

June 2012

Asia-Pacific Retail Handbook - Asia Pacific

This is the eighth edition of the Asia-Pacific Retail Handbook and, like its predecessors, it is designed to complement the European Retail Handbook. This year's Asia-Pacific Retail Handbook follows the format of last year's with profiles of the top 20 retailers in the region and a survey of 16 countries.

Attitudes Towards and Usage of Foreign Fast Food - China

"China's foreign fast food sector grew at a compound annual growth rate (CAGR) of 19% from 2006-11 to reach a market value of RMB75.1 billion or 11.8% of the overall fast food sector. The market rose in tandem with an increase in the number of foreign fast food ...

Boys' Lifestyles - UK

"Boys' free time is dominated by solitary play in front of television, computer or games console at home. Digital communication affords extra privacy and password-protected access to social networks might be a modern day equivalent of a locked diary. Parents could bridge this gap by joining their offspring in online ...

Carbonated Soft Drinks - UK

"The market must continue to advertise to keep the category front of mind with the consumer and step up innovation of healthier variants including the use of new sweeteners, to keep pace with that in competing categories such as juice drinks, which has increased NPD at a faster rate than ...

Cheese - US

The cheese market, which didn't fare well during the economic downturn, turned a corner in 2011 with a sales increase of 6.1%, reaching total U.S. retail sales of \$18.9 billion. Sales continue to increase in 2012, not only for private label (which benefited most in the sagging ...

Drinking in the Home - UK

Attitudes Toward Healthy Food - US

America's collective weight problem and its impact on the country's healthcare system has been well-documented by the media. While some Americans have sought or will seek to improve their eating habits, the country's weight situation is expected to grow even worse. The Centers for Disease Control and Prevention's (CDC) *Obesity* ...

Baby Food and Drink - US

The \$5.4 billion baby food and drink category has been steadily declining during and after the recent recession, experiencing a dollar sales drop of 10.3% between 2007 and 2011. Consumer frugality has led many to breastfeeding and feeding their babies and toddlers adult food or made-from-scratch baby food ...

Cake and Cake Bars - UK

"There are opportunities for cake manufacturers and particularly those within the smaller cakes segment to boost their suitability for sharing by launching products in sharing bags or pouches, which would also improve cakes' portability and convenience for on-the-go eating."

Casinos and Bingo - UK

"The casino market is emerging from the recession in better health than the bingo sector, yet faces a number of challenges on a scale that is reflected by the level of sales and acquisitions activity currently seen among operators.

Cinemas - UK

"The dynamic pricing model is one which could transfer well to cinema, since the planning and cash flow advantages of encouraging early booking to operators are clear."

Energy Drinks and Energy Shots - US

“Exploring NPD positioning cider as a more sophisticated drink, such as vintage ciders and premium products like Aspell’s could also help the segment to boost its appeal among older age groups, together with a greater emphasis on food matching.”

Entertaining in the Home - Ireland

The trend for in-home entertaining is likely to continue even as the economy recovers, due to the wide array of events that can be customised to suit individual needs. However, like entertaining outside the home, consumers have cut back on their spending on in-home entertaining due to the economic climate ...

Facial Skincare - UK

“The results-oriented emphasis in facial care advertising puts the category at the risk of disappointing its consumers if claims do not deliver on their promise. Although new claims can generate interest, those that do not follow up with visible results can damage the credibility of the skincare category in general ...

Fruit Juices - China

“China’s juice market is well established, but it is dominated by low-end varieties, such as juice drinks. Juice drinks’ market share has been increasing over the past six years due to a number of factors, including rising inflation, low prices, and the strong performance of several key brands, particularly Coca-Cola’s ...

Health Savings Accounts - US

With healthcare costs continuing to rise, both employers and employees are constantly looking for ways to control them. Consumer Driven Health Plans (CDHPs), of which Health Savings Accounts (HSAs) are one type, are becoming an increasingly popular way to do just that. Paired by law with High Deductible Health Plans ...

Irish Lifestyles - Ireland

Irish consumers are living under the threat of the breakup of the eurozone and NI consumers are already faced with a double-dip recession in 2012. This has seen their spending in a number of sectors decline, with a corresponding decrease in spending power.

In 2011, Mintel estimates energy drinks and energy shots market sales at \$8.1 billion, which represented a dollar sales growth of 16% over 2010. The market has regained its growth after experiencing a dip in 2009, which could be attributed to the influence of the recession. As of June ...

