

March 2010

Active Lifestyles - US

According to the Centers for Disease Control, roughly one third of the American population is considered obese. Obesity and related health issues are having a profound effect on the overall population, as well as with individuals struggling with weight issues. At the same time, it is almost impossible to separate ...

Automotive Sponsorships and Lifestyle Marketing - US

Automotive sponsorships can drive sales, according to Mintel's exclusive consumer research, so automakers are advised to leverage this marketing tactic to their advantage. However, doing so requires an understanding of what appeals to consumers.

Baltics Outbound - Eastern Europe

Insight + Impact - Mintel's commitment to its clients is encapsulated in this simple formula.

Blacks and Financial Services - US

Nearly half of all African Americans are either unbanked or underbanked, having little or no relationship with a bank or financial institution. It is important to recognize the depth of distrust of the banking industry within the Black community for a variety of reasons. Recent class-action lawsuits, brought against major ...

Buy-to-Let - UK

This report examines the key factors that drive the market, such as the growth of the private rented sector in the UK housing landscape. The report looks in detail at the size of the BTL lending market, discussing both the short- and long-term trends that have emerged here. We then ...

Cat and Dog Food - UK

Alcoholic Drinks Labelling - UK

The report focuses on the role that labelling plays in enhancing product packaging in terms of on-shelf appeal and providing product information.

Baby Durables - US

Consisting of baby furniture, mobility, daytime care and safety/wellness products, Mintel takes a close look at how the baby durables market is performing when challenged by a stagnant child population, economic recession and a new generation of tech-savvy mothers.

Beauty Retailing - US

The color cosmetics and facial skincare shopping experience in the US can leave women overwhelmed by choices from brand lines to retail channels. While pricepoint serves as a baseline for most beauty purchases, the desired retail experience is more elusive to define. This report looks at the way women shop ...

Book Retailing - US

The recession has significantly impacted retail book sales. Sales of all books declined 5% between 2007 and 2009, to \$23.9 billion. When professional and educational books are excluded, sales declined 4%, to \$11 billion. As sales of trade hardback and paperback books dropped, e-book sales soared. Sales of e-books ...

Car and Van Hire - UK

The UK has experienced its severest recession since the 1940s and arguably car and van hire should be a market that would have felt the full effect of the recession as consumers cut back on discretionary spending with reduced car usage, less travelling and fewer UK holiday breaks.

Cereal and Snack Bars - US

- Despite the recession, the cat and dog food market has remained robust: in 2009, the market grew by 4% to reach £1.8 billion. By contrast, volume sales have remained fairly static, largely due to the switch from wet to dry food in the dog food market.
- Value growth has ...

Chicken and Burger Bars (and Takeaway) - UK

The fast food sector has performed particularly well during the recession. Ongoing demand for convenience continues to drive this market, whilst the wide menu ranges of these outlets also meant that they were well placed to cope with and capitalise on consumers' changing purchasing behaviour during the recession. The gourmet ...

Consumer Attitudes Toward Luxury Goods - US

The poor economy has influenced US consumer attitudes and their purchasing behavior for all consumer products and services. The word luxury is used so often that its meaning has become diluted. The terms affluent luxury and aspirational luxury are also blurring as premium brands trade down and mid-priced brands trade ...

Cookware - UK

Interest in and enjoyment of cooking has been increasing in recent years, driven by wide coverage of food and cooking in the media, particularly the number of TV programmes featuring celebrity chefs, and a desire for more healthy and wholesome home-cooked food. This trend became more pronounced in the recession ...

Designer/Upmarket Clothing - UK

This report examines consumer attitudes towards designer brands and high-end clothing retailers. By asking consumers to classify themselves in broad terms according to their wardrobe and where they buy most of their clothing we can examine attitudes and purchasing behaviour based on their relative levels of expenditure on clothing, ie ...

DIY Retailing - Europe

The cereal and snack bar segment has posted strong performance over the last five years, with sales increasing nearly 50% behind a flurry of new product activity that peaked in 2007. Since that time things have cooled off considerably. The total number of new product launches is down, and sales ...

Complete Canned Meals and Meats - UK

- Value sales of canned meals and meats increased by 14.8% between 2007 and 2009 to reach an estimated £770 million in 2009.
- Almost 13m consumers buy branded canned meals/meat, yet 8m feel there is no difference in taste between own label and branded product.
- Baked beans have continued ...

