

May 2014

Activities of Toddlers and Preschoolers - US

“Parents are keeping their 2-5-year-olds entertained through traditional activities like reading and physically active play. Traditional gender roles influence the way that moms and dads interact with their children. Moms are more likely to shop with kids and try to play outside as much as possible. Dads lean toward self-directed ...

Alcoholic Beverage Drinking Occasions - US

“Alcoholic beverage consumers, particularly Millennials, are constantly looking for innovative offerings to improve on their drinking occasion experiences. However, consumers’ diverse drinking preferences are challenging brands to keep their consumers coming back. Category crossover innovation and at-home beverage recreation can help integrate brands in multiple locations and new occasions.” ...

Baby Food and Drink - US

“More than half of respondents to Mintel’s survey say they give their babies/toddlers aged three and younger adult food. While this is to be expected as babies reach their toddler years, brands can counter the potential for parents to feed their babies adult food by highlighting the specific nutritional ...

Carbonated Soft Drinks - Brazil

“Brazilian consumers are still concerned about healthy attributes in CSDs, a demand that doesn’t seem to have been totally met by ‘zero calories’ drinks, since concerns about health are not just limited to calorie content. There are other ways that brands can meet demand for healthier products, such as the ...

Ceramic Tiles (Industrial Report) - UK

“The market conditions and consumer trends are almost ideally placed for the ceramic tile sector. House price inflation, the continued trend for ensuite facilities, the

Airports and Airport Security in Europe - Europe

“Conflicting forces are impacting European airports. While capacity is strained at some key hubs, many outlying regional airports are underutilised due to lack of population in the catchment area and to increasing competition with high-speed rail.”

Architects (Industrial Report) - UK

“Architects have had a torrid time in the last few years with the decline in construction activity at the forefront of the economic downturn. Prospects are, however, now very strong as construction activity will equally be at the forefront of the recovery, and will far outpace GDP development. The challenge ...

Black Consumers and Social Media - US

“Social media has become a forum for Black consumers. It is one space where consumers feel as though they can remove their mask and totally be themselves and express themselves, oftentimes without fear of judgment. But, this notion doesn’t extend to brands. Companies are still companies on social networks, and ...

Carbonated Soft Drinks - China

“Consumers’ personal interests, various food scares as well as rising health issues such as obesity, are fuelling demand for innovations in ingredients, flavours and packaging. Mintel research shows that ingredients that can provide added health benefits could broaden the appeal of CSDs.”

Children's Social Care (Industrial Report) - UK

“Children’s social care continues to be challenged by a number of high profile revelations in the courts, increasing media attention and pressure on politicians

importance of kitchens and bathrooms to home improvements (and house prices) and strong new construction activity will all encourage strong growth in the market.”

Colleges and Universities Foodservice - US

“A student’s time in college is a unique experience, and the role of university dining services is just as special. This is the pivotal time where students’ eating habits are formed, and college students are willing and eager to learn more about the foods they consume. The role of foodservice ...

Dishwashing - China

“The dishwashing products market has maintained stable growth over the past few years, with the future growth trend expected to continue at similar pace. The development of online retail channels and the expansion of modern trade have widened people’s choice and enabled regional and international brands to connect with a ...

Dishwashing Products - US

“The dishwashing products category has turned in better sales performance than most other household product categories over the past five years. Still there are opportunities to accelerate sales further by placing greater emphasis on the versatility of dishwashing liquids and the long-term value of dish care.”

- John Owen, Senior ...

DIY Retailing - France

This report looks at the DIY Retailing market in France:

DIY Retailing - Italy

This report looks at DIY Retailing in Italy:

DIY Retailing - UK

“DIY stores need to become ideas centres – places where shoppers are inspired to buy, whether that is for a project themselves or for someone to do the work for

and local authorities to analyse arrangements. Independent provision of services is being significantly increased, but the need for further profound changes in the structure of provision ...

