

July 2013

## Airlines - UK

“Significant volume growth is unlikely in the key UK outbound leisure travel segment until there is a sustained revival in consumer confidence and growth in household income. Even then growth rates are likely to be modest compared with the pre-recessionary boom years. In the domestic market, outside of the dominant ...

## Analgesics - US

“Product recalls from major brands have plagued the market for OTC analgesic remedies, causing consumers to turn to private label brands, external ways to treat pain, and alternative remedies. Brands can consider various new product innovations as well as using social media to connect with consumers.”

## Arts, Festivals and Concerts - Ireland

“The expense of tickets is a major barrier to the arts, festivals and concerts sector of the Irish market, but despite the economic struggles of Irish consumers, there remains a strong thirst for a variety of different festivals and events. However opportunities still exist to increase revenue generated by festivals ...

## Beauty Retailing - Brazil

This report will help you to uncover opportunities and understand the key issues affecting your market. How? By giving you instant access to analysis and critical recommendations. It will also challenge routine thinking by providing fresh, new perspectives that energizes your thought processes.

## Bread - Ireland

“The bread market has seen positive growth between 2008 and 2013, with bread being a household staple for many Irish households. Moving forward key challenges for the market will be dealing with increased costs of production, and demand for local sourcing of ingredients.”

## Analgesics - UK

‘Low price remains an important purchase influencer, and as pain sufferers struggle to see the difference between cheap own-label and more expensive branded products, own-label continues to grow. With a number of branded launches in the first half of 2013 focusing on topical analgesics, brands may be able to use ...

## Apps and Applications - Ireland

“Usage of apps and applications in Ireland will continue to grow as they offer time-pressed Irish consumers a convenient way to perform everyday tasks. Going forward, as consumers become accustomed to conducting their daily activities through apps and applications, the companies and brands that are able to provide these utilities ...

## Baby Food - China

“The lucrative opportunities within the baby formula segment are attracting the attention of both international brands and domestic companies. As the competition intensifies, manufacturers should look for opportunities to meet consumers’ potential future needs to give them an advantage over the competition.”

## Black Consumers and Financial Services - US

“Given the relatively high rate of unemployment and the impact of the housing crisis, many Black consumers have less-than-perfect credit scores and significantly lower net worth than their White counterparts. According to an article in CNNMoney, White Americans have 22 times more wealth than Black consumers – a gap that ...

## Building Products (Industrial Report) - UK

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by providing fresh, new perspectives that energizes your thought processes.

## Chocolate Confectionery - China

“The China chocolate market has been growing steadily over the past five years and is expected to continue developing at such a rate in future as Chinese consumers gradually embrace the concept of real chocolate owing to rising incomes and greater exposure to the western lifestyle.”

## Color Cosmetics - US

“Sustaining stronger rates of growth in the color cosmetics category will rely on new product innovation as well as the utilization of technology and expanded education efforts to help women better navigate this sometimes overwhelming category.”

## Consumer Attitudes Towards Debt - UK

“Online budgeting tools have significant potential for growth. Just over half of the internet population show an interest in using this type of service in the future. Under-45s and higher earners are much more likely than average to see the appeal of tools that help them to keep track of ...

## Consumer Eating Habits - China

“The rapid and significant changes in the way Chinese consumers buy and eat food are creating new opportunities to develop new and innovative products to suit diversifying lifestyle needs. But Chinese consumers continue to be concerned about food safety, and are increasingly demanding better information about food product health and ...

## Contraceptives - US

“Consumers rely on OTC contraceptive products for planned protection from pregnancy and diseases, as well as when they need a backup method of birth control. However, this market has some significant challenges. Contraceptive usage is strongly driven by relationship status, there is a stronger focus on pregnancy prevention over STD ...

## Collective Investments - UK

“A large number of UK retail investors are simply unprepared to put their money at risk by investing in equities. Given that a larger number of people save for emergencies and unexpected events, rather than to generate an income, most adults will always be wary of using products outside the ...

## Colour Cosmetics - UK

“Consumers are continually looking for ways to save time. Growth opportunities for colour cosmetics products lie in creating products which are quicker and easier to use to appeal to modern women.”

## Consumer Attitudes Towards Debt - US

“Many financial services providers, such as credit card issuers and home equity loan providers, have traditionally focused their business models on encouraging consumers to spend money. However, a more appropriate model that meets the goals of consumers in these days of household financial responsibility may be to help consumers find ...