Consumer Attitudes Toward Natural and Organic Food and Beverage - US

While many sectors of the economy have been negatively impacted by the economic downturn, the natural/organic sectors of the food and beverage business (NOFB) have proven to be quite resilient. Most segments of the NOFB industry continued to experience growth throughout the economic downturn because many users have integrated ...

Cruises - International

Mintel European Travel Exposure is a diverse yet detailed collection of reports examining the structure, size and dynamics of an industry experiencing constant change.

Digital Trends Spring - UK

According to market regulator Ofcom in December 2009, the average cost of broadband has reduced by £9.69 a month compared to the end of 2005. This report's special focus looks in more detail at why prices have come down and whether the trend for lower prices has encouraged more ...

DIY Retailing - France

It is dangerous to generalise about the DIY market across so many different countries. At present almost all share the problems of coping with the deepest recession since the war.

DIY Retailing - Germany

Mintel European Retail Intelligence provides independent, expert coverage of the major retail sectors throughout Europe. Each title in this series analyses retailing trends in up to 19 European markets, including the Scandinavian nations and Eastern European countries such as the Czech Republic and Poland as well as the major Western ...

DIY Retailing - Spain

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DVD Players - UK

- Manufacturers' price cuts and greater education of consumers will be required to increase Blu-ray drive adoption in 2010. Standard DVD players remain by far the most widely used technology (78% of respondents), whereas newer formats such as Blu-ray remain underused (just 11%).
- DVD players have been relegated in importance compared ...

Entertainment Venues - US

This report explores the live entertainment market in the US. It provides insight into the external and internal factors affecting sales, consumption and consumer trends, and what they mean for future sales, promotional campaigns and industry innovations. This report is a follow-up to *Entertainment Venues—US, January 2009*. It provides ...

Expansion of Non-Food Lines in Supermarkets - Ireland

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DIY Retailing - Italy

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DIY Retailing - UK

The DIY market has been hard hit by the recession because it has come on top of a declining trend that has been evident for the last five years. Nor is there any short term prospect of recovery. Consumers' incomes are likely to be squeezed both this year and next ...

Electricity Supply and Distribution (Industrial Report) - UK

Industrial market reports from MBD industrial (a recognised authority in these markets) have added a new dimension to the breadth of research offered by Mintel. These industrial titles complement Mintel's existing consumer range, covering sectors such as building and engineering, and now featuring new business and professional/office sectors ...

European Retail Briefing - Europe

European Retail Briefing is a monthly briefing providing news and analysis that includes company results, store openings, cross-border moves, M & A activities, executive changes and property developments. Additionally each month, European Retail Briefing focuses on a key issue or specific European retail sector. The month's retail news is ...

Fine Dining - US

In response to increasing demand for data concerning the dynamic economy and growth markets of Northern Ireland and The Republic of Ireland, Mintel has developed a series of reports covering a wide variety of sectors within both of these dynamic regions. Each one provides detailed coverage of key drivers as ...

Gas Supply and Distribution (Industrial Report) - UK

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Hot Chocolate and Malted Drinks - UK

- The investment potential of the hot chocolate market is clearly highlighted by growth of 20% between 2007 and 2009. Despite the economic downturn, the market is now worth just under £100m.
- By contrast, once-iconic malted drinks, such as Horlicks and Ovaltine are now seen as old-fashioned and less relevant to ...

Marketing to Millennials - US

Millennials, the children of the Boomers, are the next generational bulge, and as they move through their career stages, the impact of their buying power will reflect their numbers and be immense. Tapping into this generational segment as they begin their adult lives is important for brands hoping to establish ...

Natural and Organic Personal Care Products - US

This report explores the NOPC market and includes insights on how this market is evolving. The market has the potential to be far larger than it currently is, stifled by a lack of clear industry standards surrounding the very definition of “natural” and “organic” personal care. The resulting consumer confusion ...

The restaurant industry as a whole is in a bind. A global recession has patrons eating out less and spending less when they do go out. Fine dining, as a deeper-pocket experience, has been especially hard hit. Many establishments have had to shutter their doors and others are seeing steep ...

