

March 2014

Attitudes Towards Germs - UK

“Continued growth in sales of germ-killing products will come from giving younger people in particular more information on hygiene and germ hotspots, as well as through promoting specific products as being better for use on surfaces coming into contact with food. Brands also have an opportunity across the wider household ...

Bicycles - UK

“If safety concerns around cycling on the roads can be definitively tackled, it could open the floodgates to a new era of mass cycling participation.”

Biscuits, Cookies and Crackers - UK

“The majority of users want to see more on-the-go packs of savoury biscuits and crackers. Offering snack packs containing one or two servings and placing them next to other on-the-go snacks such as cereal or chocolate bars near supermarket tills should forge associations with on-the-go occasions.”

Bottled Water - China

“Pure sourcing is key to attracting bottled water consumers, which has created intense competition between manufacturers for acquiring water sources and has even led to merger and acquisition activity. Wide availability in both the on-trade and off-trade, as well as the introduction of smaller pack sizes, is encouraging impulse purchases ...

Bottled Water and Cold Beverages Mixes - US

“Offerings that stress hydration, health, and convenience will support increased bottled water consumption. Consumers remain price sensitive in the category, and with so many choices, value will be what consumers fall back on. Products with higher price

Babies' and Children's Personal Care Products, Nappies and Wipes - UK

“The disposable nappy and personal care segments were the worst performers in the market in 2013. Encouraging consumers to switch back to brands, and move away from savvy shopping techniques will be essential for returning the categories to growth.”

Biscuits, Cookies and Crackers - China

“Product innovation is key to business growth, since consumers are open towards different types of biscuits and are eager to try new products. Healthy and indulgent are the two key areas for product innovation as they are the main purchase drivers.”

Black Consumers and Household Products - US

“Maintaining a clean home is important to Black consumers. A clean home is direct reflection of what others think about them, and a clean home means a healthy family. Black consumers are all about prevention, and rely on products that have ingredients to help remove germs and odors. Blacks teach ...

Bottled Water - UK

“There is a lot of scope for packaging innovation, to increase the convenience of these products for users, make them more visually appealing and give them standout. Importantly, this would help position the company as being more innovative and forward-thinking than its competitors.”

Buy-to-let Mortgages - UK

“Although the new rules linked to the Mortgage Market Review (MMR) will not apply to non-regulated buy-to-let business, there will still be some ramifications, not least because many lenders operate in both the mainstream residential and specialist buy-to-let sector.”

points need to be justified through unique flavors and innovation to draw in ...

Car Purchasing Process - US

"As new and used car sales plateau again, as is expected in the Mintel forecast, auto manufacturers, car dealers, and marketers looking to grow their brands will have no choice but to cannibalize sales from their competitors. This will highlight the importance of effective targeting of first-time car buyers, or ...

Car Retailing - China

"It is imperative to apply different strategies to different target groups as they are different in their attitudes towards car purchasing and retailing. The 4S model needs to change if it is to remain competitive in this ever changing market environment, where online purchasing is starting to emerge as a ...

Children's OTC - UK

"The market has been impacted by parental reluctance to treat their child without professional help as well as reduced innovation. Encouraging parents to treat their children at home, by offering better advice, as well as raising their confidence in brands by better engaging with them using social media could encourage ...

Coach Holidays - UK

"By positioning themselves as 'premium escorted tours', offering exotic or unusual itineraries abroad and a broader, deeper destination experience, coach holidays stand the best chance of appealing to affluent, travel-hungry Boomers."

Convenience Store Foodservice - US

"Convenience stores today have to perform a tricky balancing act in regards to foodservice: consumers are asking for healthy options, an array of foods and beverages, freshly made sandwiches and entrees, and indulgent treats, all while still providing quick service at a low price. Operators will need to focus on ...

Car Rental in North America - North America

North America's car-rental industry is holding its own, even though during the 2007-09 recession, the car hire companies, led by three major players, had to reduce fleet inventories to adjust to slack demand.

Children's Eating Habits - Ireland

"Children's eating habits are largely determined by their parents; meaning that the establishment of good dietary habits for children is primarily formed in the home. In order to gain the trust and loyalty of parents, supermarkets and restaurants should look to reinforce healthy eating messages outside of the home, be ...

Children's Personal Care - US

"The CPC market is expected to grow slowly into 2018. Better engagement of dads, creating products to keep children in the category for longer, and reinvigorating the struggling haircare segment could help accelerate sales growth for this market."

