

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 ...