

**December 2015**

## **Alimentação Saudável - Tendências - Brazil**

"Apesar do cenário econômico estar pouco favorável, alguns fatores podem impulsionar o crescimento do mercado de alimentos saudáveis. O envelhecimento da população cria novas demandas de benefícios de saúde em alimentos e bebidas, assim como o aumento de problemas como hipertensão e diabetes na população faz com que os brasileiros ...

## **Auto Financing - Canada**

"Many auto finance consumers are looking for more clarity. Increased transparency, no 'fine-print' clauses and clear communication are ways to increase customer satisfaction and referral business."

– **Sanjay Sharma, Senior Financial Services Analyst**

## **Beer - China**

"There is a positive correlation between drinking international beer and development. This means that international brands have a higher consumer base in tier one cities than tier two and three cities: the more affluent the consumer, and the more educated, the more likely they are to be in a position ...

## **Black Consumers and Brand Loyalty - US**

"Black consumers are very brand conscious and typically use some of the same trusted brands that their parents used. While cost plays a role in the brands they buy, they aren't willing to give up quality and brand name for the lowest price. As a result, they tend to be ...

## **Car Service, Maintenance and Repair - UK**

"Car servicing, maintenance and repair is in part a victim of the success of the automotive sector in improving reliability and cutting the costs of motoring in recent years. Improvements in the quality of parts, the

## **Attitudes towards Higher Education - US**

"A college degree is still largely viewed as a necessity for a successful career and as a source of greater job security. However, the cost, lack of flexibility, and lengthy time commitment have some adults looking for alternatives to a traditional education."

## **Auto Service, Maintenance and Repair - US**

"While growth in the auto service and repair market is slow and steady, many factors are changing the dynamics of how overall revenues are distributed. Dealerships continue to gain an advantage due to free maintenance programs, while independents and others can push back by updating the image of their technicians ...

## **Beer - UK**

"That only 29% of beer drinkers are prepared to spend more than £4 per pint reflects the enduring price-sensitivity of the out-of-home beer market."

## **Brand Loyalty in Food - Ireland**

"When looking at the Irish market as a whole, consumers show a slightly stronger preference towards brands when it comes to indulgence items such as chocolate, spreads and alcohol. With staple foods (eg fruit and vegetables) however, consumers appear to have no preference or lean more towards own-label."

– ...

## **Coffee Houses - China**

"Given the relatively low consumption per capita of coffee drinks compared to the global level, coupled with the confidence demonstrated by international coffee chains to further penetrate China, there is strong evidence for promising growth for the coffee shop

longer service intervals now specified for modern cars and the launch of inclusive/reduced ...

## Coffee Houses and Tea Shops - US

"Coffee remains one of America's most popular beverages and the influence of coffee houses are still growing. These chains are using more technology than ever before, testing the delivery waters, and are adopting some of the practices of the third wave coffee chains. While still coffee dominates, tea has slowing ...

## Communicating Through Imagery - US

More than 80% of Americans are communicating with others through text, email, or social media. As smartphone and tablet ownership increases, people are more likely to send abbreviated messages and lean on images to indicate tone and provide nuance. Although more than half of US adults have a general awareness ...

## Condiments and Dressings - US

"Both the condiments and dressings categories have struggled to grow sales in recent years, impacted by competition from other categories including dips and sauces, and minimal innovation overall."

## Consumer Attitudes Towards Lunchtime Food and Drink - Canada

"Depending on whom one is, expectations around lunch vary. While sandwiches remain the stalwart food of choice at lunch due to their flexibility and ease of use, what consumers expect from their lunches varies based on their age, gender or ethnicity."

## Consumers and the Economic Outlook: Quarterly Update - UK

market. However, specialist coffee house operators should avoid being over-optimistic as ...

## Coffee Shops - UK

"The out-of-home hot drinks market continues to attract attention from non-specialists, putting pressure on specialist coffee shop operators to offer a point of difference. As such, the larger specialist players are refreshing their offer with a renewed focus on food, technology and store formats in order to increase their competitive ...