Comércio Eletrônico - Brazil

“O setor de comércio eletrônico brasileiro finalmente sai da obscuridade, gerando vendas de mais de R\$ 100 bilhões ao ano. O mercado online está longe de se tornar um mercado saturado. Os brasileiros começam a comprar todos os tipos de produtos pela internet, não apenas bilhetes de avião e produtos ...

Dishwashing Products - UK

“As well as encouraging more people to use dishwashers, the other main way of growing the value of the market is through persuading shoppers to trade up to more premium products. In hand dishwashing the best opportunities lie in the continued development of new fragrances and products that bridge the ...

DIY Retailing - Europe

DIY Retailing - Europe – May 2014 includes exclusive consumer research for the UK, France, Germany, Italy and Spain; profiles of 16 leading DIY retailing groups in Europe; consumer spending data for each of the 19 markets, 2009-13; and retail sales forecasts to 2018 for each of the 19 markets.

DIY Retailing - Germany

This report looks at DIY retailing in Germany:

DIY Retailing - Spain

This report looks at DIY retailing in Spain:

E-Commerce - Brazil

“The Brazilian e-commerce sector is quickly moving from obscurity to sales of more than R\$ 100 billion a year, and it is nowhere near saturation. Brazilians are

them.”

– **John Mercer, Senior Retail Analyst**

Equity Release Schemes - UK

“Equity release providers are positioning themselves to take advantage of the expected growth in demand, as a result of an ageing population and an increase in the number of retirees with outstanding mortgage debt.”

Facial Skincare - UK

“Facial skincare brands can focus on appealing to low usage demographics and more targeted product positioning claims to maintain sales growth in the category. The consumer interest in free-from products and ethical practices can also be harnessed to address brand loyalty.”

– **Charlotte Libby, Senior Beauty Analyst**

Fast Food - China

“Domestic fast food restaurants have decisively outperformed full-service restaurants in 2013, indicating a confident outlook for the sector’s growth in China. Fast food eaters are concerned with environmental and food safety issues, which has catalysed the fast food outlets’ transformation into tailor-made healthy dining stores. This has also given multinational ...

Food Packaging Trends - UK

“The notable interest from the younger generation in packaging that helps them with portioning products indicates that this is seen as a useful added-value feature for packaging. It can also boost products’ green credentials through helping to combat food waste. Such features could also be positioned as an easy way ...

Haircare - China

“China’s haircare market value reached RMB35.3 billion, growing at a slowed-down rate of 10% during 2013. The gradual slowdown in growth is caused by the high usage penetration in urban households as well as

beginning to shop online for all sorts of products, not just flight tickets and consumer electronics. Some are even buying clothing, footwear, and ...

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.

Facial Skincare - US

“Despite slow sales growth and the highly saturated nature of the facial skincare category, the market does hold opportunities for products that emphasize gentle skincare, function, and convenience. At the same time, the changing landscape of the facial skincare category presents both challenges and opportunities for brands and retailers to ...

Feminine Hygiene and Sanitary Protection Products - US

“Growth of feminine care products has been minimal in recent years, as the market is up against several challenges. Women are having fewer, lighter periods, contributing to declining usage of sanitary protection, specifically tampons. However, an aging population and increased interest in cleansing products bodes well for the category ...

Foodservice - Ireland

“Convenience continues to be the primary driver in consumers’ choice of foodservice establishment when dining outside of the home, providing a boost to the QSR and coffee shop channels. Full service outlets should look to menu innovation in addition to establishing an online presence to encourage consumers to dine outside ...

Haircare - Shampoo, Conditioners and Styling Products - Brazil

“Brazil was the country that launched the highest number of haircare products in 2013. Brazilians’

consumers' reliance on price promotion.

Consumers' repertoire behaviour, especially female consumers' repertoire behaviour will ...

