

December 2012

Alcohol Retailing - Ireland

The alcohol retailing industry in Ireland is currently faced with many challenges, such as a fragile economy, the binge drinking culture and its associated health and societal costs. Indeed, the debate surrounding these issues has resulted in a raft of legislative measures to tackle the irresponsible consumption of alcohol that ...

Balas e Chicletes - Brazil

“O mercado tem apresentado rápido crescimento no faturamento de 2007 a 2012, contra um crescimento estável no volume de vendas. Além da elevação dos preços dos insumos da categoria, principalmente açúcar, essa valorização também foi apoiada na crescente oferta de melhores produtos e no aumento da renda média da população ...

Beer - UK

“Drinkers are increasingly looking for pubs to make imaginative choices with their range of drinks and those which stick to safe options of just mainstream brands are likely to struggle to win over beer enthusiasts.”

Casino and Casino-style Gambling - US

“While the casino industry as a whole has recovered from the revenue declines it suffered throughout the recession years, gaming destinations continue to face competition for visitors from other leisure venues, from intra-industry competition (ie, other areas’ casinos)—and from the dining and entertainment located in casinos that are designed ...

Clothing Retailing - China

“China’s clothing retail industry continues to enjoy strong growth, in large part thanks to continued growth in average personal incomes, but also remains highly competitive, with leading retailers having to work hard to sustain interest from increasingly fickle and sophisticated Chinese consumers.

Bakery Products - China

“With fast growth in the Chinese economy and rising incomes, more and more urban consumers are including more flavourful, healthy and convenient foods in their diets. Bakery products, especially Western bakery products, have become popular as breakfast foods and snacks. This has driven rapid growth in the bakery products industry ...

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.”

Beer - US

“Domestic and imported beer brands continue to dominate the U.S. beer market despite a tumultuous beer period brought on by the economic downturn. While some beer segments have adapted to appeal to consumers throughout the recession, the overall beer market has declined since 2008. In addition, some consumers exchanged ...

Children's Media - UK

Whilst the depth of interaction is greater for new media formats like applications or interactive digital games, television remains the single largest, most important way of broadcasting an idea or franchise to millions of children, quickly and easily. Those online franchises like Moshi Monsters that begin life as digital activities ...

Consumer Cloud Computing - US

“Use of a cloud service has passed through early adoption and now encompasses more than a third of internet users. However, the majority of usage is based on free services, and it may be necessary to offer qualitative differences in service to attract paid usage, rather than basing fees around ...

Consumer Snacking - UK

“NPD that focuses on flavour innovation can offer brands standout in the highly competitive snacking market with half of consumers who snack agreeing that they like to try more exciting flavours in snacks.”

Consumers and Planning for Long-term Care - UK

“Long-term care-related products and services are not just about the end user. When an elderly person needs care, it often affects several generations within a family. The financial and psychological pressures being felt by the so-called ‘sandwich generation’ – people who are simultaneously supporting themselves, their elderly parents and their ...

Digital Trends Winter - UK

“Multifunctional mobile devices such as smartphones and tablets are threatening the future of dedicated devices, which have one prime focus.

Electrical Wholesalers (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.

European Retail Forecasts - 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

Consumers and General Insurance - UK

“Consumers face a dilemma when arranging insurance, between the unrivalled convenience of price comparison sites and the reliability and accuracy of going directly to an insurer. Face-to-face broker services may be increasingly rare, but are still associated with professionalism and expertise –valuable qualities in a market where consumer trust is ...

Convenience Retailing - China

“While the convenience store sector in China has expanded rapidly in recent years, there remains marked scope for further growth. While there are approximately 10,000 people per convenience store in urban areas in China, this figure is much lower at 2,400 in Taiwan – the most fiercely competitive ...

Eating Out: The Decision Making Process - UK

“More than six in ten diners state that price promotions would encourage them to try a new restaurant, highlighting the unsurprising appeal of discounts as consumer budgets remain under pressure. However, a similar percentage states that recommendations from friends/family would make them more likely to visit, suggesting that using ...

European Retail Briefing - Europe

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Gum, Mints and Breath Fresheners - US

“When it comes to gum, mints and breath fresheners, flavor remains the most important attribute consumers are seeking. However, an increased consumer desire for getting a benefit from everything they ingest has raised a demand for functional benefits. Therefore, while some

focuses on a key issue or specific European retail sector. The month's retail news is ...

Hispanics and the Grocery Store Experience - US

“More than two in 10 Hispanics say it would be easier for them to make purchase decisions if the packaging for grocery items was in Spanish. Providing Spanish-language packaging not only makes it easier for less acculturated Hispanics to choose products, but in a more general sense acknowledges the culture ...

Household Hard Surface Cleaning and Care Products - UK

“Home hygiene is the top reason for using hard surface cleaners, so antibacterial products will continue to increase their share of the market. Concern about germs also extends to away from the home, so on-the-go disinfectant products for use in the workplace or in public places is an opportunity for ...

