



December 2009

Digital Entertainment: Internet Radio - US

Mintel's report on this subject interprets the market from the perspective of the consumer, focusing on interaction with visual and audio advertisements, attitudes toward playlisting, usage data by type of service offered, the interaction between personal library building via paid and free/pirated downloads. The report further explores what advertising ...

PCs - US

The \$19 billion home PC industry is very mature, with 83% of US consumers having access to a home PC in their household. Yet technology advances are bringing tremendous changes to this established sector, including new form factors, new operating systems and new players in the market. In this report ...

November 2009

Attitudes to Internet and New Media Marketing - US

With the influx of new media in recent years—from online video and social networking to smartphones—the advertising industry is facing the question of how to most effectively utilize a rapidly expanding set of tools to reach consumers. The economic recession and the adoption of disruptive technologies should make new media ...

October 2009

Stoves, Ranges and Ovens - US

The market for stoves, ranges and ovens has seen inflation-adjusted sales fall from 2004-09, with the steepest losses posted since 2007. The collapse of the real estate market and the decline in housing starts have deeply affected the appliance market, which relies heavily on appliances installed in new homes and ...

September 2009

Consumer Electronics Holiday Shopping - US

The focus of this Mintel report is on purchase intent for consumer electronics hardware, electronics software (games, video and music) and communication services (pay-TV, home internet, home landlines and cell phone service). Across all three categories, data sets are presented by age, household income, race/Hispanic origin, and presence of ...



August 2009

Attitudes toward Traditional Media Advertising and Promotional Marketing - US

The advertising industry is facing one of the most challenging environments in decades. Most forms of traditional media have been forced to re-examine their business models under pressure from the economic recession and the adoption of disruptive technologies. In this report, Mintel looks at how the rules of the game ...

Mobile Communications Services - US

During the review period, the four leading national carriers faced increasing competition from prepaid offerings—in particular, unlimited calling plans with no annual contract requirement. Service providers are increasingly seeking ways to grow revenue from data plans; this appears to be the growth opportunity for the foreseeable future. Market participants are ...

July 2009

Gaming in the Interactive World - US

Electronic gaming plays an important role in how U.S. consumers entertain themselves. While a range of consoles and portable players are available for videogames, dedicated devices are facing increasing competition from PCs and cellphones, which offer users an interactive experience without any need to purchase consoles or even software ...

Online Investing - US

Recent economic developments have made investing top of mind for many people—and this has been especially true for those who trade securities online. Both individual and advisor assisted transactions have seen an increase in recent months, as investors take a step back to reassess their own financial situations. As these ...

Portable Technology - US

The portable technology market is constantly changing, based on customer needs and technological advances. This report explores the shifts and overlapping between cell phones and MP3 players, as well as competing products—the number of which keeps growing in time with convergence. The report presents ways for manufacturers to stay competitive ...

June 2009

Online Shopping - US

Total sales generated by e-commerce have grown explosively over the last five years. Though economic growth has been flattened by the recession, online retail still shows more signs of life during recession than consumer retail as a whole. In this report, Mintel examines the value propositions that compel consumers to ...

May 2009



The Changing Way We Capture, Record, and Store Digital Content - US

Consumers live in a world where virtually all content is available in a digital form, from newspaper articles that can easily be read online, to affordable MP3 downloads that can be played on any PC or portable player; to user-generated videos as well as full-length TV episodes and movies that ...

April 2009

Seniors and Technology - US

By the year 2014, seniors (aged 65+) will account for 14% of the U.S. population. More than one in four (27%) people will be aged over 55. Technological innovations have changed the basic framework of the American lifestyle, but have been slower to catch on among seniors. This report ...

Market Re-forecasts: Technology - US

Mintel has undertaken some bold initiatives that provide crucial insight into current market conditions and approaches to a range of markets moving forward. Most dramatically, Mintel conducted an exhaustive re-evaluation of consumer market forecasts of our reports.

March 2009

Still and Video Cameras - US

Affordable and easy-to-use digital cameras have transformed how U.S. consumers use photography, changing it from something used to document important occasions like weddings and trips to an integral part of everyday life. A large mass audience of consumers now own digital cameras, with product penetration for digital still cameras ...

Techtrak - US

Technological innovations have changed the basic framework of the American lifestyle. Three quarters of U.S. consumers are online, and 55% have broadband internet at home. This report focuses on how technological advances in consumer electronics, entertainment content, and communications have changed American life. Forward looking analysis of trends, particularly ...

January 2009

Social Networking - US

Social networking sites are one of the most important components of online activity in the 21st century. The popularity of both broadband internet and smart phones increases the penetration of social networking sites. It is also clear that in upcoming years new media marketing, particularly on social networking sites, will ...