

December 2009

Air Fresheners - US

Like others, the market for air fresheners has seen sales reverse from the growth trend experienced prior to 2008. The economic recession has created a challenge to manufacturers as consumers cut back on spending on non-essentials including air fresheners. Opportunities for growth as the economy climbs out of the recession ...

Auto Insurance - US

This report explores the automobile insurance market in the US. It provides insight into the external and internal factors affecting auto insurance sales and consumption, and what they mean for future sales, promotional campaigns, and industry innovations. Specific questions that are answered in this report include, but are not limited ...

Books - UK

The books market has proved more resilient than many other consumer sectors: an overall 1% decline in 2009 to £3.42 billion is expected primarily as a result of recession. However, value sales would be higher were it not for the extent of price-cutting by the supermarkets and Amazon.

Complementary Medicines - UK

Growth in the UK's £213 million complementary medicines market has gathered pace in the last two years. It is estimated to have grown in value by some 18% between 2007 and 2009 when Mintel last reviewed the industry.

Domestic Tourism - UK

This report provides an overview of the market for domestic holidays, investigating the core market factors, strengths and weaknesses, consumer dynamics and likely future developments.

Attaining Optimal Heart Health - US

The US market for heart health is driven by a range of health factors, primarily other diseases such as hypertension, diabetes, and high cholesterol, as well as the rising obesity rate, cigarette smoking, age, gender, race, and heredity. This report focuses on these drivers and provides analysis of the following:

Black Diet and Wellness - US

The connection between food, tradition, family and history is a deep one for African Americans. Many items that make up the Black diet today have been prepared and eaten in much the same way through several generations in the US. Although recipes and preparation have remained the same, the lifestyles ...

Coffee - US

As the nation responded to recessionary pressures in 2008 and 2009, millions of Americans engaged in subtle lifestyle changes in an effort to maintain a high standard of living, while reducing expenditures. Among the most common lifestyle change is the tendency to spend more time cooking and entertaining at home ...

Digital Entertainment: Internet Radio - US

Mintel's report on this subject interprets the market from the perspective of the consumer, focusing on interaction with visual and audio advertisements, attitudes toward playlisting, usage data by type of service offered, the interaction between personal library building via paid and free/pirated downloads. The report further explores what advertising ...

European Retail Briefing - Europe

European Retail Briefing is a monthly briefing providing news and analysis that includes company results, store openings, cross-border moves, M & A activities, executive changes and property developments. Additionally each month, European Retail Briefing focuses on a key issue or specific European retail sector. The month's retail news is ...

Family Dining - UK

This report examines:

Food Retailing - Europe

This report series covers the 19 leading economies of Western Europe. In total these countries account for around 98% of all European retail sales, excluding Russia. The remaining ten countries are either too small (eg Luxembourg) or are not sufficiently well developed to warrant detailed coverage (eg Romania and Bulgaria ...

Food Retailing - Germany

Mintel European Retail Intelligence provides independent, expert coverage of the major retail sectors throughout Europe. Each title in this series analyses retailing trends in up to 19 European markets, including the Scandinavian nations and Eastern European countries such as the Czech Republic and Poland as well as the major Western ...

Food Retailing - Spain

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Foot Care Products - US

After years of increases, foot care product sales declined sharply in 2009. Higher unemployment and lower consumer confidence are taking their toll on this category, causing more consumers to leave minor foot care problems untreated and others to switch to lower-priced private labels. The central challenge facing this category – ...

Gift Shopping Habits - UK

- Consumers are turning away from traditional gifts in favour of gift vouchers/cards and

Family Leisure - UK

This report provides an overview of trends in family leisure, investigating the core market factors, strengths and weaknesses, consumer dynamics, and product trends.

Food Retailing - France

Mintel European Retail Intelligence provides independent, expert coverage of the major retail sectors throughout Europe. Each title in this series analyses retailing trends in up to 19 European markets, including the Scandinavian nations and Eastern European countries such as the Czech Republic and Poland as well as the major Western ...

Food Retailing - Italy

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Foodservice and Convenience - US

Depressed consumer confidence continues to plague foodservice industries, as dining out is more frequently perceived as a luxury that can be cut back on. However, restaurants may be able to mitigate the damage of the recession by focusing on the “convenience segment,” those consumers who continue to spend on ...

General Insurance Overview - UK

This report considers broad trends in the general insurance marketplace, such as changes in distribution and the impact of the recession. It also examines the key players in the general insurance market and the performance of key personal lines markets including home, motor and health insurance.