Iogurte - Brazil

“O mercado brasileiro de iogurtes está em pleno desenvolvimento e vem ampliando sua presença de maneira significativa. Segundo levantamento da Mintel, de 2010 para 2011, a categoria teve um crescimento de 4% em volume total. Com relação à penetração, em pesquisa realizada este ano, 74% da população afirma consumir a ...

Luggage - US

“The luggage market is expected to grow over the next few years due to a rebound in the travel industry and renewed consumer confidence, both of which are inherently linked to luggage purchases. However, seeing as items in this category are not purchased very frequently, luggage marketers need to focus ...

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

strides have been made in this area, manufacturers need ...

Horseracing - UK

“Although attendances will slip back in 2012 and football continues to outperform it in the betting market, horseracing stands on the threshold of potentially another key period of its development not just as a spectator sport but as a player in the wider leisure market.

Household Surface Cleaners - US

“While an economizing mindset sets the tone for much of the category, surface cleaner purchasers are motivated by more than just price. Surface cleaners that facilitate quick and easy cleanups continue to gain in popularity as do products offering fresh approaches to tough cleaning problems. In addition, consumers are placing ...

Leisure Review - UK

“The amount of money that consumers have available to spend on leisure will continue to be under pressure for several more years, at least until the point where their earnings begin to grow above the rate of inflation. For the leisure industry, the implication of this is that there will ...

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 ...

Marketing to Over 55s - China

“Chinese people who will be at retirement age on or before 2015 have been witness to massive social upheavals and change. In order to understand what shapes the way they behave as consumers, we need to first grasp the scope of the changes they have witnessed, and how these affect ...

household products. However, advertising messages hold little sway ...

Marketing to Young Families - Ireland

The dynamics of family households within Ireland have changed with a rise in mothers in employment and a trend for smaller families. The increase in mothers working has resulted in changing gender roles, with men becoming more involved within the home. As the dynamics of Irish families continue to evolve ...

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 ...

Non-chocolate Confectionery - US

"The non-chocolate confectionery category is in a position to drive perceptions of the healthfulness of product offerings, and to suggest responsible category participation, rather than suffering from consumer flight due to health concerns."

RTD Smoothies - US

"The RTD smoothie category is characterized by low market penetration, especially in comparison to that of made-to-order smoothies. The good news for RTD smoothie makers is that they can use the heightened consumer exposure to smoothie brought about by the popularity of fast-food smoothies to increase consumer awareness of RTD ...

Scooters and Mopeds - US

"The scooter and moped market has benefited from the increase in gas prices since the start of the recession in 2008. This may not be enough to expand this market in the U.S. significantly, but has generated interest among consumers who had previously never considered them or just seen ...

Mass Affluent and Financial Services - US

"After being challenged by the recession, the mass affluent market is staging somewhat of a comeback and has become an increasingly attractive market for banks and other types of financial institutions. The question is whether these institutions can find the hooks most relevant to this group and grow their business ...

Motorcycles and Scooters - UK

"The motorcycle and scooter market faces a number of challenges if sales are to recover to pre-recessionary levels. Many challenges persist for those in the market, most notably extending the user base as well as overcoming the existing risk perceptions of two wheels over four."

Pizza Restaurants - US

"Pizza restaurants have adapted well to the changing needs of consumers with a product that hadn't been altered a great deal since it became a mainstream cuisine option. Concepts are entering into the fast casual arena with the help of new technology to give consumers personal made-to-order items with upscale ...

Savings and Investments Intermediary Focus - UK

"The savings and investment intermediary market is about to embark on a year of transition. The issue that will affect the market the most over the next 12 months is the RDR. Intermediaries are at risk of losing a proportion of their customer base which will impact revenues and many ...

Self Invested Personal Pensions - SIPPs - UK

"The SIPP market has reached a pivotal stage in its development. Faced with the prospect of slower growth, tougher competition and increased capital requirements, the market could well experience greater consolidation in the future, as smaller operators are

acquired by larger providers with more robust balance sheets.”

Small Kitchen Appliances - UK

“The ongoing gloom that has surrounded consumer finances is still creating a challenging environment for small kitchen appliances, even though value sales have benefited from the fact that within this category consumers are investing more in quality and what they perceive as value. Volume sales are still sluggish, and those ...

Smoking Cessation Products - US

“Sales of smoking cessation products are expected to continue to experience growth. However, growth is limited as the market faces many challenges, such as domination from private label brands and a decreasing consumer base.”

Sports Tourism Worldwide - International

Sports tourism has been one of the fastest-growing niche segments of the tourism sector in recent years, according to the United Nations World Tourism Organization (UNWTO). Sports can be either a permanent demand driver for a destination (for example a ski resort) or an occasional one (for example an Olympic ...