Higiene Oral - Brazil

“Os segmentos de creme e escova dental possuem alta penetração e frequência de uso na população, mas há oportunidades para desenvolver mais benefícios específicos (como adição de vitaminas, mais proteção, dentes sensíveis), já que estes são fatores de alta relevância na experiência de consumo. Produtos auxiliares (como fios dentais) e ...

Hispanic Consumers and Online Shopping - US

“Hispanics shop online on sites that they trust, so the challenge to online retailers is to build that trust by offering honest product descriptions, a straightforward shipping process, and a fair and competitive price. As long as online retailers can deliver what they promise on their sites and there aren't ...

Home Security - UK

“People are far more likely to think they live in an area with a low risk of break-ins than an area of high risk. This creates a sense of false security or even complacency about home security. We see that people's ownership of home security products is much higher after ...

Lifestyles of Children and Teens - UK

“Fun' is the key concept to utilise when catering to the tastes of younger demographics, with television and social media scoring highly on the 'fun' factor and, accordingly, enjoying regular use. Publishers of traditional media would benefit from exploring new formats, add-ons and angles to be more in line with ...

Marketing to Kids and Tweens - US

complex haircare routines are reflected in the high number of hair treatment products launched in the category. Growth forecast for the haircare category is promising. Retail channels (including supermarkets, drug stores, and beauty stores) lead ...

Hispanic Consumers and Auto Service: Maintenance and Repair - US

“Hispanic auto repair and maintenance consumers as a whole are a value-oriented and community-focused group. With many Hispanics seeking out mechanics, managers, and sales representatives of Hispanic origin and auto repair facilities that are a part of their community, major automotive brands must commit to greater diversity in terms of ...

Holidays to Spain - UK

“Spain has become such a popular place to visit among British tourists that it is now starting to be perceived as an unimaginative destination. In order to refresh Spain's image as a holiday destination, travel companies can focus more on promoting what can be considered lesser known, and thus more ...

Insurance - Ireland

“The Irish insurance industry has been hit hard in recent years as consumers responded to the pressures of the economic downturn by forgoing, cancelling or downgrading cover. However, Mintel's consumer data indicates that Irish consumers remain committed to being adequately covered. Thus, the expectation is that economic recovery will bring ...

Living Online - US

“Our increasing need to be online will continue to impact all areas of consumers' lives in ways that we mostly cannot right now imagine. The internet has so consistently been a disruptive force to the distribution of goods and ideas over the past 20 years that the only safe bet ...

Men's Clothes Shopping - US

“Companies or brands may be enticed to market directly to kids and tweens because they exert influence over billions in annual spending. However, smart marketers will avoid this temptation and build lasting brand equity through a more tempered approach. They will create positive brand experiences that will create loyal customers ...

National Newspapers - UK

“For the popular tabloids sector, a more effective strategy than using a full paywall is likely to lie in some kind of ‘freemium’ offering, whereby the basic news content can be accessed for free, but additional features (perhaps breaking sports and celebrity news or specific video content eg of football ...

Oral Care - UK

“Although a high proportion of the population visit the dentist, there remains a large proportion who do not do so, as well as a large proportion of parents who do not take their children to the dentist, suggesting missed opportunities for product endorsements. Despite the rise in products designed for ...

Oral Hygiene - Brazil

“The toothbrush and toothpaste segments have high penetration and frequency of use in Brazil, but there are opportunities for companies to develop more specific benefits, such as the addition of vitamins, higher protection and sensitive teeth action, since these attributes are of utmost importance to consumers. Supplementary oral care products ...

Prepared Meals and Side Dishes - US

“Category purchasers value the convenience of prepared meals and side dishes and prefer items with natural ingredients, cleaner product labels, and better-for-you claims. Addressing the specific reasons consumers purchase these items, and promoting their versatility, can benefit the category overall.”

Produtos de Cuidados com os Cabelos - Xampu, Condicionadores e Modeladores - Brazil

“Most men’s clothing purchases are made as replacements for old or worn-out items, as well as to update wardrobes. Retailers can encourage greater frequency of shopping for men’s clothing by focusing on in-store services as well as showcasing clothing items in various styles to appeal to different tastes.”