Consumer Spending Priorities - China

"Saving remains an important financial priority for consumers and the idea of spending the money to enjoy life now without thinking about tomorrow is still uncomfortable for many. This means that while consumers are confident about making more purchases, they are still spending within what they can afford and according ...

Convenience Stores - US

"Quick stops to pick up a few items or get gasoline are the primary reasons that consumers visit convenience stores. While convenience stores have a reputation for unhealthy food, many are improving their offerings to provide healthier alternatives appealing to shifting consumer tastes, hoping to encourage more visits."

Cookies and Crackers - US

“Less than 10% of cookie and cracker buyers look for gluten-free varieties. While gluten-free developments attract attention due to new product innovation, at this point, this feature does not make or break cookie or cracker purchase.”

Digital Trends Spring - UK

“Facebook’s purchase of WhatsApp is the latest example of a brand intending to acquire users now, before making money from them later. Companies are desperate to tie consumers into their eco-system, but at some point they will have to decide whether to start charging more for services, or whether to ...

Educational Lending - US

“The student loan crisis continues, driven by the escalating cost of college as well as slow recovery, which is hindering graduates’ abilities to repay their loans. The government is beginning to take the problem seriously, and proposals to help solve the problem are being considered both to help students repay ...

Estilos de Vida Saudável - Brazil

“Apesar da diversidade dos alimentos “in natura” disponíveis a preços acessíveis no país, as novas gerações de adultos brasileiros consomem cada vez mais alimentos processados, de teor pouco nutritivo; pulam refeições ou as fazem de maneira principalmente conveniente. Como forma de compensar o mau hábito alimentar, estes adultos praticam mais ...

Food and Drink Retailing - UK

“Food retailing remains highly competitive, but all the evidence indicates that competition is moving away from price. With almost perfect information in the market and most of the majors doing some form of price matching, we think that the competitive agenda will move to all the other key factors that ...

Grilling and Barbecuing - US

Courier and Express Delivery (Industrial Report) - UK

This report will help you to uncover opportunities and understand the key issues affecting your market. How? By giving you instant access to analysis and critical recommendations. It will also challenge routine thinking by providing fresh, new perspectives that energizes your thought processes.

Digital Trends Spring - US

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Electrical Wholesalers (Industrial Report) - UK

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European Retail Briefing - Europe

The European retail briefing provides commentary, data and news analysis from across Europe ensuring that you keep in contact with the latest retail news.

Fruit and Vegetables - Ireland

“There is a disparity between the NI and RoI fruit and vegetable markets, with the cost of these items growing for NI consumers, while decreasing for RoI consumers. Should the trend continue, it could see a re-emergence of cross-border shopping, with NI consumers visiting RoI retailers along the border to ...

Healthy Lifestyles - Brazil

“The grilling category is unique in that, for many adults, it is strongly associated with positive memories and emotions of cookouts past. Those who purchase a grill are not just buying an appliance upon which they can prepare food; they are buying it for the experiences they can have through ...

Hispanic Consumers and Household Products - US

“While Hispanic consumers are not a homogeneous group, one value that practically all share is their belief that personal appearance says a lot about a person. It is for this reason that they strive to take good care of their clothing and household. Brands that can partner with them to ...

Lotteries - UK

“The biggest issue facing the lottery industry over the last 12 months has been the impact of the £2 Lotto ticket. Unfavourable economic conditions surrounding its launch mean a true picture will take time to emerge but initial indications are that while around half of players have reassessed their habits ...

Menswear - UK

“While men are still much more interested in branded clothes than women, there has been a notable change in male attitudes towards brands in fashion over the last year. Males aged 25-44 are no longer as willing to pay more for a brand they like.”

Mobile Service Providers - US

“Brands are becoming increasingly savvy in making adjustments in pricing that favor their ARPU, but as subscribers themselves become increasingly sophisticated, these shifts will eventually become transparent to them. It may be time for marketers to primarily focus on growing new services that benefit consumers, rather than tinkering further with ...

Mortgages - UK

“Despite the wide availability of affordable fresh food in the country, Brazilians are increasingly consuming processed low-nutritional food products, skipping meals, and focusing on convenient products. They are making up for bad food habits by exercising more and doing more sports, but without a balanced diet this might not be ...

