

November 2009

Affluent Investing and Banking - UK

- The equivalent of 6.3 million UK individuals over the age of 21 falls into the target wealth market (those with investible assets of £50K or more). Only 1.4% of the adult population, however, report owning investible assets worth over £500K.
- The increasingly harsh tax treatment of wealthy UK ...

Asian American Lifestyles - US

Although accounting for only 4.6% of the total US population, Asian Americans boast the highest income and educational attainment of any US ethnicity. Some of the wealthiest and most accomplished Americans are Asians, a group that can claim origins anywhere from Japan to India to Iran to Lebanon. With a ...

Black Baby Boomers - US

Black Baby Boomers have long been ignored by marketing messages that are geared to the young in spite of the fact that they represent the largest African American generational segment and currently hold the greatest amount of wealth of all Black generations. They represent a growth market in many industries ...

Breakfast Foods - US

Like a small town high school marching band, the success of the breakfast food market is largely determined by the widely varying talents of its members. The varying sales of the 10 competing segments combine for flat overall results. This report explores the factors that influence product selection—health and price ...

Car Aftermarket - UK

Although growth in the car parc may be slowing due to the decline in new cars sales since 2004, the proportion of older cars in the parc is rising which is creating an

America's Pet Owners - US

Headlines proclaiming that the pet care market has remained strong *despite* the recession have appeared frequently in the trade press. But given the nature and depth of the human-pet bond, a more accurate assessment might be that the pet care market is strong *because* of the recession. While animal shelters ...

Balkans Outbound - Balkans

The Balkan countries have undergone a substantial period of progress since the late 1990s, as governments embraced capitalism, leading to lower unemployment and wage increases. For the time being, owing chiefly to the global financial crisis, the outlook for the Balkans' outbound sector looks fairly weak. With the region facing ...

Bottled Water - US

The bottled water category faces numerous challenges including the economics of the “new normal” and increased environmental concern, and as a result, understanding market dynamics has become essential to ensure continued success. Opportunities do remain, however, and this report seeks out and finds them. Some of the topics covered in ...

Call Centres (Industrial Report) - UK

Industrial market reports from MBD industrial (a recognised authority in these markets) have added a new dimension to the breadth of research offered by Mintel. These industrial titles complement Mintel's existing consumer range, covering sectors such as building and engineering, and now featuring new business and professional/office sectors ...

Casual Dining - US

With the recession in full swing, the casual dining sector has suffered across the board. Strategy has turned sharply from expanding capacity to stealing share from competitors. Unit counts for leading chains are on the

opportunity for increased sales of aftermarket parts and services in the UK.

Catering Equipment (Industrial Report) - UK

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Children's Eating Habits - UK

Food and drink manufacturers looking to target their products at children are increasingly using internet advertising. Internet ad is less regulated than other media and children are already responding positively to it: thirty percent of 8-16 year-olds say that they try food or drinks after seeing them online.

Commuter Culture - US

This report explores the public transit market in the US. It provides insight into the external and internal factors affecting service and ridership trends, and what they mean for launching ad and marketing campaigns via buses, subways and rail systems and taxicab fleets.

Cycling Holidays - International

Insight + Impact - Mintel's commitment to its clients is encapsulated in this simple formula.

Domestic Beer - US

Heightened public awareness of the overweight/obesity epidemic in the US has helped to evolve the domestic light beer segment. The light beer segment reached a

downswing. In this report, Mintel examines the impact of recession on casual dining chains and ...

Ceramic Tiles (Industrial Report) - UK

Industrial market reports from MBD industrial (a recognised authority in these markets) have added a new dimension to the breadth of research offered by Mintel. These industrial titles complement Mintel's existing consumer range, covering sectors such as building and engineering, and now featuring new business and professional/office sectors ...

Civil Engineering (Industrial Report) - UK

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Consumer Attitudes to Fine Dining - UK

This report aims to investigate the question: **“Has the recession made fine dining redundant?”**

Dog and Horse Racing - UK

- In 2008, on-course spending at dog and horse racing tracks grew marginally to £302 million, from £298 million the previous year. This came despite declining attendances in both sports, with food, drink and hospitality operations having been the main growth drivers.
- Although horse and dog racing attendances fell 5.5 ...

Domestic Central Heating (Industrial Report) - UK

Industrial market reports from MBD industrial (a recognised authority in these markets) have added a

60.8% share of total domestic beer volume sales with 4.4% growth from 2007-08. Meanwhile, the super premium and craft beer segment is ...

European Retail Briefing - Europe

European Retail Briefing is a monthly briefing providing news and analysis that includes company results, store openings, cross-border moves, M & A activities, executive changes and property developments. Additionally each month, European Retail Briefing focuses on a key issue or specific European retail sector. The month's retail news is ...

Eye on intermediaries - Savings and Investment - UK

Investors are clearly still nervous, despite the stock market rally. Half of IFAs surveyed by Mintel reported that clients were taking a more defensive approach to investments.