GPS and Navigation - US

This report explores the automotive GPS and navigation systems in the U.S. It provides insight into the external

money. Six out of ten adults gave money in 2009 (4 million more than in 2005), while 37% bought gift cards/vouchers (an increase of 2 million).

- Retailers need their gift ranges to stand out and ...

House Building (Industrial Report) - UK

Industrial market reports from MBD industrial (a recognised authority in these markets) have added a new dimension to the breadth of research offered by Mintel. These industrial titles complement Mintel's existing consumer range, covering sectors such as building and engineering, and now featuring new business and professional/office sectors ...

Imported Beer - US

This report focuses on how the imported beer category has changed, particularly in response to the current U.S. economic and social landscape, as well as current trends in beer and brewing. Current economic pressures in the US have motivated consumers to seek alternate choices to higher-priced imported beer.

Internet Quarterly - UK

The focus for this edition of Mintel's Internet Quarterly looks at the usage of legal music and game download services. In particular it explores the challenges that legal download services face to gain greater acceptance in the market, and looks at new innovations that could increase penetration further. It also ...

Lunch Meat - US

Since the start of the economic recession in 2007, sales of lunch meat have rebounded thanks in part to an increase in "brown bagging" and "eating in." In this report Mintel discusses how consumer trends, the economy, and new product trends are influencing the lunch meat market. In addition ...

Manned Security (Industrial Report) - UK

Industrial market reports from MBD industrial (a recognised authority in these markets) have added a

and internal factors affecting sales, consumption and trends, and what they mean for future sales, promotional campaigns, and industry innovations. Specific questions answered in this report include, but are not limited ...

Ice Cream Shops - US

This report explores the ice cream shop market—identifying key developments that are changing consumer habits and usage with consideration of the current economic climate and competitive threats.

International Hotel Industry - International

Travel and Tourism Analyst is a series of insightful, informative reports on specialised areas of the tourism industry.

Leisure Industry Overview - UK

This report provides an overview of the UK leisure industry, in terms of overall spending trends and the performance of individual sectors, as well as providing an insight into the UK leisure consumer, in terms of behaviour, response to the recession and attitudes and opinions.

Managing Food Costs - UK

This report looks at the fluctuations in food prices and the impact of these and other recent economic changes on consumers' grocery shopping behaviour, as well as the ways in which retailers and brands have responded to these changes.

Meals-for-one - UK

This report examines the eating habits of adults in OPHs. No one consumer product market will be examined, however, Mintel will explore a whole range of

new dimension to the breadth of research offered by Mintel. These industrial titles complement Mintel's existing consumer range, covering sectors such as building and engineering, and now featuring new business and professional/office sectors ...

Natural Products Marketplace Review: Beverages - US

Natural and organic food and drink sales experienced strong growth over the last decade, and in particular in the last five years as mainstream FDM aggressively started stocking natural/organic name and private label brands. The recession has curtailed growth in the short term, and in this report Mintel discusses ...

Natural Products Marketplace Review: Shelf-stable Foods - US

Natural and organic food and drink sales experienced strong growth over the last decade, and in particular in the last five years as mainstream FDM aggressively started stocking natural/organic name and private label brands. The recession has curtailed growth in the short term, and in this report Mintel discusses ...

On-trade Soft Drinks - UK

The report focuses on soft drinks bought for consumption in the on-trade, outside of the home.

Plant & Tool Hire (Industrial Report) - UK

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Restaurant Beverage Trends - UK

food products, with reference to how they fit into the daily eating patterns of people living on their own.

Natural Products Marketplace Review: Refrigerated and Frozen - US

Natural and organic food and drink sales experienced strong growth over the last decade, and in particular in the last five years as mainstream FDM aggressively started stocking natural/organic name and private label brands. The recession has curtailed growth in the short term, and in this report Mintel discusses ...

Officewear - UK

Mintel examines the impact of economic factors on clothing sales and examines the preferences of the working consumer in terms of formal or casual dress styles and the outlets where they purchase their working wardrobe.

PCs - US

The \$19 billion home PC industry is very mature, with 83% of US consumers having access to a home PC in their household. Yet technology advances are bringing tremendous changes to this established sector, including new form factors, new operating systems and new players in the market. In this report ...

Plastics (Industrial Report) - UK

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Retail Banking - US

This report assesses consumers' attitudes towards drinks in restaurants and looks at the underlying motivations and influential factors behind consumers' purchasing habits in this area.

Self Invested Personal Pensions - SIPP's - UK

This report presents an overview of the key issues facing the SIPP industry. As well as examining the wider economic, demographic and regulatory environment, the report details the value of new business and takes a look at the competitive landscape.