Long-haul Holidays - UK

“Full-service airlines will ultimately be forced to react to compete by launching their own no-frills fares, as a number such as BA and Air France have already done in the short-haul market, or in emulating the bundled fare options offered by American Airlines. Such a move would allow full-service airlines ...

Marketing to the Green Consumer - US

“Enthusiasm for green products has increased since 2012, perhaps this is due to consumers’ perception of green as money saving. However, consumers refuse to be inconvenienced by green. They value accessibility, affordability, and quality. Companies should not presume that loyalty will come easily as consumers seek transparency and authenticity from ...

Mobile Network Providers - UK

“For the moment, until the data-driven services willingly choose to interact or are subject to legislative restrictions forcing them to become more open, network operators remain the most cohesive and simple way for consumers to talk to each other based on a single identifier; the phone number.”

Mortgages - Ireland

“For the first time since the financial crisis occurred, there appears to be a match between demand and supply with respect to mortgages. Consumers are once again looking to take out mortgages to purchase property, while financial institutions once again seem genuinely interested in issuing mortgage loans. Although lending criteria ...

Motor Insurance - UK

“Current market conditions present an opportunity for lenders to start promoting long-term fixed rate mortgages among UK consumers. As interest rates will only increase in the future, there has never been a better time to get people thinking about the advantages of longer-term mortgage products.”

Non High Street Foodservice Trends - UK

“Concerns over the future of the high street and the mature eating out market have seen operators attempt to widen distribution channels. High footfall areas such as travel hubs, shopping centres and university campuses are proving popular choices for operators looking for new opportunities.”

Nut-based Spreads and Sweet Spreads - US

“Greater competition from other brands both within and outside of the nut-based and sweet spreads market will have an impact on the category. To fight the competition, manufacturers need to promote the versatility of their spreads for use as an ingredient, dip, snack, and beyond to help increase product appeal ...

Online Grocery Retailing - UK

“Grocers can cultivate greater shopper loyalty by encouraging cross-channel shopping; we think consumers are more likely to stick with those shoppers who are providing an integrated mix of supermarkets, online and c-stores that caters to different shopping missions.”

Personal and Stakeholder Pensions - UK

“Although at first glance the government’s pension auto-enrolment scheme can be seen as a threat to the personal pensions market, rising interest in pensions and retirement savings, particularly among younger savers, is an encouraging sign. Appealing to the younger generation will have to involve fresh and innovative ways of educating ...

Railway Engineering (Industrial Report) - UK

“The potential of telematics-based motor insurance is not being realised. Younger motorists who could save the most by using the technology are the least interested, while the reverse is true of older drivers. Motorists’ low estimation of their own driving ability could be behind the problem, with 36% of policyholders ...

Noodles - China

“Consumers are demanding a wider variety of new and exotic flavours, as more people travel overseas, and are exposed to more new cuisines. This provides an opportunity for noodle manufacturers to create bold new flavours that generate interest among increasingly sophisticated consumers.”

Online and Mobile Retailing - Ireland

“Innovative delivery methods, such as Amazon’s Prime Air, Volvo’s Roam Delivery and Asda’s use of storage lockers in key UK transport hubs, can evolve the ‘click and collect’ concept and increase the speed and ease with which consumers can receive goods ordered online. Solutions such as these can help retailers ...

OTC Pediatrics - US

“After a series of product recalls, the OTC pediatrics market appears to have fully recovered. However, the market faces a few challenges to growth, including a declining population of households with children, and an overall movement toward prevention rather than treatment. Manufacturers and retailers that can meet parents’ unique needs ...

Private Healthcare (Industrial Report) - UK

“The private healthcare market faces a year full of change, with the provisional remedies proposed by the Competition Commission following its two-year investigation into the sector potentially marking a shift in the balance of power from private hospital operators to private medical insurers.”

Refrigerators, Freezers, and Dishwashers - US

"The anticipated increase in demand from passengers together with growth in the rail freight sector will put additional strain on the UK's rail system over the coming years, with the network already nearing its capacity limits. Thus continued investment in the rail infrastructure will be necessary over the coming years."

Salty Snacks - Brazil

"Although health claims are used by most product categories, this doesn't seem to be the case with salty snacks, which focus instead on indulgence and convenience. The microwave popcorn segment is becoming increasingly popular among Brazilian consumers, showing how the convenience of microwave ovens is contributing to the growing consumption ...