Family/Midscale Restaurants - US

This report explores the family restaurant market—identifying key developments that are changing consumer habits and usage of these restaurants within the current economic climate, which has caused “value” to emerge as a key theme as operators struggle to combat declining guest traffic.

Food NPD - France

Pressures of modern living are forcing more and more French to reluctantly forgo the tradition of cooking from scratch. As a result, the sales of prepared food products are slowly picking up after years of near stagnation. Those that still allow consumers some involvement in preparation have a head start ...

Food NPD - Italy

Italian retail value sales of food reached €122 billion in 2009, growing by almost 1% on 2008. This modest

new dimension to the breadth of research offered by Mintel. These industrial titles complement Mintel's existing consumer range, covering sectors such as building and engineering, and now featuring new business and professional/office sectors ...

Evening Dining - UK

- Two-thirds of adults cook their evening meal from scratch. However, most draw upon a repertoire of meal options that includes take-aways and ready meals.
- Manufacturers and retailers of convenience foods are failing to attract their share of older shoppers, with this group preferring to cook their evening meals from scratch ...

Facilities Management (Industrial Report) - UK

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Food NPD - Europe

European Consumer Goods Intelligence is a unique series of fmcg market research reports, written by industry experts and incorporating exclusive insight into consumer activity and market trends.

Food NPD - Germany

Although openness towards new products is increasing in Germany, both economic uncertainty and an ageing population which is less willing to experiment, restrict the prospects for new launches. Those who go out to work increasingly find that convenience eating compensates for a lack of free time to cook from scratch ...

Food NPD - Spain

This report examines consumer attitudes towards new product development, buying new food products, and

growth reflects how a reduction in prices initiated by the poor economic outlook and the following recession has affected sales. In addition, more Italians are opting for own-labels and discounter ranges ...

Food NPD - UK

Innovation is one of the major drivers of the food market and innovation itself is driven by broader social and cultural trends. Two trends – towards convenience and towards healthier eating – have helped reshape the UK food sector over the past decade. UK eating habits have received massive attention ...

High-end Vacation Destinations - US

As noted in Mintel's *Leisure Travel—U.S., June 2009*, the leisure travel market declined considerably in 2008 and the first two quarters of 2009 as a result of recessionary pressures. However, the cost of travel declined between March 2008 and 2009, and this has created a context in which affluents ...

Home Insurance - UK

- Around 35 million people have home insurance, with combined buildings and contents cover the most common arrangement. Mintel's consumer research shows no real sign of consumers cutting cover because of the slowdown – insurance is undoubtedly seen as an essential purchase for most.
- When Mintel asked people about their claims ...

Impact of Technology on Out-of-Home Leisure - UK

- More than a quarter of consumers already use mobile internet to look up travel information while they're out, highlighting the huge potential of mobile phones as a leisure research tool once the technology catches up with demand.
- Consumers are much more willing to leave making leisure plans until the last ...

Inbound Tourism - UK

brand loyalty, and looks at the levels of NPD in a number of food markets as well as product positioning claims. The specific markets covered in this report are ready meals, cheese, meat products, fish products ...

Food Retailing - UK

People want their grocery shopping to be convenient. But, in contradiction of popular myth, most people (85%) don't mind grocery shopping, although 35% admit that they find it a chore.

Hispanic Diet and Wellness - US

As the Hispanic population continues to grow in the US and the debate continues about the growing cost of healthcare, Mintel looks deep into how Hispanics define healthy, and how effective they are in leading a healthy standard of living. Mintel's exclusive consumer research examines what Hispanics are doing to ...

Home Office - UK

- Working at home is a major driver for buying home office furniture. Over one in five online adults (7.7m) work at home at least some of the time.
- Home office furniture is mostly found in multi-function rooms such as living rooms and bedrooms. Less than one in five (6 ...

In- vs Out-of-town Leisure - UK

- Out-of-town leisure complexes are seen by consumers as a convenient, safe environment for responsible people to enjoy and reward themselves and this is something they could seek to capitalise on a bit more than they currently do. Ease of parking is the primary attraction of them for four out of ...

iPhone Generation - UK

In 2008 there were almost 900,000 fewer visits to the UK from overseas, the first reduction in inbound travel since 2001 (when foot and mouth and 9/11 made for a particularly difficult period).

The world of new technology is by definition a fast-moving one, and there have been many new developments, especially in mobile technology, since Mintel's report *The iPod Generation – UK*, April 2007.

This report looks at consumer attitudes towards new technology, and the extent to which technology is changing the ...

Lager - UK

- Since 2004, lager value sales fell by 11% to reach £11.4bn in 2009. Nevertheless, it remains the largest selling alcohol drink.
- While the trade defines premium lager as having an ABV (alcohol content) of around 5% and above, only one in ten regular lager drinkers think that stronger lager ...

Life Insurance - US

This report highlights the business activity in the life insurance market, with special emphasis on year-end results for 2008. The report also examines the views and behaviors of consumers concerning life insurance, and how they view the industry in the current economic context.