Sugar and Gum Confectionery - Brazil

“The market has posted rapid growth in value sales over the 2007-12 period; however, this comes against near stagnant volume sales. Besides the rising prices of sugar, the growing availability of higher value products and rising household incomes have fueled the rise in average prices. Mintel’s research shows that affluent ...

Sugar and Gum Confectionery - UK

“Sugar confectionery is hardly on a blacklist of harmful foods... yet this isn’t to say that sweets with healthier recipes hold no appeal. This report highlights opportunities to tap into a consumer interest in sugar confectionery with a better-for-you positioning. A hefty 61% of sweet users claim that there are ...

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 ...

Table Sauces and Seasonings - UK

“With the burgeoning number of over-55s, healthier formulations present a viable means for brands for generating standout among these older age groups. They are significantly more likely than younger cohorts to see low fat, low salt, low sugar and being free from artificial additives/preservatives as important considerations when choosing ...

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.”

Travel Agents - UK

“The high street travel agent industry has been buoyed by the misconception that they offer a greater level of consumer protection than online channels, with consumers confusing ABTA membership with ATOL

Travel Booking - US

“Americans are regaining their confidence in the travel market, and finding they have more income to spend on travel overall. However, despite their positive sentiments, travelers are still driven to make travel

certification. With this myth dispelled, the decline in usage of high street travel agents will likely be accelerated as ...

Travel Money - UK

“Foreign currency and debit/credit cards continue to be the most popular methods of spending abroad, with most other products overlooked by the majority of consumers. Uptake of currency cards is still relatively low, despite this being the main area of innovation, with only one in two adults having heard ...

Wine - China

“China’s wine retail market expanded at a compound annual growth rate (CAGR) of 22.3% from 2008-12 to reach an estimated market volume of 842.4 million litres, while value CAGR rose at 25.6% from 2008-12, growing to an estimated RMB46.3 billion. The share of wine in the ...

Yogurt - China

All yogurt makers in China have to deal with a sceptical public whose confidence in domestically produced dairy products has been eroded by a seemingly unending series of food and safety scandals. Mintel’s survey results reveal that consumers are looking for spoonable yogurts that reflect wholesomeness and naturalness. Though flavoured ...

服装零售 - China

中国服装零售业继续保持着强劲的增长,这在很大程度上是得益于国民的个人平均收入不断增加。但是行业中竞争仍然十分激烈,领先的零售商必须不懈努力以吸引日益多变和精明的中国消费者。

葡萄酒 - China

2008到2012年间,中国葡萄酒零售市场以22.3%的年均复合增长率扩张,销售量估计达到8.424亿公升。同期,销售额以25.6%的年均复合增长率增长到463亿元人民币。虽然整个酒精饮料零售市场由啤酒和烈酒主导,但葡

bookings in the most budget-friendly, convenient way possible. Given their general propensity to be online, travel providers have more ...

UK Retail Briefing - UK

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Yogurt - Brazil

“The yogurt market has recently experienced a significant development. From 2010-11, the category grew by 4% in total volume. Also, when it comes to penetration, Mintel’ survey reveals that 74% of the population in Brazil reported consuming the category. This percentage is even higher than in the U.S., for ...

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 ...

烘焙食品 - China

“随着中国经济的迅猛发展和人们收入水平的提高,越来越多的城市消费者追求美味、健康、快捷的饮食生活方式,烘焙食品特别是西式烘焙食品获得了青睐并成为他们的早餐或零食。所有这一切都极大地推动了中国烘焙食品行业和市场的发展。许多烘焙店和工业烘焙食品企业在过去五年内不断进行地域扩张和产能扩大,而许多非烘焙企业也纷纷跨界进入烘焙食品领域。2007-2012年间中国烘焙食品市场的年均复合增长率(CAGR)高达35%,从2007年的300多亿元增长到2012年的1,350亿元。”

酸奶 - China

在中国,尽管频发的丑闻困扰着乳品行业,但是酸奶产品市场仍保持了持续的增长。中国宏观经济总体持续增长、三至五线城市发展迅速以及内地新兴消费阶层收入水平稳步增长已成为促进酸奶消费的主要驱动力。

葡萄酒的整个市场份额日益增长，这得益于消费者对葡萄酒的日益青睐，并将其视为优于其他酒类产品的更优雅更健康的选择。

针对55岁以上老年人的营销 - China

2015年之前退休的中国人历经激烈的社会动荡和变革。他们经历过列强侵略、战争、饥荒、政治混乱和经济灾难。而现在，根据《经济学人》的预测，按GDP值衡量，中国将于2018年成为世界最大经济体。

零售便利店 - China

尽管近年来中国便利店业扩张迅速，此市场仍有进一步发展空间。在中国城市，平均约10,000人共用一家便利店，远不及台湾和美国等主要市场。台湾为便利店竞争最激烈的市场，每2,400人共用一家便利店。2007-2012年中国便利店以复合年增长率（CAGR）15.9%的速度增长，2012年市值达到465亿元人民币。