Snack and Nutrition Bars - US

"Even as snack and nutritional bars take on product attributes from each other and attempt to provide a range of attributes within a single product or brand, brands have an opportunity to stand out from their competitors by maintaining focus on a singular use. For example, energy bars can be ...

Soap, Bath and Shower Products - US

"The soap, bath and shower category has experienced steady gains, despite being a functional and mature market. However, brands should be prepared to address the changing regulatory environment and an aging population in order to stay on a positive growth path."

Technology in Restaurants - US

"Technology continues to increase at a rapid pace and the majority of the population use smartphones or other mobile devices. However, the majority of consumers either do not use technology in restaurants or have maintained similar usage compared to last year. More than half of respondents do not use online ...

The Green Consumer - UK

"Green consumer habits have become increasingly driven by the financial advantages they bring to the consumer. However, consumers have also come to expect a high level of environmental and ethical

"While an improving economy and housing market is driving sales for the market as a whole, other factors give individual brands and retailers opportunities to gain competitive advantage. Superior owner protection is one such area. Another is finding a way to appeal to a new generation of appliance shoppers who ...

Smoking Cessation Products - US

"E-cigarettes are the latest threat to the beleaguered smoking cessation products' market. Prior to the rapid arrival and use of e-cigarettes, the fast-following introduction by private label manufacturers of every new product innovation launched by national brands helped commoditize the market and erode dollar sales growth. Future innovation should focus ...

Snacks Salgados - Brazil

"Apesar da saudabilidade ser um atributo que permeia a maior parte das categorias, esse não parece ser um diferencial de produto para a categoria de snacks salgados. Fatores como a indulgência e a praticidade são drivers importantes da categoria. Por isso, produtos como a pipoca para micro-ondas ganham destaque no ...

South Asia Outbound - Asia

South Asia – which Mintel defines as the geographic region encompassing the countries of Afghanistan, Bangladesh, Bhutan, India, the Maldives, Nepal, Pakistan and Sri Lanka – is expected to show an unprecedented increase in the volume of outbound tourism traffic over the next 20 years. India, the largest economy and ...

The Future of Rail Travel - Europe

The objective of this report is to provide an overview of future developments of rail travel. The main sections of the report include:

Toy Retailing - UK

"Toys are a treat so shopping for them should reflect this. Going to shop for toys should be great fun, an experience for parents and kids. And stores should be

integrity from the brands they patronize, despite the fact that they are often unprepared to pay more for the benefits ...

UK Retail Briefing - UK

Each month Mintel's UK Retail Briefing concentrates on a particular sector or market. This month's focus is on furniture and DIY retailing.

消费热点研究 - China

尽管中国经济在2012年和2013年增速放缓到7.7%，消费者更关心对他们眼前的生活质量有直接影响的因素，比如收入和生活成本。毕竟，可支配收入仍以10%的速度继续增长，而CPI增速比2011年下降了许多。这些积极的改变将继续增强消费者的消费信心，从2014年春节期间零售销售额同比增长13.3%可以看出。

面条 - China

“随着更多的消费者出国旅游，接触更多的新颖菜式，他们对各种新奇和异国口味的面条也兴趣盎然。因此，面条制造商可以大胆创新，推出更多口味吸引日渐精明成熟的消费者。”

inspiring, lively places which entertain as well as sell. If not people won't bother to go to a toyshop, they ...

汽车零售 - China

“不同消费群体对购车和汽车零售的态度有所差异，因此瞄准这些群体时，汽车公司必需采用不同战略。中国的市场在不断变化，网购销售渠道愈发流行，为保持竞争力，4S店模式需要改变。”

— 黄灿，高级研究分析师

瓶装水 - China

2008-2013年期间，中国瓶装水销售量的年均复合增长率为20.5%。预计今后五年内，瓶装水市场的增长将放缓，但仍将保持双位数增长。由于价格上涨以及消费者对增值产品的需求增高，预计销售额的增速将略高于销售量的增速。瓶装水市场高度分散，主要由区域品牌组成。事实上，只有前三大公司占据两位数的市场份额。

饼干 - China

“产品创新是推动增长的关键，消费者乐意尝试不同类型的饼干，渴望尝试新产品。健康和美味享受是产品创新的关键领域，因为它们主要的购买考虑因素。”

— 顾菁，高级研究分析师