## Consumer Spending Habits - Brazil

“Although Brazilians like a good bargain, what they really value is the opportunity to get a lucrative deal. Many wait for their favorite products to go on sale before they buy them. To compensate for this, they aren't afraid when thinking of asking for a discount on the final purchase ...

## Cookware - US

“The most enthusiastic home cooks, who have both strong interest in cooking from scratch and advanced cooking skills, are a core target for the cookware market and are well-served by top cookware brands and specialty retailers. While marketers can't ignore this hard-core group, category growth may require a more concerted ...

## Destilados - Brazil

“O mercado de destilados no Brasil vêm apresentando dicotomias nos últimos anos. Enquanto bebidas alcoólicas de menor valor agregado, como as cachaças, mostram desempenho descendente em volume no varejo; categorias de maior valor agregado, como os whiskys e vodca, têm tido forte crescimento. Com dinâmicas, desafios e oportunidades diversas, pontuam-se ...

## E-Commerce - Europe

Mintel's European retail report series covers the 19 leading economies of Europe. In total these countries account for around 95% of all European retail sales, excluding Russia.

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## E-Commerce - Spain

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## Eating Out: The Decision Making Process - UK

“Product innovation is a key strategy to ensure that eating out operators do not lose further share of the 'leisure pound' by putting the excitement back into what is essentially a leisure experience.”

## European Retail Briefing - Europe

With Fancy.com, a user-curated 'catalogue' website, raising funding and Facebook having extended Facebook Gifts to Europe, we take a look at consumer participation in s-commerce in the five largest European economies.

## Drinking Out of the Home - UK

“With the price of drinking out of home consistently rising, the pressure is on landlords to keep pace with consumers' increasing expectations of the pub experience.”

## E-Commerce - France

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## E-Commerce - Italy

Mintel's European retail report series covers the 19 leading economies of Europe. In total these countries account for around 95% of all European retail sales, excluding Russia.

## E-Commerce - UK

“Coupled with the power of social media, mobile connectivity is giving consumers access to more information instantly than ever before. Viewed sociologically, m-commerce is changing behaviour.”

## Entertaining in the Home - Ireland

“The entertaining at home market has experienced a boost following the onset of the economic downturn as cash-strapped consumers look to ways of socialising with friends on a budget. New product development in the food and alcohol sectors coupled with innovation for national and calendar occasions are helping consumers engage ...

## Fabric Care - UK

“With the majority of users of stain removers only using these products once a month or less, encouraging more frequent usage of stain removal products to boost wash results is the biggest challenge facing the sector. Demonstrating products have the power to remove all types of the toughest stains on ...

## Facial Skincare - China

‘Even though the facial skincare market is mature, there are still gaps that exist between consumers’ needs and the products that are currently available. Diversification therefore offers an opportunity for domestic small brands and new players in the market, who were initially being squeezed by the sway of foreign giants ...

## Food Packaging Trends - US

“Consumers are looking to get more and more out of their food packaging. Food companies will need to find innovative ways to cater to demand for convenient, transparent and environmentally responsible packaging while providing consumers with the utmost value.”

## Footwear Retailing - UK

“Mintel estimates that total online footwear sales grew by a little more than 19% in 2012, bringing online category sales to £843 million, which equates to 10.5% of all footwear purchase. We expect 2013 to be a year of further strong growth that will bring online footwear sales to ...

## Gas Supply and Distribution (Industrial Report) - UK

This report provides market research and analysis on the critical issues affecting the market. Not only does it explain the trends and identify future scenarios, but contextualises it in clear and concise formats, illustrated with tables and charts.

## Health Insurance - US

“The PPACA will have far-reaching consequences in the way Americans purchase health insurance. While not everybody is enthused about the new options, the best hope for controlling healthcare costs right now is to get as many people as possible to enroll. The most effective way for this to happen is ...

## Hispanic Consumers and Financial Services - US

## Festive Foods - China

“Thanks to the strong connection between traditional festive food and Chinese festivals, traditional festive food remains popular. Western-style festive food, however, is gaining the momentum in this market, with chocolate as the most popular festive food, showing strong potential for international brands to capture the festive food market.”