## Complementary and Alternative Medicine - UK

"The CAM market has enjoyed relatively strong sales growth in recent years, bolstered by an ageing population seeking musculoskeletal treatments and the booming healthy living trend. Opening CAM treatment centres in business districts and shopping centres could now help to increase accessibility to the market, whilst further promotion on online ...

## Condiments, Dressings and Seasonings - UK

"There is scope for growth in the table sauces and seasonings market by appealing to the increasingly varied tastes of UK consumers, namely interest in food trends such as American-style (eg barbecue sauce) and ethnic cuisines.

With changing consumer eating habits driving growth in less traditional segments of thin sauces ...

## Consumers and General Insurance - UK

"Intense price pressure has caused the general insurance market to shrink and the aggressive price competition facilitated by price comparison sites shows no signs of letting up. The market is reaching a crucial juncture in how it manages value-seeking customers, as continuing to drop prices could have serious consequences for ...

## Contract Catering - UK

"Contract caterers are displaying varied performances dependent on individual market conditions. Many are,

"Mintel's key measures of consumer confidence show that people are still wary. Although the improvements in sentiment that accompanied the end of the income squeeze have been sustained, 2015 has been a year of consolidation, rather than one of soaring consumer spirits. Earlier in the year, the election added ...

## **Cooking and Pasta Sauces, Marinades - US**

"Sales in the total cooking sauces, pasta sauces, and marinades category have been growing and are expected to continue growing. Marinades, the smallest segment, had the strongest gains and drove category growth, likely due to new launches of convenient, versatile products, as well as increasing interest in cooking at home."

## **Dark Spirits - US**

"Growth has been small but consistent year-over-year from 2011 to 2015 (est). Overall sales are expected to continue gradually upward at a similar pace, as dark spirits add some growth through trending consumer interest – particularly the straight and Irish whiskey and brandy segments – while white spirits see small ...

## **Digital Trends Winter - UK**

"Technology brands are eager to demonstrate that new smartphones, tablets and hybrid laptops are more practical and more powerful than ever before, as consumers become more inclined to mirror their online behaviour across all three device formats."

## **Electricity Industry - UK**

"Widespread smart meter deployment should allow energy suppliers to offer more innovative and tailored tariffs and products. The technology will make it possible for suppliers to offer "time-of-use tariffs" to customers, charging little or nothing for power at off-peak times, such as the weekend, and higher prices on high-demand weekdays ...

## **European Retail Rankings - Europe**

however, looking to make further internal cost savings to help buoy profits and improve competitiveness to gain further contracts. In this environment, companies can benefit from differentiating their food offer with brands and menus inspired by retail ...

## **Customer Loyalty and Reward Schemes - UK**

"With their everyday low pricing structure the discounters have shown consumers that they don't need to build up points or jump through hoops to get the lowest prices. Instead, loyalty schemes have become more about adding additional value to a purchase or enhancing a shopping experience than about cost cutting ...

## **Digital Marketing in the Automotive Industry - China**

"Digital marketing plays a very important role in the auto industry since online media channels are more effective in grabbing consumers' attention. In order to stand out, auto brands and marketers can be more creative or interactive by developing activities which can fit into people's busy working schedules."

## **DIY - Canada**

The DIY home renovation market in Canada is one that is growing and is projected to stay on a stable path in the coming years. Prospects for continued growth look good as the emerging generation of new DIYers, which will be heavily influenced by Millennials who are likely to become ...

## **European Retail Briefing - Europe**

This review looks at:

## **Fish and Shellfish - UK**

This report provides a snapshot of the leading retailers in Europe, ranked by 2014 revenues. We cover the Top 350 European retailers and include country and sector sections, which detail those of the top 350 companies that are present in those markets. In the text we cover the main trends ...

## Grocery Retailing – Multiples vs Discounters - Ireland

"The grocery retailing sector in Ireland continues to be driven by price as supermarkets compete to offer the best value to drive footfall and market share. However, the deep discounting over the last 18-24 months has dictated grocery retailing to the point where supermarkets have seen their points of differentiation ...

