

September 2011

Magazines - UK

“Initial hope and hype that the iPad might prove to be the saviour of the magazine industry has been replaced by a healthy dose of realism. However, there is a growing belief, supported by Mintel’s exclusive consumer research, that the crucial 16-34 age group is more willing to spend money ...

August 2011

Sports Participation - UK

“With participation rates having stalled, not enough people playing at a high enough frequency and the London Olympics having so far failed to inspire the nation, the market faces a number of difficult challenges. Individual/keep-fit sports will remain most accessible in cost and facility terms, but developing new formats ...

Drinking Out of the Home - UK

“The on-trade needs to remind consumers of the positive elements of drinking out of the home and the qualities that cannot be easily replicated in the home. Socialising with friends and meal occasions are the main motivators to drinking out of home (for 68% and 63% of consumers respectively), which ...

July 2011

Leisure Centres and Swimming Pools - UK

“There is a major opportunity for trusts and contractors to diversify into budget gyms, which is a fast-growing sector within the private health and fitness industry. They could do this both on their own accord (eg by opening their own private facilities independent of councils) or by opening smaller ‘infill’ ...

London Olympics: What the Games Mean for Business - UK

“The difficulties the London 2012 Olympic Games have encountered in achieving pre-event targets for increasing sports participation rates, the change in the economic climate that has taken place since the city was awarded its hosting rights in 2005 and the threat of legal action against ambush marketers have all combined ...

Consumers and The Economic Outlook - Quarterly Update - UK

The report includes an overview of the changes in household well-being over the last three years, a breakdown of planned and recent spending, and consumers' assessment of the potential impact of the government's austerity measures.