On-premise Alcohol Consumption Trends - US

“On-premise operators include restaurants, bars, and other venues, and they are all competing for consumer dollars. Operators must set themselves apart by creating a unique dining experience to drive traffic. This incorporates menu offerings as well as overcoming a lack of food or drink options. A strong push toward ...

Oral Care - US

“Oral care sales are expected to grow modestly into 2018. However, there are ways for companies and brands to accelerate sales growth, which include influencing consumers to adopt more complex oral care routines, provide better outreach to underserved consumer segments, and grow toothbrush sales.”

Oral Hygiene - China

“The oral hygiene market has experienced steady growth over the past few years, in particular the mouthwash and ancillary segments, with the growth trend expected to continue. Increased emphasis on oral health and beauty, higher usage frequency extending to mouthwash, electronic toothbrush and dental floss products, and a low dentist ...

Prepared Meals Review - UK

“International cuisines have been widely explored by operators in the prepared meals market looking to cater to adventurous palates and continuously refresh their offering. Mintel’s consumer data show the ongoing demand for such NPD, with South American, Vietnamese and Korean cuisines enjoying the highest interest.”

Pub Catering - UK

"As mulheres são as maiores usuárias de produtos para os cabelos, mas o alcance entre os homens brasileiros é muito relevante em comparação com outros países. Enquanto entre os homens o desafio principal é aumentar a base de consumidores, entre as mulheres há oportunidade para aumentar a frequência de uso ...

Pub Visiting - UK

"Times have changed for the pub industry and publicans should be carefully working out how to tailor their food menus, for example by using local ingredients and tiering prices, to their customers to stave off competition from other pubs and restaurants."

Saving and Investing for Children - UK

"Despite a continued squeeze on household finances felt by parents in particular, the majority continue to save for their children. Simultaneously, children exhibit a strong desire to save, revealing an opportunity for providers to support parents in offering the necessary guidance to the new generation of young savers."

Sewerage (Industrial Report) - UK

"As the majority of capital projects driven by legislative requirements in the water and sewerage industry are now complete, a shift in focus is expected during the next five-year regulatory period 2015-20 (AMP6). As such, companies are more likely to concentrate on effective asset management and maintenance rather than capital ...

Social and Media Networks - China

"In China, internet penetration was 46% at the end of 2013. The population accessing the internet using mobile phones was approximately 500 million, accounting for 81% of total internet users. The sheer size of China's internet and mobile population and growth potential provide the foundation for social and media networks ...

Social Networking - Ireland

"Adding more treat elements such as cocktails and drinks flights can help venues enhance their special-occasion proposition and help to drive footfall for higher-spending occasions. Alternatively, launching more products facilitating regular purchase such as takeaway coffee and morning goods allows brands to further exploit their image as providing everyday value ...

Refrigerantes - Brazil

"O consumidor brasileiro parece ainda estar buscando por mais saudabilidade em bebidas, uma necessidade que não foi totalmente satisfeita pelos refrigerantes zero, pois o tema não se resume apenas a redução de calorias. Há outras formas de oferecer mais saudabilidade, como por meio de naturalidade, por exemplo. Também há oportunidades ...

Self Directed Investing - US

"The self-directed investment market is changing and becoming more consumer-driven. Younger investors, a demand for more sophisticated investments, and an increased need for mobile functionality are all forcing the industry to adapt to a new environment. It all points to growth for the industry, and companies that adjust most quickly ...

SFA State of the Industry Report - US

Mintel and the Specialty Food Association have collaborated to produce the 11th annual State of the Industry Report – The Market, following the first report published in May 2004. The purpose of this report is to show changes in the industry as a whole, and in the specific segments included ...

Social and Media Networks - UK

"It is possibly the breadth of content that users are habituated to sharing on social networks that leads them to push content there more frequently. It is easier to post to, for example, Facebook with a link, thought, picture or video indiscriminately, than it is to find specific visual ...

