

December 2015

Consumers and the Economic Outlook: Quarterly Update - UK

"Mintel's key measures of consumer confidence show that people are still wary. Although the improvements in sentiment that accompanied the end of the income squeeze have been sustained, 2015 has been a year of consolidation, rather than one of soaring consumer spirits. Earlier in the year, the election added ...

Small Kitchen Appliances - UK

"High levels of prime time television exposure for cookery, including The Great British Bake Off, MasterChef and The Hairy Bikers, are creating interest in top of the range food preparation equipment. And healthy eating trends have helped drive demand for blenders, liquidisers and juicers. Product innovation reflects demand for great ...

November 2015

Ovens and Microwaves - UK

"Design of ovens and hobs is evolving rapidly with innovations that include sensor-controlled cooking, new functionality and easier cleaning. The cost of new technologies such as induction is falling, making this affordable to the mainstream and competing with gas for controllability and responsiveness. And Mintel is seeing style play a ...

October 2015

The Customer Journey for the Home - UK

"For the future, internet content and dwell time on web pages will be vital metrics for retailers. By encouraging customers to browse for longer on their websites, retailers are more likely to convert browsers into purchasers, even if those customers go on to buy in stores. Developments of interesting and ...

September 2015

Kitchens and Kitchen Furniture - UK

"A livelier housing market is helping improve consumer confidence so that more people are moving house and more home owners are updating their properties. In 2014 sales of fitted kitchens grew by some 4.6% and 2015 is shaping up to be a year with similar growth.

August 2015

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"The generally positive outlook of the economic climate, and the benefits that are gradually being witnessed at the individual level, means that the people of Britain are finally regaining their confidence. For the first time since the economic downturn, Mintel's data shows that more people feel better off compared to ...

Bathrooms and Bathroom Accessories - UK

"The trend to want en-suite bathrooms is encouraging home owners to add extra bathrooms, sometimes by extending their homes. This is stimulating demand for showers as well as for bathroom fittings that work well in small spaces. People also want sleek, stylish bathrooms, inspired by what they see on television ...

July 2015

Petcare - UK

"People are increasingly treating their pets as humans, relying on them for companionship and gaining a sense of fulfilment from needing to be needed as they look after their pets. They want their pets to feel cared-for, comfortable and mentally stimulated. So there is driving demand for added-value products, often ...

June 2015

Garden Products Retailing - UK

"The garden products market was helped by good weather and improved consumer confidence. Spend is expected to grow by helped by a real upturn in personal disposable income which should boost consumer confidence further. The long-term trends are for market growth, but individual years can be volatile, affected by the ...

May 2015

DIY Retailing - UK

"The outlook for the DIY market is tough. We think that the recent strength in the sector – spending rose by 10% in 2014 to £14.2 billion and should grow by another 7.5% in 2015 – is catch-up spending after the recession. In the longer term the combined ...

Greetings Cards - UK

"Despite competition from digital communications and social media, sales of greetings cards are holding up well. Sales of single cards (not including boxed) grew from £1,428 million in 2013 to £1,456 million in 2014, up 2%."

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"Economic improvements are finally beginning to be felt at the consumer level. Falling prices of essentials and rising wages are helping incomes go further and there

are indications that people are beginning to relax their budgets and spend on items and experiences that have been out of reach during the ...

April 2015

White Goods - UK

"Large domestic appliances are not a 'take home today' purchase and so most people will order them for home delivery. Plus they are mainly products which have definite specifications, making them easy to find online and for people to compare prices. So online shopping has grown rapidly and we estimate ...

Department Store Retailing - UK

"The main department stores have been among the types of retailers leading the way in both expanding delivery options and click-and-collect as consumers are increasingly looking for the easiest and most convenient way to shop and receive their purchases."

– **Tamara Sender, Senior Fashion Analyst**

March 2015

Living and Dining Room Furniture - UK

"Our research confirms that people who rent their homes from private landlords move regularly and are in the market to buy their own furniture. So there is huge potential to sell furniture that is easier to move. And fewer homes will have enough space to accommodate dining furniture or multiple ...

February 2015

Cut Flowers and Houseplants - UK

"Florists are in a prime position to capitalise on changing shopping habits as consumers do more of their food shopping locally at convenience stores, but they will need to play their part in promoting sales of flowers both for self-purchase and gifting."

– **Tamara Sender, Senior Retail Analyst**

Electrical Goods Retailing - UK

"Perhaps it is time for some specialists to move closer to EDLP (everyday low pricing) and away from the questionable deep discounting that has traditionally been a feature of the sector."

– **Richard Perks, Director of Retail Research**

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"People are finally starting to feel the benefit of the recovery in their pay packets. After five years, average wages are finally increasing more quickly than prices. Although this will take time to feed through into



Retail: Home - UK

consumer confidence, there are signs that spending habits are changing.

January 2015

Homewares - UK

“Many homewares, such as curtains, linens, decorative accessories and cushions help define the way that the home looks and feels. People’s choice of colours, textures, styles and unusual items allow them to inject their own personality into their homes and create rooms that reflect their sense of design and comfort ...