

March 2010

Optical Goods and Eyecare - UK

- Optical goods, especially spectacles, are a discretionary purchase and the recession has dented demand. Spending in 2009 fell by 2.2% compared with the previous year. However, modest growth will return in 2010 as consumer confidence improves with sales forecast to grow by 19% in the five years to 2014 ...

February 2010

Allergies and Allergy Remedies - UK

- An estimated 21 million adults in the UK suffer from at least one allergy, with 10m suffering from more than one. Opportunities exist in the allergy testing sector as only half of sufferers have been medically diagnosed.
- A quarter of adults believe that nearly everyone claims to be allergic to ...

Activity Holidays - UK

This report provides an overview of trends in activity holidays, investigating the core market factors, strengths and weaknesses, consumer dynamics, and likely future developments.

Holiday Centres - UK

This report provides an overview of the market for holiday centres, investigating the core market factors, consumer dynamics, strengths and weaknesses, innovation in the sector and likely future developments.

Cereal Bars - UK

- Simply toning down the sweetness in cereal bars could win over 3.6 m adults who shun the bars for being too sweet.
- Bigger is better. Larger cereal bars have the potential to attract over four million adults. This group doesn't eat cereal bars as they prefer something more substantial ...

January 2010

Consumer Food Packaging - UK

- Easy to recycle (biodegradable) packaging is the top packaging attribute sought by 23 million consumers.
- Consumers appear to consciously attach less importance to the way packaging looks, as only 1.2 million consider stylish packaging to be an important packaging attribute.
- Food packaging design should factor in multi-functional uses as ...

Consumer Food Labelling - UK

This report looks at awareness and importance of different food labels, as well as the understanding of them within the context of the changing nature of the overall food market in the UK.



Health and Wellbeing - UK

Attitudes Towards Health - Stress - UK

This report explores today's stressed-out consumer. It investigates the biggest triggers of stress and identifies ways to respond to this through new product development, marketing campaigns or corporate initiatives.