

### December 2009

#### Gift Shopping Habits - UK

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

#### iPhone Generation - UK

The world of new technology is by definition a fast-moving one, and there have been many new developments, especially in mobile technology, since Mintel's report The iPod Generation – UK, April 2007.

This report looks at consumer attitudes towards new technology, and the extent to which technology is changing the ...

### November 2009

#### Advertising and Marketing in New Media - UK

Mintel's research shows that internet users pay nearly twice as much attention to ads via search engines such as Google compared to social networks. Given that sites such as Facebook remain popular places to spend extended periods of time, this is perhaps down to the fact that attentions are ...

### October 2009

#### Web Aggregators - UK

- More than 24 million people have used a price comparison site to purchase financial products or to obtain quotes.
- Consumer loyalty is fairly low in the aggregator market - with more than 14 million people having used three or more different price comparison sites.
- Almost five million people use price comparison ...

#### Eating Out Meal Occasions - UK

- While around 24m consumers eat out for a special occasion, almost 19m do so just because they feel like it and 15m eat out as a regular treat. The rise of discounting in recent months has helped eating out to remain accessible to consumers during the recession, especially families.
- Although ...

### September 2009

#### Refusing to Grow Old Gracefully - UK

- The growing number of over-45s represents a force to be reckoned with! Today there are 25.7 million adults aged 45+ in the UK; by 2014, there will be another 2 million.

#### Ethical and Green Retailing - UK

This report focuses on consumer awareness of the issues and how their behaviour has changed in response to changing economic and environmental conditions. It identifies whether consumer action on environmental issues is increasing and assesses whether retailers need to do more on environmental and ethical issues as a consequence.

- Indulging in life's little luxuries gets easier with age. Although the financial circumstances of the over-45s vary, many ...

### Customer Loyalty and Discounting in Retailing - UK

The recession provides the ultimate test of customer loyalty to those stores where shoppers spend the bulk of their money. But are shoppers altering their spending behaviour in favour of cheaper goods and cheaper retailers, or are people simply saving money by buying differently from the retailers they always use?

## August 2009

### Financial Services: Technology and the Internet - UK

Technology has created both opportunities and challenges for the financial services industry over the last decade. The expansion of online banking services has fundamentally altered the retail banking sector, while the development of online distribution channels is having an impact across the financial services industry. At the same time, a ...

### Taking Care of Yourself - Summer Edition - UK

Over the years, Mintel has conducted a large amount of research on health and diet issues: everything from healthy eating to exercise to smoking cessation aids. Research has always focused on consumer attitudes and intentions. However, intentions do not always translate into actions. Therefore, Mintel commissioned a tracking study, following ...

## July 2009

### Delayed Maturity - UK

Kidults, adultescents, boomerang generation and thresholders. These are some of the terms coined to describe the tendency towards an 'extended adolescence', during which people in their twenties and early thirties continue to exhibit behaviour and lifestyles associated mainly with teenagers.

### Online and Interactive Gambling - UK

Only a very small minority of UK adults actually participate in online gambling, but very few will be unaware of its existence and a large majority will have formed some sort of opinion about it. For many non-gaming brands, the normalisation of gambling in general led by the success of ...

### Binge Drinking - UK

Drinking alcohol is engrained in British culture and shows no signs of abating – two thirds of adults drink at least once a week and the government estimates that 10 million people exceed daily limit guidelines.

## June 2009

### Women's Reactions to the Recession - Beauty and Personal Care - UK

Since 2008, the state of the economy has dominated consumer thought. Rising redundancies and falling interest rates and property prices have impacted on people's sense of security. Despite government efforts, there is evidence that people are prioritising spend, putting money into a rainy day fund as a safety net for ...

### KGOY (Kids Growing Older, Younger) - UK

The marketing world loves to espouse that kids are getting older younger (KGOY). The received wisdom is that today's children are much more sophisticated than previous generations, rejecting 'childish' media, games and toys in favour of activities more associated with the adult world.

## April 2009

### British Lifestyles 2009 - UK

The UK economy has entered into recession and no one can be sure when an upturn will come or how deep the recession will be. Concerns over the economic crisis are now top of the consumer's agenda, trumping all other reasons to worry.

### Motoring Through the Lifestages - UK

The collapse in new car sales since mid-2008 has captured all the headlines, but the fact that both new and used car sales have been in decline since 2004 has largely gone unnoticed. One of the factors behind falling sales is that car owners are holding on to cars for ...

### In-home Media Consumption - UK

The in-home media market has continued to undergo transformation over the past few years, with consumers now having more choice than ever before. Increased penetration of multichannel TV – now in 88% of households – along with personal video recorders (PVRs) have given people greater control over their viewing schedules ...

### Green and Ethical Finance - UK

In recent years, green and ethical issues have moved up the political agenda while consumers have become more aware of and interested in these issues. Financial companies have responded, largely by adopting sustainable and socially responsible business practices and taking steps to become carbon-neutral. In addition, recent years have seen ...

### Obesity - UK

Although obesity is not a recent medical disorder, it is only in the late 20th Century that this condition has reached epidemic proportions in terms of its prevalence. The scale and speed of the growth in obesity suggests that, whilst certain genes might make certain individuals more prone to obesity ...

## February 2009

### Taking Care of Yourself - Winter Edition - UK

When it comes to making New Year's resolutions – particularly those related to health and diet – consumers rarely put their money where their mouth is. Mintel's

first tracking study will follow consumers over a 2-month period of time to see how their intentions translate into actions.

### January 2009

#### Consumer Reaction to the Credit Crunch - UK

For the last half decade, consumers have been making the most of cheap and readily-available credit, underpinned by the confidence that soaring house prices bring to homeowners. And for the last half decade, if not longer, pundits have been pointing out that this situation simply wasn't sustainable.

#### Slow Travel - UK

This has been the era of cheap, fast travel, with 14% growth in holidays by air over the past five years. However rising demand has led to growing congestion, the 'war on terror' has imposed security checks and delays, and concerns have grown over the effect of CO<sub>2</sub> emissions ...