

March 2011

Consumer Attitudes Toward Luxury Goods - US

While the economy has had an impact on luxury sales, it is also apparent that many consumers still have an affinity for luxury goods and thus are seeking them out in large numbers. It is also clear that consumer definitions of “luxury” are changing and now encompass the superpremium goods ...

Family Leisure Trends - US

In this report Mintel explores how families in the U.S. spend their leisure time and what is important to families when they have time together. Mintel’s exclusive consumer research examines whether families are spending more or less time together this year compared to last year, and why; what activities ...

Action and Extreme Sports - US

While definitions of extreme and action sports vary, based on the definitions for this report, in the U.S. about 118 million people aged 6 and older participated in one or more action and extreme sports at least once in 2009. Retail sales of action and extreme sports equipment and ...

February 2011

Marketing to Moms - US

Moms today are better educated, more likely to be their families’ primary earners, and more plugged in than ever to friends, family, brands, and a constant stream of parenting information and advice. Their position as the heart and soul of the family is as strong as ever. Yet the challenges ...

Green Living - US

The “green” marketplace was one of the fastest-growing sectors of the U.S. economy leading up to the recession. Though spending on green products and services stalled along with the rest of the economy, the first signs of renewed growth are beginning to appear. In this report, Mintel analyzes the ...

January 2011

American Lifestyles - US

Using consumer data gathered in October 2010—as well as the findings of more than a dozen 2010 publications of Mintel Oxygen reports—together with insights gleaned from trend analysis conducted by Mintel’s Inspire group, analysts have identified a number of salient trends that are likely to impact consumers and companies in ...