## Foodservice - Ireland

“The IoI foodservice market has experienced turbulent times since the onset of the economic downturn in 2008 when the market value declined by €1bn between 2008 and 2010. However, shoots of hope are emerging, with modest growth predicted in the coming years across the industry. Standout sectors have been identified ...

## Garden Products Retailing - UK

“Even though demand for garden products is volatile (because of the weather), this is a huge market and many companies are prepared to run the risks and compete for a slice of the action. Today’s garden retailer faces tough competition from generalists and online sellers. They are investing for the ...

## Hábitos de Gastos do Consumidor - Brazil

“Apesar dos brasileiros gostarem de uma boa pechincha, o que de fato eles valorizam é a oportunidade de fazer uma negociação lucrativa, de sentirem uma certa vantagem em relação aos demais consumidores, de ganharem uma oferta única e especial na hora da compra. Talvez por isso, a prática de barganhar ...

## Healthy Dining Trends - US

“In June 2013, the American Medical Association recognized obesity as a disease, a change that makes the need for healthful restaurant options more vital than ever. Diners still see dining out as time to indulge, which means the foodservice industry needs to do more to hit both menu marks to ...

## Hispanics and Travel - US

“Travel providers are likely to have the most success with Hispanic travelers if promotions focus on their

“Engaging with underbanked Hispanics is not a one-off process. Hispanics who do begin using banking products need to be convinced of their ongoing value in order to stay engaged. In addition, Hispanics who do use some banking products can always be educated about other products that they might not be ...

## **Holiday Shopping - US**

“Christmas, Hanukkah, and Kwanzaa sales represent 73% of total holiday expenditures. Mass merchandisers and department stores are the retail channels most frequently used for holiday purchases, particularly among blacks and Hispanics. Layaway payment options are experiencing a surge in popularity for these groups, as well as for Millennials. Millennial shoppers ...

## **House Building (Industrial Report) - UK**

This report will give you fast, easy access to robust information from analysis and critical recommendations – so you can make the right decisions, at the right time. It will challenge routine thinking by providing you with fresh, new perspectives that energize your thought process.

## **Kids and Dining Out - US**

“Children are shifting in the way they use restaurants. They are ordering from many different areas of the menus, in part because of parental health concerns as well as a lack of sophisticated options. The meal toy traditionally drew in kids, but children are becoming increasingly sophisticated and aging out ...

## **Media Consumption Habits - UK**

“What is required to revitalise CD/DVD sales is to associate hard copy media with the idea of high inherent value, so that consumers who otherwise might think “I do not have the money for this” instead think “this is worth the extra outlay”. If the industry can foster this ...

## **Men's and Women's Fragrances - China**

origins. Hispanics tend to travel to and within areas with the largest Hispanic populations, likely a reflection of the fact that they are family-centric and want to be in the places, and with ...

## **Hostels in Europe - Europe**

This report provides an overview of current trends and key players in the European hostel sector, a form of transient accommodation that has existed for over a century, but which has undergone significant changes and segmentation over the last couple of decades. Hostels can be defined as a type of ...

## **Ice Cream and Frozen Novelties - US**

“Personal use of ice cream and frozen novelties is highest among respondents over the age of 65 and among respondents aged 18-24. This is a strength of the category, given that these population groups are some of the fastest growing. However, the range of users necessitates targeted marketing efforts that ...

## **Lifestyles of the Under- and Unemployed - US**

“Many Americans have not recovered from the financial impact of the Great Recession resulting in a rise in the percentage of Americans who are downwardly mobile. These adults need products and services commonly associated with a middle-class lifestyle buy at budget rates as well as services (childcare, transportation) that extend ...

## **Medical Tourism in Asia - Asia**

Medical tourism unites two of the world's largest industries – medicine and tourism, two high-growth but seemingly incompatible domains (one associated with pain and illness, the other with travel and pleasure). According to Professor C Michael Hall in his book, Medical Tourism, The ethics, regulation and marketing of health mobility ...

## **Men's and Women's Workwear - US**

“During the past year, the business environment has become more difficult, with some uncertainties and challenges. While spending is increasing, consumers have become more sophisticated and demanding. There is a rising savvy shopper seeking a unique fragrance that fits with their personality. At the same time, the market is facing ...

