



December 2011

Character Merchandising - US

Popular characters can be very effective at driving sales for a variety of products. For example, according to Nickelodeon, Dora the Explorer has generated more than \$11 billion in worldwide sales since 2002. The exceptional effectiveness of character merchandising—especially when related to advertising directed at children—has also led to a ...

Women's Sleepwear - US

The women's sleepwear market decreased by nearly 9% in 2011 as the market suffered from the many women who tend to hold on to their existing sleepwear for many years and only purchase when replenishment is absolutely necessary and when sleepwear items are on sale. Furthermore, coming out of recessionary ...

November 2011

Shopping for Plus Size Teens and Women's Clothing - US

Due to the staggering levels of overweight and obese Americans, there is a significant amount of the population requiring sizes larger than what is typically considered standard. As a result, there is strong demand for plus size clothing. However, it is still considered a niche market in the U.S ...

Baby Boomers Across Seven Categories - US

Companies must have a clear understanding of the Baby Boomer demographic in order to market products and serve their needs better. Mintel has compiled information from multiple Oxygen reports and Mintel Inspire to give you a holistic view of today's Baby Boomer consumer.

October 2011

Women's Attitudes Towards Hosiery and Shapewear - US

Hosiery and shapewear are viewed differently by women. Hosiery has been around for decades and has formerly been considered a staple of women's attire. However, as society has become more casual and fashion trends have changed, hosiery usage has declined and suffers from a perception that, not only is hosiery ...