

March 2009

Children and Obesity - US

This report examines the current state of childhood obesity in the U.S. and focuses on parents' opinions on obesity's cause, its prevalence and things that parents—and children—can do to combat it.

Charities of Choice - US

Reports of reductions in charitable donations by reputable charities have become common, yet historical data indicate that while recession does impact the level of charitable giving, charities are more resilient than one may think. Given the fact that Americans will continue to give but are likely to donate less and ...

America's Changing Drinking Habits - US

The non-alcoholic beverage market has been in a state of flux since the past decade, with a paradigm shift in consumer preferences for non-alcoholic beverages. While beverage manufacturers need to fine-tune their offerings to align with the changing trends in consumer preferences for different non-alcoholic beverages, marketers also need to ...

Family Entertainment on a Budget - US

Notwithstanding the deep recession, Americans are still spending on family entertainment. Yet they are more judicious and discerning in their spending, increasing it for some entertainment products and services, and decreasing it for others.

Marketing Health to Parents and Children - US

The population of children is growing, and with it grows concern over the health issues they face. Childhood obesity, and the related health risks, has been the target of attention, and parents are seeking out healthier nutrition for their kids. However, there are a number of other areas that are ...

Marketing to Moms - US

This report examines strategies marketers can use to reach the large and diverse population of mothers in the U.S.

February 2009

Teens' and Tweens' Beauty Market - US

The teens and tweens beauty market holds a unique position within the health and beauty industry. While most of the products are mature staples such as nail polish or lip gloss, the consumers (young girls) are ushered into their initial "grown-up" beauty purchases. Manufacturers have a small window of opportunity ...

Mass Affluent and Credit Cards - US

This report expands on the analysis presented in Mintel's *Who Are the Mass Affluent?—U.S., April 2008*,

Oh, Baby! - US

The \$3.4 billion FDMx (excluding Wal-Mart) market for disposable baby products includes diapers, training pants, wipes and moist towelettes, as well as cleansing and care products such as shampoo, body wash, and baby oil. Oh, Baby! examines this mature market using primary and secondary research to identify points of ...

specifically focusing on the relationship between these consumers and the credit card industry. The attitudes, behaviors and values of mass affluent consumers are all examined. The impact of current economic conditions on ...

January 2009

Social Networking - US

Social networking sites are one of the most important components of online activity in the 21st century. The popularity of both broadband internet and smart phones increases the penetration of social networking sites. It is also clear that in upcoming years new media marketing, particularly on social networking sites, will ...

Green Living - US

For the past three years, the "green" marketplace has been one of the fastest growing, most dynamic sectors of the U.S. economy. In this report, Mintel examines the size, scope, and growth of the "green" consumer marketplace, the driving forces that will shape its future - with an eye toward ...

Teens and Finance - US

This report examines the use of financial services among teens as well as their knowledge levels and attitudes toward financial matters. It focuses on the key questions facing the financial services industry as it seeks to establish relationships with teens. Some of the questions that we will look at here ...

American Lifestyles - US

Millions of Americans have made subtle changes to their lifestyles in an effort to maintain a relatively high standard of living while reducing expenditures. At the same time, lifestyle trends such as the increased popularity of sustainability, multiculturalism, and healthy living are all compelling behavioral and attitudinal change. As such ...