



## December 2009

### 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 ...

### Organic Food and Drink Retailing - US

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

## November 2009

### Plus Size Teens and Women - US

The US plus size market for teen girls and women is beset by a number of challenges in 2009. Foremost of these is the ongoing recession, which has resulted in less discretionary income and tightening household budgets. However, there are also a number of other problematic issues brought up by ...

### Budget Shopper - US

The current recession didn't so much start a trend toward budget shopping as intensify one already in place. While belt tightening has been an ongoing process in recent years, the motivations for it have shifted considerably in the past 12 months as the recession has deepened and turmoil in the ...

### 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 ...

### Salon Products and Consumer Purchasing - US

The salon products market has been affected by the economic woes gripping most Americans, as consumers keep a closer eye on their expenditures and trade down on everything from cars to clothing to personal care. In addition, salon brands have found themselves competing with mass market brands delving into the ...

## October 2009

### Private Label Natural and Processed Cheese - US



In this report Mintel reviews the markets for natural and processed cheese, including the various sub-segments; reviews how private label is performing against branded products; and how the struggling economy of the last couple of years has shifted household purchases. With natural and processed cheese sales in excess of \$10 ...

## September 2009

### Star Power - US

As companies cut their marketing budgets amid recession and many others review their strategies carefully, it is becoming increasingly important to review the influence of star power and celebrity spokespeople.

### Consumer Electronics Holiday Shopping - US

The focus of this Mintel report is on purchase intent for consumer electronics hardware, electronics software (games, video and music) and communication services (pay-TV, home internet, home landlines and cell phone service). Across all three categories, data sets are presented by age, household income, race/Hispanic origin, and presence of ...

### In-store Bakeries - US

In-store bakeries or on-site bakeries located in grocery stores, mass merchandisers or other food stores, are an important channel for the sale of breads, cakes and other baked goods and will generate over \$13 billion in revenue in 2009, according to Mintel estimates. This report will provide in-depth perspectives and ...

## August 2009

### Character Merchandising - US

The recession has had an extremely detrimental affect on the character merchandising industry, with estimated retail sales of \$8.5 billion in 2009, a 28% decline from the level observed in 2007. Given the current climate, it is especially important for character

### Private Label Disposable Baby Products - US

Consisting of disposable diapers, training pants, wipes, and baby cleansing and care products; Mintel takes a close look at how the private label disposable baby products market is performing against branded products and how the economy has shifted household purchases. The estimated \$7 billion disposable baby products market is analyzed ...

### Fitness Clothing - US

With the recession suppressing sales of all apparel along with fitness wear, marketers need to know how to leverage every opportunity. Back-to-school sales have not reached the levels retailers were expecting for end of 2009 and holiday sales are also expected to follow suit. This report uncovers and explores opportunities ...

### Children's Clothing - US

Estimated at \$44.1 billion in 2009, the children's clothing market has faced challenges since 2006 due largely to the unfolding economic crisis. The downturn has compelled families to economize and reduce spending on children's clothing by limiting



merchandisers to examine other possible streams of revenue ...

replacements, downgrading to less expensive brands, seeking out sales and turning to ...

## July 2009

### The Dollar Channel - US

At the time of this writing, the country remains mired in a recession that began in December 2007. Throughout 2008, Americans made subtle and not so subtle changes to their shopping and spending patterns, which slowed growth at many companies and, more generally, the U.S. economy.

### Children's Footwear - US

The US children's footwear market is driven by a range of factors, including the growing child population in America, particularly among younger children, whose feet grow at a rapid pace and necessitate new pairs of shoes multiple times a year; increased spending power (although the current recession is pinching household ...

### Economizing in the Home: DIY Retail - US

Mintel's research detailed in this report shows that households across the income spectrum are cutting back on spending in areas ranging from basic repair services to major home renovations. This report focuses in particular on economizing efforts in the area of home improvement, including DIY activity oriented towards saving money ...

## June 2009

### Holiday Shopping - US

The \$512 billion holiday shopping market has developed based on the assumption that major holidays drive consumer spending in stores for particular types of goods. Holiday shopping is, to some extent, a self-fulfilling prophecy: because retailers emphasize particular holidays, consumers are reminded of these events and are inspired to celebrate ...

### Weddings in the Recession - US

Mintel examines the impact of the recession on wedding plans from the engagement to the vows and delivers a detailed list of how couples are swapping or trading-down in order to make ends meet. This study also reveals how non-traditional businesses can make inroads towards the bridal market as a ...

### Big and Tall Men - US

The current recession has dampened spending on apparel, but there are still significant opportunities in the big and tall category. Readers of this report will gain a thorough understanding of the psyche of the big and tall male customer.

### Online Shopping - US

Total sales generated by e-commerce have grown explosively over the last five years. Though economic growth has been flattened by the recession, online retail still shows more signs of life during recession than consumer retail as a whole. In this report, Mintel examines the value propositions that compel consumers to ...

## May 2009



## Handbags - US

Sales of purses and handbags have been strong in recent years, but the global financial crisis has served to slow sales growth. While all segments of the market have been impacted by recession in one way or another, the core mid-market offering is still in high demand.

## Convenience Stores - US

Sales growth in the convenience store industry has cooled off considerably since 2006 as the economic downturn and fluctuations in gasoline prices have impacted gasoline consumption and miles driven by consumers. Unable to count on gasoline sales for continued sales and traffic growth, innovative convenience stores are increasingly turning to ...

## April 2009

### Market Re-forecasts: Retailing and Apparel - US

Mintel has undertaken some bold initiatives that provide crucial insight into current market conditions and approaches to a range of markets moving forward. Most dramatically, Mintel conducted an exhaustive re-evaluation of consumer market forecasts of our reports.

### Non-alcoholic Beverages: A Retail Perspective - US

After several years of slow but steady growth, non-alcoholic beverage category dollar sales slipped slightly in 2008. Non-alcoholic beverages have experienced an explosion of new products; new beverages delivering ever more narrowly targeted benefits in areas ranging from energy and performance to environmental sustainability. The breadth of choice available to ...

## March 2009

### Baby Durables - US

This report explores the baby durables market—covering the broad scope of products that parents and parents-to-be acquire through purchases, baby showers and gifts from family and friends. The market is highly dependent on the number of births in a given year and the overall population of children under three in ...

### DIY in a Down Economy - US

This report examines both the broader home improvement market and the narrowly defined DIY-only market, which excludes services and sales to professions. It focuses on how the home improvement market has been changing with the collapse of the housing market and the broader recessionary environment. Analysis of how retailers and ...

## February 2009

### Local Procurement - US

Local procurement is a fast-growing category with tremendous promise, and marketers that are aware of the many dynamics at play can generate significant revenues. Some of the topics discussed in this report include:

## January 2009

### In-home Shopping - US



## Retailing and Apparel - USA



The U.S. home shopping market is marked by a range of dynamic segments. Although the influence of the internet has caused a shift in the industry, in that successful retailers must seamlessly integrate their various channels-catalogs, mail and phone orders, websites, and even brick-and-mortar stores-to compete in a market ...