



January 2023

Mass Merchandisers - US

“Consumers are drawn to mass merchandisers for the appeal of one-stop shopping and overall value. These days, affordability is top of mind, prompting consumers to switch to mass retailers in search of quality store brands and everyday essentials at low prices. Outside of price, convenience is king, and mass merchandisers ...

Sneakers and Streetwear - US

“Consumers, and society at large, are continuing to embrace sneakers and streetwear. In addition to the comfortability of these items, increasing engagement is largely driven by interest in the style, affinity for certain brands and elements of self-expression that come with these items. Looking ahead, Mintel expects the sneakers and ...

December 2022

Beauty Retailing - US

“Lifestyles, budgets and beauty routines are evolving. An increased focus on the various forms of value is leading consumers to make more informed purchasing decisions and look at aspects beyond price. Moving forward, product efficiency, enhanced shopping experiences and ethical practices will be key differentiators for brands and retailers and ...

November 2022

Men's & Women's Underwear - US

“The underwear market is poised for growth and rapid change. Already, the market has seen a push toward inclusive sizing and body-positive messaging, which has opened up ample opportunity for smaller brands. Consumers are seeking authenticity from underwear brands, looking for them to showcase what real people look like and ...

October 2022

Traditional Toys and Games - US

“Toys and games remind adults of their own childhoods, likely times when they had a lot less stress on their minds. This might be a year of big spending in less than exciting ways, but, naturally, parents want to provide those fun carefree times for their own children in the ...

Evolution of the Customer Service Experience - US

“Two in three consumers think good customer service is rare, which means retailers can really stand out by elevating their service offerings, even if in small increments. The biggest opportunities are to improve digital customer service offerings and to turn the tide from reactive to proactive, whereby sales associates initiate ...