

December 2012

Suntan Products - UK

“Suncare occupies a strategic position between beauty and healthcare. At one level it competes with skincare, facial and body; on another level it has a therapeutic orientation in the prevention of sun burn and skin cancer. The challenge is to harness key consumer behaviours to make staying safe in the ...

Marketing to Hispanic Men - US

“The attitudes of Hispanic men toward advertising and media and their shopping behavior are among the key issues discussed in this new report for Mintel. Hispanic men are loyal shoppers and are most likely to purchase clothing, food products, home electronics, and household products. However, advertising messages hold little sway ...

Marketing to Baby Boomers - US

“Boomers face a host of financial challenges as they near retirement, which these may cause them to postpone as they build up funds. Boomers are using their resources to care for aging parents and adult children. Increases in human longevity necessitate greater funds to prevent outliving resources while increases in ...

Beauty Online - US

“Interactive shopping features allow consumers to have a more personal and custom interaction with the retailer, with the hopes of replicating personal customer service previously exclusive to in-store shopping.”

Youth Fashion - UK

“The youth fashion market is a crowded space with lots of retailers competing for the spend of consumers aged 15-24. As young people are continuing to exercise a certain amount of caution when spending, retailers need to make sure they are delivering on both value and the latest fashions, combined ...

Medicated Skincare - US

“The medicated skincare market can expect to see growth in the coming years due to skin irritations being a common occurrence for many consumers. However, the market faces some challenges: most consumers only purchase products to treat a single occurrence of an irritation, there are growing concerns around the use ...

The Savvy Shopper - UK

“The market has responded well to consumer demand for low prices. However, as shoppers get increasingly savvy, retailers will need to look beyond price points if they want to retain customers who are increasingly selective and less brand loyal.”

November 2012

Health and Fitness Clubs - UK

“Health and fitness club brands are also obvious candidates to stand out within the crowded health and fitness apps market.”

Marketing to Teens - US

Supermarkets: More Than Just Food Retailing - Europe

This report series covers the 19 leading economies of Western Europe. In total these countries account for around 95% of all European retail sales, excluding Russia. The remaining ten countries are either too small (e.g. Luxembourg) or are not sufficiently well developed to warrant detailed coverage (e.g. Romania ...

Lifestyles of Young Adults - UK

Beauty and Personal Care - International

“Expecting to catch any significant volume of time from a teen is unrealistic as they bounce between media, and as a result companies that recognize and embrace the transient nature of teens’ attention will be best placed to engage with this audience. However, at the same time, an environment of ...

“Being financially responsible is a must-have for today’s 16-24-year-olds. Economic uncertainties are forcing young adults to jump through more hoops to be able to afford education, get a job matching their qualifications, and get on the property ladder. Going forward, it can be expected that parents will play an increasingly ...

Hair Colourants and Home Perms - UK

“Although 2012 hasn’t seen much in the way of new technology, there have been innovations in advertising, with brands using technology apps and social media to engage consumers. With an ageing population however, and older consumers less likely to colour their hair, the market may need to adopt a different ...

Sun Protection and Sunless Tanners - US

“As skin cancer and sun protection awareness campaigns continue to warn consumers about the dangers of UV exposure and the FDA continue to propose tightened product regulations, manufacturers will need to stay ahead of the curve in order to maintain consumer confidence in the category.”

Asian Americans' Approach to Health and Wellness - US

“How Asians perceive their overall health and where there are gaps are among the key issues explored within this report. Asians understand the importance of leading a healthy lifestyle and value their overall well-being and yet they don’t seek advice from health professionals. Asian women are the least likely to ...

October 2012

Lifestyles of Dads - UK

“Whilst more mums classify themselves as breadwinners in their families, the opposite trend is also coming to the fore. As there are more stay-at-home mums, dads are adjusting to coping with increasing work pressures and staying connected with their offspring.”

Men's Toiletries - UK

“Brand loyalty is the biggest strength of the male toiletries industry and maximising on this continues to be important for the market. Innovative marketing and strong communication are the main areas that brands need to be working on, making all the difference between a dynamic sales performance and a more ...

Men's Grooming and Toiletries - US

“While there are no easy solutions to understanding the saturation point of the men’s grooming market, understanding the functional benefits that are desired by men and communicating those benefits in advertising will likely be the best way to resonate with this consumer.”