Marketing Credit and Debit Cards to Small Businesses - US

This has been a difficult year for small businesses, with weakening sales demand at the same time that sources of financing and credit have dried up. The economic downturn has accelerated the reliance of some small business owners' on their credit cards in funding their cash flow. However, as credit ...

Metal Recycling (Industrial Report) - UK

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Online Banking - Ireland

This report assesses the impact that technology and the internet are having on Irish consumers' banking and finance-related activities. It considers recent developments in online banking services and trends in consumers' use of these services. It also assesses imminent developments in the areas of mobile banking services and contactless payments ...

Organic Food and Drink Retailing - US

Organic food and drink sales experienced strong growth over the last decade, and in particular in the last five years as mainstream FDM started aggressively stocking organic name and private label brands. The recession has curtailed growth in the short term, and in this report Mintel discusses how consumer trends ...

Over-55s' Fashion - UK

This report looks at the clothing buying habits and attitudes towards fashion of men and women aged 55 and over.

Plus Size Teens and Women - US

The US plus size market for teen girls and women is beset by a number of challenges in 2009. Foremost of these is the ongoing recession, which has resulted in less discretionary income and tightening household budgets. However, there are also a number of other problematic issues brought up by ...

Potatoes - UK

Pub Visiting - UK

- The chilled potatoes sector is showing strong growth, now accounting for 2% of the market. Not only do consumers want potatoes that require minimal cooking, but they are also responding to the health/ freshness position of chilled potato products. Fresh potatoes still account for two-thirds of the market.
- Suppliers are ...

Retail Banking Overview - UK

- The weak economy and low consumer confidence has prompted people to cut back on spending, become more demanding and value-oriented - all in all a more difficult proposition.
- Helped by the work of aggregators and a more cost-conscious consumer mindset during the recession, people are increasingly switching their provider.
- The total ...

Salons and Spas - UK

- The recession has not impacted on the need to look and feel good. However, there is evidence that people are cutting back on salons and spa treatments and switching to home alternatives where possible.
- Salons and spas are lacking in appeal to more than half of adults. For many, spas ...

Sleep Aids - US

This report explores the market for non-prescription, over-the-counter sleep aids. Many Americans have trouble falling asleep or staying asleep. Nevertheless, consumers seem to view non-prescription sleep aids as less viable solutions to these problems in comparison to prescription medications. Therefore, sales of non-prescription products trail those of their more widely ...

Specialty Foods - The NASFT State of the Industry Report - The Consumer - US

This report, a companion to *Specialty Foods—NASFT State of the Industry Report—The Market—US, October 2009*, examines consumer attitudes towards, and opinions about, specialty foods.

After necessities and bills, going out, such as the pub & cinema, and dining out still remain consumers' top spending priorities.

Salon Products and Consumer Purchasing - US

The salon products market has been affected by the economic woes gripping most Americans, as consumers keep a closer eye on their expenditures and trade down on everything from cars to clothing to personal care. In addition, salon brands have found themselves competing with mass market brands delving into the ...

Shopfitting (Industrial Report) - UK

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Social Networking - UK

Despite the increasing range of extra activities that sites like Facebook offer, internet users are still mostly pre-occupied with one another, with research showing 66% visit to keep up with current friends compared with 10% of respondents that visit social networks for music, for example. How can social networks encourage ...

Structural Steel (Industrial Report) - UK

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building and engineering, and now featuring new business and professional/office sectors ...

Travel and Tourism - Botswana

Country Reports are tourism profiles of destination countries.

Travel and Tourism - Kenya

Country Reports are tourism profiles of destination countries.

Travel and Tourism - Malawi

Country Reports are tourism profiles of destination countries.

Travel and Tourism - Mauritius

Country Reports are tourism profiles of destination countries.

Travel and Tourism - Seychelles

Country Reports are tourism profiles of destination countries.

Travel and Tourism - Zambia

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UK Retail Briefing - UK

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Vacuum Cleaners - US

The \$2.4 billion vacuum market is a mature market that has seen inflation-adjusted sales fall from 2004-2009. While pressure from low cost imports and the shift towards hard-surface flooring have limited growth in the market, these difficulties have been compounded in 2008 by the recession. Surprisingly, however, the market ...

Valves (Industrial Report) - UK

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Women's Fashion Lifestyles - UK

- The women's outerwear market is estimated to be worth £20.7bn in 2009, a 2% decline on 2008, as incomes are being squeezed and many consumers have started to cut back. However, a small recovery in the women's outerwear market is expected in 2010 (growth of 1% to ...)

Yogurt - US

Yogurt sales continue to rise as more Americans become aware of yogurt's health benefits. The U.S. yogurt market reached an estimated \$4.1 billion in 2009 in FDMx. In this report Mintel discusses how consumer trends, the economy, and new product trends are influencing the yogurt market. In addition ...

Young Adult Leisure Trends - US

Consumers 18-34 might be considered the core of the leisure market. The young adult demographic, with more leisure time and fewer familial responsibilities, are often opinion leaders and trendsetters who determine the success or failure of new entertainment options. This is particularly true when game-changing technologies are concerned.