Sports Betting - UK

“With Irish consumers becoming increasingly annoyed with advertising on social networking sites, these platforms could consider introducing a subscription-based advertising-free service akin to Spotify Premium. Such a service would appeal to consumers as it could enhance their site experience while also providing social networking sites with an additional source ...

Supermarkets and Hypermarkets - China

“Already facing strong competition in the more developed urban markets, supermarket and hypermarket chains are now also facing competition from the rapid growth of online grocery retail. This is creating a greater need for innovation among retailers. New store formats are emerging to meet different local market needs in higher ...

Teens, College Students and Finance - US

“For financial institutions to be successful, they need to build their future customer base from among young people. However, the number of teenagers and college students is projected to shrink, and many of them aren’t interested in financial topics, anyway. Reaching them will require meeting them where they are, meaning ...

Travel and Tourism - Denmark

“Two inbound markets to watch are Russia and China – nations on the move, whose growing middle classes are exploring the world as never before. The number of overnights they have spent in Denmark has more than doubled in the past five years.”

Travel and Tourism - Norway

“Tourism in Norway is perceived as an important diversification industry and an excellent vehicle for generating economic benefits from the sustainable management of the rich natural resources of the country.”

Travel and Tourism - Switzerland

“While regulatory change may close a number of doors to sports marketing operators, the opportunities being created by technological advances and consumer responses to these should continue to open up plenty of new ones.”

Teens' and Tweens' Technology Usage - UK

“For younger consumers, social media is set to become the favoured channel for communication between brands and customers or potential customers, as customer support, product reviews, advertising and potentially even e-commerce all migrate to social channels. High levels of interaction with brands through social channels will serve to empower the ...

Tenpin Bowling - UK

“Successful bowling centres will be those that cater for the industry’s two main target groups – families with young children and groups of young adults. Given that these groups tend to visit at different times, and generally have different ideals of what an entertainment venue should offer, it is vital ...

Travel and Tourism - Finland

“With excellent infrastructure, a perfect safety record and preserved natural environment already in place, Finland has the opportunity to grow tourism beyond the current levels.”

Travel and Tourism - Sweden

“Popular culture and innovative tourism marketing are helping Sweden strengthen its brand identity and further establish itself as a tourism destination. In essence, these approaches emphasise the country’s natural beauty and its rich historical and cultural heritage; they also highlight opportunities for unique experiences and the progressive nature of Swedish ...

Travel and Tourism - Netherlands

“The 2013 WEF Travel & Tourism Competitiveness Report rankings show that Switzerland’s tourism is competitive. Natural beauty, excellent infrastructure – in particular ground transportation – and well-managed natural resources, effective marketing and well-trained employees, combined with the high safety and security of the country, are the factors that contributed to ...

Travel Money - UK

“There are opportunities for big name brands in the fragmented travel money market, where price often comes secondary to convenience, and consumers prefer the reassurance of a well-known brand. Brands have the opportunity to take advantage of the potential growth of pre-paid cards. However, if they are to do so ...

UK Retail Briefing - UK

Each month Mintel’s UK Retail Briefing concentrates on a particular sector or market. This month’s focus is on food retailing.

Womenswear - UK

“As women, particularly the main clothes shoppers aged under-35-years-old, increasingly favour browsing for clothes online rather than wandering the high street, websites that allow customers to play around with outfit building and use editorial content to promote the latest trends will encourage shoppers to buy the look and drive average ...

健康趋势 - China

“随着中国主流消费者日益关注健康问题，大量商机应运而生。考虑到消费者积极培养健康饮食和运动习惯，并采取预防措施应对潜在健康威胁，相关公司和企业可提供各种解决方案帮助消费者实现这一目标，并鼓励他们坚持健康的生活习惯。企业可以根据消费者群体的不同需求和购买力，对相关产品服务的功能和价格区间进行细分。”

快餐 - China

“Whether booking a trip within Holland or to another country, the majority of Dutch travellers (over 70%) do so online. According to Internet World Stats, a website that measures Internet users around the globe, the Netherlands is the most ‘wired’ nation in the EU, with 92.9% of the population ...