Shaving Products and Depilatories - France

European Consumer Goods Intelligence is a unique series of fmcg market research reports, written by industry experts and incorporating exclusive insight into consumer activity and market trends.

Shaving Products and Depilatories - Italy

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Shaving Products and Depilatories - UK

This report assesses the performance of the £523 million shaving and depilatories market since the last Mintel report was published in July 2007.

Small Kitchen Appliances - UK

Too many small kitchen appliances quickly lose their novelty appeal and end up at the back of a cupboard.

This report examines the trends, opportunities and challenges faced by the US retail banking industry. Under continued pressure from unemployment, decreased housing prices, and tighter lending standards, the retail banking industry is still facing a world of change. Though President Obama and his team have made some progress towards working ...

Shaving Products and Depilatories - Europe

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Shaving Products and Depilatories - Germany

Thanks to a widening of the female consumer base and the emergence of new sub-segments such as body groomers, the shaving products market achieved moderate growth rates up to 2008. However, 2009 looks likely to see a reversal of fortunes as financial worries encourage consumers to turn to own-labels.

Shaving Products and Depilatories - Spain

This report covers the retail markets for:

Small Green Cars and Alternative Fuels - UK

- The 24% increase in new small car registrations in the UK in 2009 while the new car market as a whole continued to fall, has benefitted manufacturers with a strong small car range with the top selling brands being Hyundai, Ford, Toyota and Fiat.
- The ending of the scrappage scheme ...

Smoothie Shops - US

Smoothie Shops, as a relatively new concept, have been finding their way in the world, and although they have

Manufacturers need to remind the two-fifths of adults with appliances that they no longer use of their products' benefits and inspire them with new ideas for using them.

Sources of Financial Advice - Ireland

In response to increasing demand for data concerning the dynamic economy and growth markets of Northern Ireland and The Republic of Ireland, Mintel has developed a series of reports covering a wide variety of sectors within both of these dynamic regions. Each one provides detailed coverage of key drivers as ...

Sweet Treats - Ireland

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The American Middle Class - US

With approximately one out of two Americans being middle class, it is vital that marketers understand how the Great Recession has changed their perceptions and buying habits. Some of the key topics covered in this report include:

UK Retail Briefing - UK

UK Retail Briefing is a monthly briefing providing news and analysis that includes company results, store openings, cross-border moves, M & A activities, executive changes and property developments. Additionally each month, UK Retail Briefing focuses on a key issue or specific UK retail sector. The month's retail news is then analysed sector by ...

Utility Capital Expenditure (Industrial Report) - UK

Industrial market reports from MBD industrial (a recognised authority in these markets) have added a new dimension to the breadth of research offered by Mintel. These industrial titles complement Mintel's

found niche appeal with younger consumers, this limited market combined with economic and climate woes in the recent past have hindered growth and caused many market leaders to reevaluate their core ...

Sport and Exercise for the Time-Pressed Consumer - UK

This report examines consumer behaviour in the exercise and sport market, primarily in terms of participation levels, frequency, duration and attitudes. It identifies current trends and innovations, assesses how the market is changing and outlines future developments.

Technology Brand Dynamics - Ireland

In response to increasing demand for data concerning the dynamic economy and growth markets of Northern Ireland and The Republic of Ireland, Mintel has developed a series of reports covering a wide variety of sectors within both of these dynamic regions. Each one provides detailed coverage of key drivers as ...

Tulip: The Diversity of Multimillionaire Investment Strategies - UK

Unsecured Personal Loans - UK

Drawing on a range of information sources, including Mintel's own consumer survey, this report will look at how lenders are adapting to the new pressures. The report includes a full appraisal of the issues and a five-year market size forecast.

Value Clothing Retailing - UK

The value clothing market is continuing to grow strongly, up an estimated 6% in 2009 to £8.1 billion. With a similar growth rate in 2008, sales of value clothing have not been dented by the consumer downturn.



existing consumer range, covering sectors such as building and engineering, and now featuring new business and professional/office sectors ...

Women's Attitudes Towards Work Attire - US

As the economy struggles to stabilize near the end of 2009, many apparel retailers are facing some four to six consecutive quarters of slumping sales. Strict budgeting forced many to curb spending on non-essential items, which severely cut into repertoire purchases. This consumer culling led to stripped-down shopping in most ...

Women's Underwear - US

The U.S. women's undergarment market has, like many other categories, been affected by the lingering recession affecting every aspect of the U.S. economy. The media covered several similar reports about how the men's underwear market reflected declining sales because many males avoided replacement purchases during the recession. Journalists ...