## Packaged and Current Accounts - UK

“Around one in 13 current account holders have switched their main account provider in the past year. The churn rate could increase over the coming year, with the introduction of a faster seven-day switching service in autumn 2013 and the addition of new products and providers.”

## Pizza at Retail - US

“The biggest competition for frozen pizza brands is consumers’ return to restaurant pizza as spending power revives alongside the recovering economy. Frozen brands must work harder to improve the quality of their products so that they can better compete with restaurant pizza. Doing so will require improving recipes, variety, and ...

## Recruitment Consultants (Industrial Report) - UK

This report provides market research and analysis on the critical issues affecting the market. Not only does it explain the trends and identify future scenarios, but contextualises it in clear and concise formats, illustrated with tables and charts.

## Seasonal Lifestyles - UK

“Sun-deprived Britons are expected to reward themselves after the harsh winter and spring of 2012-13. The high street and services industry will benefit from the sunnier sentiment, as consumer spending will inevitably rise. Tour operators could also encourage people to be better-prepared for colder weather, such as booking a sun ...

## Short-haul Holidays - UK

“Changing workplace dynamics have caused a shift in the market for traditional workwear. No longer is formal attire required in many offices and dress codes are becoming less common. Casual wear is not only acceptable, but has become the norm in many workplaces, resulting in decreased demand for traditional business ...

## Pizza - UK

“Ham and beef toppings which are flagged up as originating from British producers, with details about the farm on pack, would help consumers trust the quality of the meats considering that around half of adults note that seeing British ingredients and manufacturers’ details on labelling would help them trust a ...

## Prepared Meals - China

“The continued rises in average incomes, increasing numbers of middle-class consumers and changing lifestyles, such as busier working lives, have made prepared meals increasingly popular. However, the category faces fierce competition from the diverse range of foods available in foodservice, while supply chain issues remain a barrier in some geographical ...

## Sabonete e Produtos para o Banho - Brazil

“A ascensão social é um dos motores que impulsionam o crescimento, não só de novos mercados, como também de mercados maduros que buscam na sofisticação a melhor forma de continuar crescendo. O mercado de sabonetes é um exemplo de mercado maduro que encontrou espaço para uma expansão mais expressiva via ...

## Serviced Offices (Industrial Report) - UK

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## Soap, Bath and Shower Products - Brazil

"Allegations launched by the European Commission into Eurotunnel levying excessively high track access charges could also see passenger ticket prices fall – Eurostar currently pays Eurotunnel as much as £19 per passenger. The increased competition offered by Deutsche Bahn's entry into the market could also serve to reduce cross-Channel ticket ...

## Spirits - Brazil

"The spirits market in Brazil has seen mixed performances across different segments. While lower priced alcoholic beverages, such as cachaça, have seen volume retail sales fall, higher priced segments, like whiskey and vodka, are enjoying robust growth."

## Sports and Energy Drinks - UK

"Building associations between energy drinks and everyday situations such as work and commuting, rather than extreme lifestyles, could help to increase the relevancy of energy drinks among current non-users."

## Tablets - US

"Tablets are seen as having cannibalized sales of PCs and e-readers. While this is certainly true of the e-readers, looking forward, the dinner and the diner may be flipped—advances in smartphones and laptop offerings may result in a cannibalization of tablet sales."

## The Importance of Brand in Technology Purchasing - UK

"The difference between operating systems (eg iOS, Android, Windows) gives consumers a strong reason to pick one manufacturer over another, and as result consumers are more likely to decide on which manufacturer they want before assessing other factors in these markets. In the TV and PC markets, consumers are less ...

## Utility Capital Expenditure (Industrial report) - UK

"The soap market is an example of a mature market that has found space for more extensive growth via greater value-added products, such as liquid soap. Tapping into the sophistication of the category, soap, bath, and shower products that offer new benefits or have functional claims are becoming increasingly popular ...

## Sports and Energy Drinks - China

"Sports and energy drinks, with their functional benefits and healthy image by association with vitamins, are gaining importance and popularity in the market. However, remain significantly smaller categories by comparison to other soft drink markets, and currently face critical challenges to growing consumption. Therefore, brands need to unlock the growth ...

## Sports Goods Retailing - UK

"The sports goods retailing market is heading into a period of potentially significant change as the major chains look to step into the gap left by the collapse of JJB, the independent sector attempts to reverse long-term trends of steady decline and brands themselves begin to take control of their ...

