in the technology service providers sector by proportion of lapsed users (users of the brand who have not used it in the last year), January 2015-January 2017

## Travel

**A broad spectrum of travel brands favoured**

Figure 79: Top ranking of brands in the travel sector by agreement with "This is a favourite brand", January 2015-January 2017

**British Airways leads**

Figure 80: Top ranking of brands in the travel sector by commitment (Net of agreement with "This is a favourite brand" and "I prefer this brand over others"), January 2015-January 2017

**Consumers can start off holiday search with the same travel agent**

Figure 81: Top ranking of brands in the travel sector by proportion of users who describe their usage as "All the time", January 2015-January 2017

**Many travel brands among the highest lapsed users**

Figure 82: Top ranking of brands in the travel sector by proportion of lapsed users (users of the brand who have not used it in the last year), January 2015-January 2017

## Cross-Category Review – What You Need to Know

Financial services sector is not well liked but people continue using

Household care stands out in CPG sectors

Younger consumers more likely to identify with brands

Affinity with 16-34s exists across sectors

Sector influences gender bias

Variance in gender scores across sectors

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)



# Loyalty and Brands - UK - March 2017

Report Price: £2195.00 | \$2727.29 | €2568.37

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Sector Comparison

### Financial services brands struggle to be liked

Figure 83: Average proportion of consumers who agree with "This is a favourite brand", and score for commitment (Net agreement with "This is a favourite brand" and "I prefer this brand over others"), by sector, January 2015-January 2017

### Technology brands create favouritism and regular usage

### Household care stands out among CPG sectors

Figure 84: Average proportion of users who describe their usage as "All the time", by sector, January 2016-January 2017

### Competition impacts upon food, drink and foodservice sectors

### Travel brands infrequently used leads to lapse in usage

Figure 85: Average proportion of lapsed users, by sector, January 2015-January 2017

### Financial services benefits from inertia

Figure 86: Top ranking of financial services brands by proportion of users who have used in the last year, January 2015 – January 2017

## Age and Brand Loyalty

### Overall usage fairly consistent across age groups

Figure 87: Average scores for brand usage across all brands, by age group, January 2015-January 2017

### Preference for brands strongest among 16-34s

Figure 88: Average scores for agreement with "This is a favourite brand" and commitment (Net of agreement with "This is a favourite brand" and "I prefer this brand over others"), by age group, January 2015-January 2017

### Younger groups also more likely to rely on brands

### Older consumers potentially more fickle

Figure 89: Average proportion of users who describe their usage as "All the time", by age group, January 2015-January 2017

### Many sectors in which youngest have least experience

Figure 90: Average scores for brand usage, by sector, by age group, January 2015-January 2017

### Loyalty patterns remain regardless of sector

Figure 91: Average scores for brand commitment (Net of agreement with "This is a favourite brand" and "I prefer this brand over others"), by sector, by age group, January 2015-January 2017

### Older consumers use their tech brands more regularly

Figure 92: Average proportion of users who describe their usage as "All the time", by sector, by age group, January 2015-January 2017

## Gender and Brand Loyalty

### Loyalty unlikely to be defined by gender

Figure 93: Average scores for brand usage across all brands, by gender, January 2015-January 2017

Figure 94: Average scores for agreement with "This is a favourite brand" and commitment (Net of agreement with "This is a favourite brand" and "I prefer this brand over others") across all brands, by gender, January 2015-January 2017

Figure 95: Average proportion of users who describe their brand usage as "All the time" across all brands, by gender, January 2015-January 2017

### A different story among specific sectors

Figure 96: The difference from the mean brand usage score, by sector, by gender, January 2015-January 2017

Figure 97: Average score for brand usage, by sector, by gender, January 2015-January 2017

Figure 98: The difference from the mean score for brand commitment (Net agreement with "This is a favourite brand" and "I prefer this brand over others"), by sector, by gender, January 2015-January 2017

### Household care sector maintains bias towards women

### Other sectors maintain bias towards men

Figure 99: Average score for brand commitment (Net agreement with "This is a favourite brand" and "I prefer this brand over others"), by sector, by gender, January 2015-January 2017

### Discrepancy between usage and commitment in BPC

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)



## Loyalty and Brands - UK - March 2017

Report Price: £2195.00 | \$2727.29 | €2568.37

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 100: Average usage scores for the BPC sector, by gender, January 2015 – January 2017

Figure 101: The difference from the mean score for usage described as "All the time", by gender, by sector, January 2015-January 2017

### Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

### Appendix – Brands Covered

BUY THIS  
REPORT NOW

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)