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 ...

Frozen Handheld Food - US

The frozen handheld food market generated \$2.7 billion in total U.S. sales in 2011 and grew by 18% from 2006-11, outperforming many other frozen and non-frozen food sectors. Innovation and renewed interest in the breakfast segment in particular have been driving sales for this market since 2009. However ...

Haircare - China

“Over the last two decades, China’s hair care market has grown into one of the world’s largest, but is now experiencing smaller digit value growth, despite the continued rapid economic growth of the country. Historically, shampoo has dominated this market, both in terms of value sales and also in levels ...

Hispanics and Entertainment - US

According to the U.S. Census Bureau, the Hispanic population is expected to reach 59.4 million by 2016, a 15.8% increase from 2011. Currently more than \$1 trillion, Hispanic spending power is expected to climb to nearly \$1.5 trillion by 2015. Hispanic households are more likely than ...

Laundry Detergents and Fabric Conditioners - UK

“In the current economic climate with household budgets being squeezed consumers have become more focused on price, but opportunities still exist for shifting

attention towards other product attributes. Fragrance will remain an important secondary product differentiator, but the long-term challenge for manufacturers is convincing more consumers that their products can ...

Magazines - UK

“Digital expansion offers clear attractions for publishers, including the opportunity to reach new (often younger) customers and international markets. The pace of digitalisation is likely to remain very uneven, with a concentration of resources in areas where interest is already proven: urban ABC1s, especially men, under the age of 35 ...

Mechanical and Electrical Contracting (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 ...

Menu Flavours - UK

“Operators have to be proactive in marketing new menu additions – this means spelling out reasons to purchase as well as communicating what they consist of.”

Mobile Gaming - US

Between 2006 and 2011, revenue from mobile phone and tablet games increased 95% to reach \$990 million and it could hit \$2.6 billion by 2016. Growth is driven by dramatic sales (not yet peaked) of smartphones and tablets, the creation of games like Angry Birds or Draw Something that ...

Non-alcoholic Beverages at Restaurants - US

Marketing to Sports Fans - US

Sports continue to be a staple of American culture that attracts fans of each gender, all ages, ethnicities, and backgrounds. Sports fans have largely come to show their enthusiasm for professional and college-level athletics in two principle ways—by developing allegiances to specific sports stars and teams, as well as a ...

Men's and Women's Shaving and Hair Removal - UK

“Usage of wet razors and blades is highest among women aged 35-44 and those who buy beauty products from The Body Shop, specialist beauty retailers and department stores. There is potential for these retailers to focus more heavily on a whole body category, with products ranging from hair removal to ...

Mobile Apps - US

Perhaps never before has there been a market in which product supply and variety so greatly outweigh demand. As of December 2011, over one million apps were available, but the median number of apps used daily on phones or tablets is between one and two, and a typical app user ...

Mobile Phone Apps - UK

“A number of developers have been experimenting with web applications over 2011 and into 2012. These applications serve three primary purposes: to provide a unified user experience across platforms; to retain control of customer information and the customer journey; and to avoid paying a service charge to the owner of ...

Occupational and Group Pensions - UK

Mintel's proprietary research finds that overall usage of non-alcoholic beverages at restaurants is high, but health trends increasingly shape consumer choice in what they drink. Sugary, high-calorie beverages—particularly those sweetened with high-fructose corn syrup (like carbonated soft drinks)—have been targeted by media, government, and medical communities as a culprit ...

Oil Change Retail - US

This report explores the oil change retail market in the U.S. It provides insight into the external and internal factors affecting sales and what they mean for future sales, marketing campaigns, and industry innovations.

OTC Internal Analgesics - US

The \$3.766 million over-the-counter (OTC) internal analgesics category has experienced some setbacks in the past few years. Product recalls among major brands have resulted in large sales losses by leading companies, and leading to a 5% dip in overall category sales from 2006-11. However, Mintel's custom research finds that ...

Packaged and Current Accounts - UK

"The reality is that non-traditional current providers such as Tesco and M&S are indeed a threat to banks and building societies. Even if many consumers don't yet recognise it, many may find it convenient to hold a current account with their supermarket."

Prepared Meals - UK

"The prepared meals sector faces a number of negative health preconceptions, limiting its growth potential. Despite high levels of innovation in the market in terms of recipe reformulation to remove/reduce levels of salt/fat/additives and the launch of new 'healthier' products; the majority of consumers remain sceptical about ...

