



June 2017

Mobile Phones - US

"From 2013-16, over 200 million phones sold in the US annually, and Mintel estimates that sales will stand at a record of 204 million units in 2017. Phone manufacturers have successfully and consistently driven upgrades via superior cameras, 4G (fourth-generation wireless network) chips, faster CPUs (central processing units), improved graphics ...

Online Shopping - US

"Online sales are growing, with positive sales expected through 2021. Nearly all consumers have some form of internet access in their household, so new users will likely come from convincing shoppers to do more of their shopping online. Many consumers are already doing some online shopping, but five specific channels ...

Teen and Tween Gaming - US

"An overwhelming majority of teens and tweens aged 10-17 have played video games in the last three months. A majority of them are not beholden to any one gaming device or genre of video game. While girls are significantly more likely to enjoy games typically found on mobile devices, boys ...

May 2017

Mobile Network Providers - US

"In February 2017, Verizon changed its postpaid plans to unlimited data plans, effectively closing the period in which major carriers were focused on shared data plans, provided that consumers are willing to pay for the unlimited plans with AT&T, Sprint, and T-Mobile having already made this shift. If consumers do ...

April 2017

Consumers and the Economic Outlook: Quarterly Update - US

"With a new administration, a growing economy, and a relatively healthy jobs market, this Report addresses how consumers are feeling about their current financial situation. Through a series of questions that will be asked throughout 2017, Mintel has aggregated consumer opinion on their current finances, how they hope to improve ...