Holiday Booking Process - UK

This report examines consumer trends, how the recession has impacted the holiday booking process and the future of the holiday market. In addition, it includes a special chapter focusing on consumer responses to ‘optional extras’ on flights, specifically attempting to gauge which are most important to travellers – and which ...

Investment Products Trends - US

The financial crisis took a heavy toll on the financial industry, as well as individual investors. As a result of the turmoil, companies are scrambling to develop new products to meet new needs and new expectations, and working hard to earn back the trust that was lost.

Mortgages - UK

The property market is increasingly polarised between the ‘haves’ and the ‘have-nots’. The proportion of mortgage holders has been steadily falling, as would-be first-time buyers find themselves shut out of the market, and older homeowners clear their mortgages.

Non-alcoholic Beverages: The Consumer - US

In this portion of a two-part report on non-alcoholic beverages, Mintel takes an in-depth view of the consumer. The market-centric view is covered in Mintel's Non-alcoholic Beverages: The Market - US - April 2010. This report allows non-alcoholic beverage (NAB) producers and marketers a glimpse into consumption trends, as well as consumer ...

Occupational Health (Industrial Report) - UK

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Personal and Stakeholder Pensions - UK

Focusing specifically on the personal pension and individual stakeholder pension segments of the individual pensions industry, this report details the key economic, demographic and regulatory trends influencing the market. In addition to identifying market strengths and weakness, key consumer trends and opportunities for growth are also highlighted. The final section ...

Potable Water (Industrial Report) - UK

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Radio - UK

The two main sectors of the radio industry in the UK have experienced contrasting fortunes during the past two years. The BBC, with a steady flow of income provided by the licence fee, has continued to expand its horizons and remains a major player with a 55% share of listening ...

Sewerage (Industrial Report) - UK

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Paint and Wallcoverings - US

The paint and coatings market has seen shipment values fall for the third consecutive year in 2009. Although paint has outperformed some other DIY segments in the consumer market, in the professional market paint sales have plummeted as new home construction has ground to a virtual standstill. This has been ...

Pest Control Products and Services - US

Against the backdrop of the housing slowdown and increased consumer environmental awareness, the pest control services and retail products market has faced its share of challenges during 2007-09. However, the market has proven somewhat resilient to poor macroeconomic conditions. Near-term challenges aside, Mintel finds the long-term prospects for growth sound ...

Premium and Value Own-label Food - UK

This report looks at how consumers have changed their purchase choices between various types of own-label and branded foods, and how their attitudes towards these have changed, as well as the role of the food retailers.

Savings - Ireland

The savings market in Ireland has witnessed some considerable changes in the past 18-24 months. A stronger focus on security of deposits has emerged from the fallout in the financial services sector, while the tumble in interest rates has eaten away at market value.

Smoking Cessation Products - US

Despite an environment that makes it increasingly difficult for smokers to light up, sales of smoking cessation products (SCPs) are lackluster. Cigarette taxes are at an all time high, and smoking bans have relegated smokers to "back rooms and alleyways." At the same time, the recession proves to be ...

Soap, Bath and Shower Products - UK

- Despite an overall rise in the number of new launches, the soap, bath and shower category accounts for a declining share of beauty and personal care launches. The sector lacks excitement and is failing to engage consumers at the point of purchase with its new launches.
- After a couple of ...

Targeting the Over-50s - Ireland

Irrespective of the measure used, the over-50s demographic is one that no sector, company, brand or marketer can afford to ignore. Not only are there more over-50s in Ireland now than at any point in recent history, it is the one demographic that is projected to grow significantly in number ...

Turkish Hotel Sector - Turkey

Insight + Impact - Mintel's commitment to its clients is encapsulated in this simple formula.

Underwear - UK

- In a challenging economic environment, the £2.57 billion underwear market has held up reasonably well, although there have been some casualties – notably Intimas.
- Although people might be cutting back on their underwear purchasing, just 3m men and 1m women did
- not buy new underwear in 2009.
- Women account ...

Student Leisure - UK

The student purse continues to be stretched with the rising cost of tuition fees coupled with estimated levels of debt reaching new heights. However, debt has replaced hardship for today's students and scrimp has been replaced with spend as students remain highly leisure-oriented.

Timber Distribution (Industrial Report) - UK

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