Salon Services - US

"The occupational and group pension models that currently exist are not necessarily broken but they are far from operating at their optimum level. Pension reform is going to generate unforeseen market issues and it is how employers and providers react to these issues which will determine the future success of ...

Oral Care - US

The U.S. oral care market continues to feel the impact of the stagnant economy, growing modestly in 2011 with the expectation that this modest growth will continue into 2016. However, population growth from key users of oral care products—women, Boomers, and Hispanics and Blacks—should help the market steadily grow ...

OTC Painkillers and Cold and Flu Remedies - UK

"Big OTC brands in the UK are working in stressed market conditions, as cash-strapped savvy consumers buy lower-priced alternatives based on key ingredients. Brands are already making significant strides to introduce innovative products, but they face tough times ahead as the economic background continues to put pressure on household budgets ...

Pet Supplies - US

While sales in many categories have declined in recent years as a result of the recession, the pet supplies market has remained quite stable. This is partly a function of the deep emotional bonds that many people have formed with their pets as well as strong demand for a broad ...

Road Trips in Europe - Europe

The most popular destinations for a road trip are France, Germany, Italy, Spain and the UK. Europe's network of fast motorways make it easy to get around, but road trippers, whether they are following an itinerary designed by a tour company or travelling independently, favour secondary roads and the dozens ...

Secondary Residences Worldwide - International

In the weakened economy the salon industry experienced a slowdown as many clients cut all but basic maintenance out of their budgets. With the economic recovery has come a return to the salon chair, and according to the Bureau of Labor Statistics, by 2020 there will be a need for ...

Shopping for Men's and Women's Footwear - US

Men's and women's footwear has fared well over the past few years and has proved to be fairly recession resistant. While sales growth slowed during 2008 and 2009, a rebound was seen in 2010 and 2011, and sales of men's and women's footwear grew by 4.6% in 2011, reaching ...

Social Media: Automotive - UK

"When buying a car in these cash-strapped times, people want to be absolutely certain that they are investing in the right vehicle. The internet has become an indispensable tool in the car buying process. Reliability of information is prized highly as people gather data and opinion online to arm themselves ...

Tourism and Climate Change - International

Almost 10% of global gross domestic product (GDP) is generated by activities related to tourism, which include: the direct receipts of tourism industry players (for example hotels, car-rental firms, travel agents and tour operators, some food and beverage outlets and certain attractions); indirect receipts of suppliers to the tourism industry ...

UK Retail Briefing - UK

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Washers and Dryers - US

This report provides an overview of secondary residences in key locations worldwide. The definition of 'secondary residence' used in this report refers to residential properties purchased freehold for private use in addition to a primary residence. While the focus of the report is clearly on holiday residences, individual residential properties ...

Short-haul Holidays - UK

"The 43% of European holidaymakers that have never been, but would like to go to Eastern Europe/the Balkans represent a significant opportunity for operators. While this percentage is not the highest across all short-haul destinations (it is lower than that for more 'mainstream' destinations Portugal or Ireland, for example ...

The Budget Shopper - US

Popularized during the height of the recession, the term "budget shopper" referred to a consumer who was struggling to make ends meet by scrutinizing costs, weighing out the pros and cons of nearly every purchase, and making spending cutbacks wherever possible. Although the recession officially ended in 2009, consumer attitudes ...

Trends in Snacking and Value Menus in Foodservice - US

Due to an increasingly on-the-go lifestyle and a tendency toward smaller, more frequent meals, snacking has become a part of consumers' daily routines. Consumers have become less regimented in their consumption patterns and consume nearly any type of food at any time of day, causing the definition of "mealtime" to ...

Washers and Dryers - UK

"As manufacturers introduce more advanced features to mid-market products, they need to find even more ways to differentiate their ranges in order to grow market share. We see that consumers want simplicity, energy savings and convenience and this will define the battle ground for share of hearts and minds in ...

Web Aggregators in Financial Services - UK



The washer and dryer market has experienced a nearly uninterrupted slide since 2007 due primarily to continued weakness in the housing market. While stabilization in real estate will provide badly needed support to sales, marketers looking for more robust growth must convince consumers to trade up to newer, more efficient ...

“Mintel’s consumer research shows that price comparison sites are often seen as a great starting point or a useful research tool, but not all users are prepared to complete their purchase through the aggregator channel. Providers face a challenge to change perceptions and ensure that more people are happy to ...