## Hispanics and Brand Loyalty - US

"The foundation for brand loyalty is very clear among Hispanics; it is based mainly on functional aspects of the brand such as quality as well as affordability, dependability, and trust. When targeting Hispanics, brands also need to be aware that brand loyalty can be fragile."

## Industrial Fasteners - UK

"Automakers are taking measures to reduce the weight of vehicles with the drive to greater fuel efficiency. This has increased demand for more light-weight fasteners, with automotive manufacturers increasingly replacing steel fasteners with aluminium fasteners. This trend is set to continue to drive innovation in the fastener sector over the ...

## Marketing para as Mães - Brazil

"A situação econômica do Brasil tem afetado as atividades de lazer das mães e seus filhos; muitas delas têm optado por atividades mais em conta e passado mais tempo com eles em casa, em vez de planejar atividades fora."

– Renata Pompa de Moura, Gerente de Pesquisa

## Mature Beauty - UK

"That fish is rarely seen as versatile is holding the market back from capitalising fully on the scratch cooking trend. Encouraging, however, is consumers' interest in more recipe suggestions for oily fish and for using fish in ethnic-style dishes, highlighting recipe inspiration as a route to driving more experimentation in ...

## Healthy Eating Trends - Brazil

"Although Brazil's economic stagnation brings an unfavorable scenario, some elements can boost the healthy food market's growth. The aging population creates new demands for products that have additional nutritional benefits, and the prevalence of health problems such as hypertension and diabetes make Brazilians seek products with less sugar and sodium ...

## Home Insurance - UK

"Home insurance owners have benefitted over the last few years, as intense price competition has driven down the cost of premiums. The market continues to be extremely price driven, with online sources making it easy for consumers to compare quotes and switch providers. However, brand and service remain important factors ...

## Marketing Financial Services to the Mass Affluent - US

"The mass affluent market is largely untapped by traditional financial services providers and provides great opportunity for institutions to expand their customer base. Less than one third of mass affluent consumers regularly work with a financial advisor, yet their financial needs are substantial and diverse. New strategies and technologies can ...

## Marketing to Moms - Brazil

"The economy has been influencing the activities moms do with their kids, with many of them trying to save by opting for more affordable leisure activities and spending more time at home rather than going out."

– Renata Pompa de Moura, Research Manager

## Mechanical and Electrical Engineering - UK

“As life expectancy increases, the definition of ‘old’ is ever changing and marketers are slowly catching on to this. Recent years have seen the use of older models in advertising, whilst NPD sees a number of niche brands targeting the specific needs of older women. However in-store environments are yet ...

## Medical Equipment - UK

“The medical equipment sector is expected to see continued consolidation both globally and in the UK in the coming years. Companies across the industry will continue to see a diverse product portfolio as the best way to secure growth and market share. With recent stagnation in public healthcare spending in ...

## RTD Alcoholic Beverages - US

“RTD (ready-to-drink) alcoholic beverages are in a time of transition, and, as such, are seeing both ups and downs. FMBs (flavored malt beverages) experienced strong volume sales growth of 57% from 2010-15, due to a Millennial consumer base with a bit of a sweet tooth, as well as to innovation ...

## Seasonal Summer Fashion - UK

“As three quarters of Britons only purchase new clothing for a holiday or festival that they will be able to wear again, there is demand for retailers to offer more adaptable summer collections that are less seasonally defined and can be worn away from the beach and in the UK ...

## SIPPs - UK

“The new pension freedoms, introduced in April 2015, will encourage growth in SIPPs, in both the accumulation and decumulation stage. However, to fully capitalise on this opportunity, operators will need to promote the benefits of investing in a SIPP more widely, including among the mass market, and have the economies ...

## Small Kitchen Appliances - UK

“The M&E sector has suffered for a prolonged period, with the recession reducing demand significantly, and the subsequent flat economy failing to rectify the situation. This led to severe price competition and the low cost price legacy is proving hard to shift even as the new construction sector has returned ...

