



## December 2018

### Foodservice in Retail - US

"Retailers are building out their prepared food programs to be more sophisticated and take direct aim at restaurants, as well as other retailers. They are differentiating with more on-site restaurants, which can range from a well-known quick-service chain to a fast casual restaurant helmed by a celebrity chef. And while ...

### The Amazon Effect - US

Amazon is the world's second largest retailer behind Walmart, with \$120 billion in US sales in 2017, up 71% in two years' time. This one company accounts for approximately 40% of total US ecommerce sales. Its membership program, Amazon Prime, surpassed the 100 million member mark globally this year, and ...

## November 2018

### Character Merchandising - US

"Licensed merchandise is big business, valued at \$111.4 billion, and character merchandise represents the lion's share (12.1%) of it. Blockbuster movies, TV shows, and other forms of media content all drive enormous demand for character merchandise, but the industry needs to look for new avenues for growth to ...

## October 2018

### Activewear - US

"The activewear market continues to help lift the broader apparel market which has softened in the past few years as consumers have prioritized spending on experiences rather than tangible goods. More consumers are exercising and prioritizing their health and this should continue to fuel the market for performance items. Comparable ...

### Consumers and the Economic Outlook - US

"The economy continues its slow and steady recovery, though economists are hesitant to say that it has officially recovered. While some consumers may be watching economic indicators, many are not, and even those who are may not see the direct effects on their daily lives. Overall, if consumers were already ...

### Traditional Toys and Games - US

"Toys and games remain very relevant to consumers, but while gifting – especially for children – drives sales, many are shopping the category for other reasons, including for adult recipients. Where and how most consumers fulfill their toy purchases remains in flux, with competitive changes impacting the category and providing ...

## September 2018

### Beauty Retailing - US



"The US beauty industry is expected to garner sales in the range of \$57 billion this year. Common themes and trends across the industry include inclusivity to address America's diversification, clean beauty (products sans suspected toxic ingredients), simplification of beauty routines, the integration of physical and digital channels, personalization in ...

## August 2018

### Online Grocery Shopping - US

"Despite doubling from 2013-18, online grocery sales in the US remain a small proportion of total grocery sales and an even smaller proportion of total eCommerce. Unlike other major product categories, adoption of online shopping in this sector has been slow, namely due to consumers' strong preference to shop in-store ...

### Digital Advertising - US

"Sales of desktop and mobile banner and video ads have grown dramatically over the years, rising from \$10.7 billion in 2013 to \$39.3 billion in 2017. However, 2018 is the last year in which sales growth is expected to remain around or exceed 20%. This is likely because ...

### Furniture Retailing - US

"The furniture category has grown consistently over past few years, which is expected to continue over the next five years, thanks to a stable housing market and increasing types of living situations, which creates more housing needs. Still, replacement dominates purchases, and consumers need new reasons and options to encourage ...

## July 2018

### Grocery Retailing - US

"The grocery industry will become \$700+ billion strong within the next five years. During this time, it's likely that additional mergers and acquisitions will occur as competition inside and outside the industry (eg from restaurants) intensifies. While consumers' grocery shopping behaviors may be rather status quo for now, this will ...

### Consumers and the Economic Outlook - US

"Consumers remain confident in their financial health and anticipate little change in the coming year, resulting in stable patterns of financial opinions and behaviors. Consumers hope to save for the future while also maintaining spending levels that accommodate their current lifestyle. This Report looks at the role credit score plays ...

### Shopping for Home Décor - US

"The home décor market is expected to grow, thanks to healthy market factors and a genuine interest in decor, supported by the housing market and a retailer emphasis on the category. Although many consumers seem to enjoy shopping for décor, not always requiring a specific reason to shop, they're changing ...



## June 2018

### Winter Holiday Shopping - US

"Winter holidays continue to be an important occasion, which most consumers celebrate and spend for, and spending is expected to remain steady, aiding sales growth. But shopping behavior has changed, affecting how, when and where consumers fulfill their holiday needs, with most seeking and expecting deals and many preferring to ...

## May 2018

### Men's and Women's Footwear - US

Footwear sales have been strong, and that trend is expected to continue in both men's and women's segments, thanks to necessity and product innovation. The challenge for brands and retailers lies in encouraging more shopping outside of replacement and continuing to find ways to address changing consumer shopping preferences, especially ...

### Online Shopping - US

"While purchases made online comprise a small portion of total retail sales, e-commerce continues to grow at staggering rates with no end in sight. Even many retailers that are struggling overall report their e-commerce business as a bright spot. Consumers value the convenience and (often) favorable prices digital shopping brings ...

### Pet Store Retailing - US

challenges in maintaining their position as the ultimate shopping destination for the 73 million pet owners in the US (or 58% of US households). From adapting to shifting demographics and product preferences to competing with online, mass merchants, and independent retailers (eg boutiques), pet specialty will need to adapt to ...

## April 2018

### Consumers and the Economic Outlook - US

"The US economy weathered the political tumult of 2017 with surprising vigor, as most major economic indicators fared increasingly better throughout the year. The nation's GDP (gross domestic product) has been on the rise for 17 consecutive quarters, and consumer confidence has been marching forward at record levels, while unemployment ...

### Men's Clothing - US

"Men have endless options as to where they can shop, which might only lead to more decision-making issues. Since most men are strategic shoppers, many are likely choosing to buy clothes wherever makes the most sense, whether motivated by price or convenience or ability to fulfill other shopping needs, either ...

## March 2018



### Convenience Store Foodservice - US

Total c-store (convenience store) foodservice sales reached an estimated \$38 billion in 2017; while foodservice sales will grow, Mintel forecasts growth will occur at a slower rate relative to previous years. C-stores tend to have a loyal consumer base that drives most foodservice purchases. Though these consumers are important, operators ...

### Convenience Stores - US

"Faced with declines in motor fuel rates, cigarette smokers, and carbonated soda drinkers in recent years, the convenience store (c-store) industry is in a state of change as it looks toward other product areas and innovations to drive sales. Leading retailers in the industry are focused first and foremost on ...

## February 2018

### Drug Store Retailing - US

"A combination of an aging population and favorable market factors is expected to result in positive growth for the drug store market. However, a number of issues, such as consumers' low loyalty and desire for deals, combined with an increasingly competitive landscape will continue to pose challenges for traditional drug ...

### Men's and Women's Underwear and Sleepwear - US

The underwear market is in a state of change. Tried and true brands are still dominating, but newer start-ups and other online-only players are offering fresh alternatives and making inroads, especially among younger buyers. Men's increased engagement in the category is fueling the men's sector, while female-targeted brands are shifting ...

## January 2018

### Consumers and the Economic Outlook - US

"Economic improvement continued at a relatively steady clip as a new presidential administration took office at the beginning of the year. While there have been natural catastrophes and tragedies throughout the US, the economy has generally remained stable and any expert predictions continue to be optimistic."

- Jennifer White Boehm, Associate ...

### Back to School Shopping - US

"Back-to-school shopping is a much hyped annual event for good reason: For the 2017 school season, consumers planned to spend over \$83 billion for the occasion. During the past two school seasons (2016 and 2017), both parents and college students planned to increase their annual spending, going against trend. This ...