Trends in Health and Wellness - China

"Cases of 'illness of affluence', such as obesity, diabetes, high blood pressure, are on the rise amongst urban Chinese residents owing to the advancement and fast pace of modern life. Meanwhile, mass industrialisation has made a bitter pill for the environment. The worsening air quality has led to an increase ...

Volunteering in Sub-Saharan Africa - Africa

“Ethical volunteering is key to the development and growth of this flourishing sector. As the number of operators in the market expand, the issues of project management and tangible benefits have become increasingly important. Maximising developmental influences and minimising negative impacts are essential to ensure communities benefit and volunteers enjoy ...

中国洗发护发报告 - China

“2013年,中国洗发护发市场销售额达到了353亿元人民币,增速下滑至10%。增长逐渐放缓的原因包括,城市家庭使用渗透率较高以及消费者对于促销活动的依赖。”

口腔清洁 - China

“口腔清洁用品市场在过去数年增长稳定,特别是漱口水和辅助用品细分市场,而这一增长趋势将有望继续保持。对口腔健康和美容的日益重视,漱口水、电动牙刷和牙线使用率的不断攀升,以及较低的牙医人口比率都推动了销售额的增长。此外,现代贸易和在线零售渠道帮助品牌覆盖到了更多区域,以满足消费者不断多元化的需求。”

洗洁精 - China

“国内快餐店的表现已经明显胜过全套服务餐馆，预示中国这一行业发展前景乐观。然而目前，快餐消费者担心持续不断的食品安全问题和对环境的关注，促使快餐店向订制化健康餐饮门店转变。这同时使跨国竞争者处于不利地位，因为人们认为洋快餐不健康且不能提供订制化餐品。市场营销工具在推动中国社会健康饮食发展方面，起着重要的塑造作用。方便获取营养信息、实惠“绿色”餐品和增加消费者在菜单设计的权利，这三大要素必须全面渗透到当前中国快餐食品行业中。”

- 刘欣琪, (研究分析师)

碳酸饮料 - China

“与此同时，消费者的兴趣也不尽相同。加之各种食品安全恐慌事件层出不穷，以及肥胖症等健康问题日益凸显，这些要求各企业在产品成分、口味及包装方面作出创新。英敏特调研显示，具有保健功效的产品成分能够提升碳酸饮料的吸引力，而口味创新有助于满足日益富有冒险精神的消费群体的需求。通过提供便利的小包套装以及食物搭配和饮品混调，以提高不同场合下碳酸饮料的吸引力，这或许有助于提高销售量。”

超市和大卖场 - China

“连锁超市在较发达的城市面临激烈竞争，目前还要应对网上杂货零售快速增长所带来的竞争。这就在各零售商之间创造了更大的创新需求。为了满足高线城市的不同本地市场需求，新业态不断涌现，同时连锁店也逐渐渗透到低线城市。

- 郭马修 (亚太研究主任)

“过去几年，洗洁精产品市场稳步增长，预计未来将继续保持这样的增长趋势。由于在线零售渠道的发展以及现代零售渠道的扩张，人们的选择范围不断扩大，区域性品牌及国际品牌能够触及更广泛的消费群体。此外，城市化的快速推进、消费者可支配收入的增加以及政府对天然、可降解表面活性剂的支持进一步促进了洗洁精产品需求的增长。”

- 刘玉洁 (高级研究分析师)

社交网络和媒体网络 - China

中国消费者能接受品牌在社交网络和媒体网络上精心策划的、有针对性的营销活动，这是网络营销其中国发展的关键优势之一。较低针对品牌的负面情绪和行为让社交网络有机会成为品牌的重要营销渠道

- 黄灿 (高级研究分析师)