## Natural and Organic Personal Care Consumer - US

“Natural and organic personal care brands offer a variety of options that are largely appealing, though consumers express some confusion due to the prevalence of natural claims, limited regulations, and a less than clear category definition. However, consumers are concerned about green issues, and aspire to live a healthier lifestyle ...

## Sauces and Seasonings - China

“Niche segments of the sauces and seasonings market in China have potential to grow vigorously in the future. Foreign sauces need to better adapt to Chinese dietary habits. Brands can provide culinary assistance and utilize social media to better engage with young people. Packaging innovation remains a white space.”

## Security Equipment, Access Control and CCTV - UK

“Increasing business investment, new build housing construction, and rising crime rates are all leading to market growth. The largest industry sector CCTV will continue to drive market growth as take-up of IP systems gathers pace. Access control is benefiting from demand for innovative multi-functional biometric devices, with manufacturers investing in ...

## Skincare Ingredient and Format Trends - US

US adults are looking for easy-to-use, functional formats when shopping for skincare products, explaining the popularity of wipes and sheet masks. Brands may also consider a focus on natural ingredients, with charcoal, micellar water, and aloe appealing to consumers. Further success can be achieved by incorporating trends from the Asian ...

## Small Kitchen Appliances - US

“High levels of prime time television exposure for cookery, including The Great British Bake Off, MasterChef and The Hairy Bikers, are creating interest in top of the range food preparation equipment. And healthy eating trends have helped drive demand for blenders, liquidisers and juicers. Product innovation reflects demand for great ...

## Sponsorship - Ireland

"While the overall sponsorship spend in Ireland is only around a tenth of the amount spent on conventional advertising, it is nonetheless an established, resilient and growing sector with promising prospects for the years ahead. It has weathered the difficult years of the recent economic downturn, and looks set now ...

## Sugar and Gum Confectionery - UK

“While the impact of the sugar debate on the sugar confectionary market has so far been limited, the public focus on sugar continues to pose a threat. Consumers’ openness to sugar-free variants and positive views of alternatives to refined sugar suggests these as potential areas to explore.”

– Anita ...

## Supermercados e Hipermercados - Brazil

“O mercado varejista de alimentos e bebidas no Brasil é altamente competitivo, dinâmico e fragmentado. Os brasileiros podem escolher desde mercados de rua até grandes atacadistas, sendo que preferem aqueles que podem oferecer os melhores preços e serviço de atendimento ao cliente.

## The International Hotel Industry - International

“The Chinese are to account for an increasing portion of both the supply and the demand side of the worldwide hotel industry. Indeed, Jin Jiang’s takeover of Louvre Hotels Group and just recently of Plateno Hotel Group has created one of the biggest hotel groups in the world.”

- Jessica ...

The small kitchen appliance market has seen solid growth from 2010 to 2015, driven by lifestyle motivations, such as interest in healthier living and at-home cooking, as well as product innovations. Replacement continues to be the top purchase motivator, but interest in new features, such as technology and design, offer ...

## Staying Informed - How you Get the News - US

"The balance of power in news media has shifted as consumers realize that non-news organizations can add valuable insight and coverage of events. The rise of social media as a news platform has empowered this trend by giving anyone and everyone an opportunity to broadcast opinions, but brands also have ...

## Supermarkets and Hypermarkets - Brazil

“The food and drink retailing sector in Brazil is highly competitive, dynamic, and fragmented. Brazilians can choose from local street markets to huge wholesalers, and they will favor those that can offer the best price and customer service.”

– Andre Euphrasio, Research Analyst

## The Budget Shopper - US

"Several years after the recession, the economy is stronger, and people are beginning to work, to buy and to live more freely again. Unfortunately for retailers looking to make a profit, consumers’ expectations for fair prices have not waned."

## The Laundry Consumer - UK

“Washing and drying behaviour when doing the laundry can have a significant influence on usage of laundry detergents and fabric care products, with a number of elements of people’s laundry routines interacting together to determine what products they buy. Key issues for consumers are performance, speed and energy efficiency, and ...