## Tea and RTD Teas - US

"The rise in tea's popularity in the U.S. has opened the market for manufacturers to emphasize the natural taste of tea, range of tea types, and various preparation options. Through education, manufacturers have the potential to elevate tea to the level of other premium beverages, such as coffee, that ...

## UK Retail Briefing - UK

We concentrate so much on the likes of Express, Local and M-local that we tend to forget that these are only a small part of the convenience market – at least in terms of store numbers.

## Varejo de Beleza - Brazil

"O incremento no poder de compra, o aumento da população economicamente ativa e a ampliação da



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## Vehicle Financing - US

“As Americans suffer from upside down mortgage payments and from stagnating wages, there continues to be a large portion of “payment buyers” in the automotive lending sector; these are buyers who care more about their monthly payments than the net expense of the financing. These borrowers will benefit more from ...

## 婴儿食品 - China

过去五年，中国婴儿食品市场迅猛发展，销售量有望继续增加，但是由于婴儿配方奶粉细分市场逐渐进入成熟阶段，中国婴儿食品销售量的增速预计将会放缓。同时，随着中国消费者收入不断增长并且越来越重视食品质量，婴儿辅食细分市场的发展空间仍较大。

## 消费者饮食习惯 - China

由于经济迅速发展，收入不断提高，中国消费者的生活方式以及食品购买与食用习惯正在发生显著的变化。这为食品制造商、零售商和餐饮供应商提供了巨大的商机，他们可以开发创新产品，满足中国消费者日益多样化的需求与口味，因为这些消费者仍将是新食品与新食品理念的接受者。

## 运动和能量饮料 - China

自2011年以来中国软饮料市场逐步放缓至较低的双位数增长，而2008至2013年间，运动和能量饮料销售额却增长稳健，年均复合增长率达到16%；这表明以功能性益处及富含维他命的健康形象而著称的运动和能量饮料在市场上的重要性日渐凸显，且越来越受到欢迎

## 面部护肤品 - China

虽然面部护肤品市场已趋成熟，但是消费者需求与目前市场上供应的产品之间仍然存在缺口。因此，多元化需求为市场中最初受国外知名品牌排挤的国内小品牌和新兴企业提供了发展良机。目前，国内品牌已深入渗透到各个分销渠道，在市场中的发展态势良好，尤其受益于大卖场、超市、美容产品零售店和美容产品网购的蓬勃发展。

oferta de produtos de maior valor agregado estão impulsionando o crescimento do varejo de saúde e beleza brasileiro a taxas não só superiores as do PIB, como também as do varejo alimentar, referência que ...

## Yogurt and Desserts - UK

“There is scope for more brands to expand their offering of single-serve desserts, particularly within the frozen aisle. Over three in ten over-55s would like to see more frozen desserts which are individually portioned, and these also appeal most to those living in single-person households – both rapidly growing demographics ...

## 巧克力 - China

随着中国消费者收入的增加以及受西方生活方式更大的影响，纯正巧克力的概念逐渐被大众广泛接受。得益于此，在过去五年中，中国的巧克力市场一直稳步增长，并有望在未来继续保持这一发展势头。

## 节庆食品 - China

传统节日食品与中国节日有着密不可分的关系，传统节日食品在中国仍然深受欢迎，过去12个月内有超过七成的中国消费者购买过节日食品。与此同时，西式节日食品在中国市场的发展势头日盛，巧克力是最受欢迎的节日食品，这表明国际品牌在开拓节日食品市场方面拥有巨大潜力。

## 速食食品 - China

大多数城市居民会在没有时间做饭时购买速食食品。虽然产品往往被定位为便利，但是可微波炉加热、省时/速效和易用性等宣称并未得到充分发掘。冷藏速食食品越来越受欢迎，尤其是在便利店，强大的便利定位有望带动该细分市场的增长。

## 香水 - China

去年，经营环境日趋困难，面临重重挑战，市场前景扑朔迷离。随着消费支出不断增加，消费者的需求日渐复杂和挑剔。购物者越来越精明，寻求能标榜个性的独特香水。同时，随着反对奢侈浪费运动的兴起，市场面临的压力增加。然而，鉴于大部分消费者都渴望改善生活方式，市场增长前景依然乐观。