## The Leisure Outlook - UK

“Displaying comprehensive online details of food and drink menus, and even daily specials and current guest ales, could be a deciding factor in securing a customer visit.”

– **Chris Wisson, Senior Drinks Analyst**

## Travel Agents - UK

“The introduction of virtual reality headsets should be a perfect addition to the increasingly common concept store format. Virtual reality has the potential to really excite holidaymakers, bringing online-only bookers back into stores in order to get an exclusive taste of potential holidays.”

## UK Retail Briefing - UK

This review looks at:

## Visitor Attractions - UK

“Britain is developing an event-driven culture where high-profile, time-limited and heavily marketed blockbuster exhibitions and must-see attractions play an increasingly important role, and digital media contributes to a sense of FOMO (Fear Of Missing Out) as a key driver of visitor behaviour.”

– **John Worthington, Senior Analyst**

## Wearable Technology - US

“In September 2014, Apple announced the launch of its Apple Watch, while Intel announced its partnership to produce smartwatches with Fossil. While the consumer wearable tech market had launched a decade prior with GoPro’s Hero line of cameras, these announcements pushed wearable tech into the limelight.”

## 咖啡店 - China

## The Working Life - UK

“For today’s businesses, a happy and healthy workforce is perhaps their biggest asset. Companies could strive to be more proactive at encouraging healthier lifestyles at work, be it through workplace activities/schemes, healthy nutrition or other health and wellness initiatives.”

## Tubes and Pipes - UK

“Continued investment by the utility sectors, albeit now at lower levels than in the post-privatisation period, combined with stronger demand from the manufacturing sector and particularly the highly cyclical construction sector, are contributing to growing demand for tubes and pipes. The construction sector, as always, is exaggerating GDP development, and ...

## Underground Pipes - UK

“Underground pipes are used for a variety of end uses, and demand is therefore a factor of the investment decisions or economic performance of these end-use markets. Influences on end-use markets are varied and not always dependent on the growth of the wider economy, so market fluctuations rarely follow economic ...

## Wearable Technology - UK

“Appearance and design is the third most important purchase driver for wearables, ahead of more technological features such as measurement reliability, cross-device compatibility and touch screens. This suggests that ‘wearability’ and fit to personal style tend to prevail over the technological aspect in consumers’ minds, as people perceive these devices ...

## White Spirits and RTDs - UK

“Brands innovating with flavour should focus on the premium tier and try to resist gimmicky variants such as those which have harmed the flavoured vodka category in the US.”

– **Chris Wisson, Senior Drinks Analyst**

## 啤酒 - China



“相比全球市场，中国市场人均咖啡饮用量相对较低，加上国际咖啡连锁品牌有信心进一步渗透中国市场，因此，咖啡店市场发展前景依然乐观。然而，面临来自烘焙店和快餐连锁店强势来袭（两大品类餐厅提供价格更实惠的现磨咖啡选择），咖啡专门店运营商应避免过度乐观。”

## 汽车市场中的数码营销 - China

“由于在线媒体渠道能更有效地吸引消费者的注意，因此，数码营销在汽车行业发挥着非常重要的作用。为了在竞争中脱颖而出，汽车品牌和营销商可以通过推出更贴合消费者紧凑的工作安排的营销活动，来实现创新或与消费者进行有效互动的目的。”

“品味高低与喝国外品牌的啤酒呈正相关。这意味着，国际品牌在一线城市的消费基础高出二、三线城市，越富裕、学历越高的消费者越有可能对国际啤酒市场的产品了然于胸。”

— 常友，研究分析师

## 酱料和调味料 - China

“小众酱料和调味料品类的未来增长潜力巨大。外国酱料应更好地适应中国消费者的饮食习惯。品牌可以帮助年轻消费者提高厨艺，并通过社交媒体与他们保持更频繁的互动。包装创新仍是待开发领域。”

— 刘超伦，高级研究分析师