

December 2009

The American Middle Class - US

With approximately one out of two Americans being middle class, it is vital that marketers understand how the Great Recession has changed their perceptions and buying habits. Some of the key topics covered in this report include:

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.

November 2009

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 ...

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 ...

Lifestyles of Baby Boomers - US

The two years since the last Mintel report on Baby Boomers, *Spending Power of Baby Boomers—U.S., February 2007*, have seen dramatic changes in the US economy. Beginning in late 2007 and intensifying in 2008, consumers have been assaulted by the credit crisis, foreclosures, bank failures and consolidations, and a ...

Budget Shopper - US

The current recession didn't so much start a trend toward budget shopping as intensify one already in place. While belt tightening has been an ongoing process in recent years, the motivations for it have shifted considerably in the past 12 months as the recession has deepened and turmoil in the ...

Attitudes to Internet and New Media Marketing - US

With the influx of new media in recent years—from online video and social networking to smartphones—the advertising industry is facing the question of how to most effectively utilize a rapidly expanding set of tools to reach consumers. The economic recession and the adoption of disruptive technologies should make new media ...

October 2009

Mass Affluent and Retirement Planning - US

Exercise Trends - US

This report expands on the themes contained in Mintel's April 2008 report, *Who are the Mass Affluent? – US, April 2008*, focusing specifically on the retirement planning activities of this group. The retirement investment behavior and attitudes of this group are analyzed as well as the impact of the ongoing ...

Only a small percentage of Americans meet the Centers for Disease Control and Prevention's weekly recommendations for exercise—150 minutes of moderate intensity aerobic activity for healthy adults plus muscle strengthening two days per week—and this lack of compliance shows that there are significant opportunities for companies in the exercise category ...

The Social Dynamics of 18-24 Year-old Males - US

The 18-24 year-old male demographic is attractive to marketers because of their tendency to be early adopters (and often opinion leaders) of new trends, particularly in technology, fashion, and entertainment. However, these younger consumers are also difficult to reach due to an inherent scepticism against traditional advertising and corporate interests.

September 2009

Echo Boomers and Finance - US

This report looks at this emerging generation, known as Echo Boomers, Gen Y or Millennials, and examines their aspirations, the challenges they face and their unmet needs. Echo Boomers represent the next generational bulge. More numerous than Gen Xers, these children of Baby Boomers are being groomed to take the ...

Marketing Health to Men - US

Men's health lags behind that of women, with a series of biological, social and behavioral factors working together to keep men burdened with greater disease rates and lower life expectancy. This report helps to unravel the mysteries of men's health, and explain why it is lacking and how to best ...

Black Haircare - US

Historically, black consumers have shopped at hair salons and beauty supply stores for their haircare needs. While that is still the case for a large number of shoppers, given the state of the economy, many black consumers are taking a closer look at FDMx outlets, which tend to offer better ...

August 2009

Attitudes toward Traditional Media Advertising and Promotional Marketing - US

The advertising industry is facing one of the most challenging environments in decades. Most forms of traditional media have been forced to re-examine their business models under pressure from the economic

Character Merchandising - US

The recession has had an extremely detrimental affect on the character merchandising industry, with estimated retail sales of \$8.5 billion in 2009, a 28% decline from the level observed in 2007. Given the current climate, it is especially important for character merchandisers to examine other possible streams of revenue ...

recession and the adoption of disruptive technologies. In this report, Mintel looks at how the rules of the game ...

Adult Obesity and Diabetes - US

More than 150 million adults in the US are overweight or obese, and this affects businesses in diverse categories, including food service, supermarkets, airlines, healthcare, and weight loss. Understanding the needs, desires, and motivations of the overweight and obese population is essential to the success of countless corporations.

July 2009

Pester Power - US

The ability of kids to influence household purchasing decisions is growing alongside the increasing number of kids in the US, especially young kids, who are more likely than older ones to frequently ask their parents to buy things for them. This report covers a range of important factors impacting kids' ...

Marketing Health to Women - US

Women's health is a vast and complex realm, with many issues and factors to consider. This provides ample opportunity for marketers to reach an audience of receptive and willing participants. The economy is proving to be a challenge for the health industry overall, and women in particular are impacted, often ...

Kids' and Teens' Restaurant Eating Habits - US

This report explores kids' and teens' eating habits as it applies to restaurants—identifying trends that are changing consumer habits and perceptions about dining out and how restaurants are reacting to these needs. The report covers industry activity in and consumer attitudes and behavior towards full-service and limited-service restaurants from the ...

June 2009

Healthy Snacking - US

Healthy Living - US

The desire to live a healthy life is one almost all Americans hold—in fact, 90% of respondents to Mintel's exclusive consumer survey say that it is very or somewhat important to them to live a healthy lifestyle—and the decisions they make (or do not make) to this end have a ...

Economizing in the Home: DIY Retail - US

Mintel's research detailed in this report shows that households across the income spectrum are cutting back on spending in areas ranging from basic repair services to major home renovations. This report focuses in particular on economizing efforts in the area of home improvement, including DIY activity oriented towards saving money ...

Gen X Finance - US

Representing a wide variety of foods, the market for healthy snacks was valued at \$29 billion in 2008. Sales grew by 17% from 2003-08 but there was zero growth in sales at inflation-adjusted prices. This report addresses issues of key concern to manufacturers, marketers, and distributors of healthy snack foods ...

Gen Xers represent a prime target for financial services companies as they establish households, start raising families, buy homes, and plan for their children's education and their own retirements. For decades, Baby Boomers have been in the limelight, but Gen Xers are set to take center stage. However, many firms ...

Weddings in the Recession - US

Mintel examines the impact of the recession on wedding plans from the engagement to the vows and delivers a detailed list of how couples are swapping or trading-down in order to make ends meet. This study also reveals how non-traditional businesses can make inroads towards the bridal market as a ...

May 2009

Healthy Dining Trends - US

This report explores healthy dining trends—identifying key developments that are changing consumer habits and perceptions about health and food, and how restaurants are reacting to these needs. The report covers industry activity in and consumer attitudes and behavior towards full-service restaurants, fast casual restaurants, and fast food restaurants, as well ...

Attitudes Towards Food: Weight and Diet - US

As Americans seek ways to cope with recession, many are spending more time cooking at home and scrutinizing food purchases. Millions of Americans are also aspiring to lose weight and improve their nutrition without compromising on the taste and convenience preferences that are powerful drivers in the food and beverage ...

Green Marketing in Financial Services - US

Green marketing encompasses more than the promotion of environmentally friendly products. It promotes brands or companies as supporting environmental causes, and as running their businesses and operations in an environmentally positive way. Green messages have proliferated throughout the marketplace, and more and more people are becoming environmentally conscious.

April 2009

Seniors and Technology - US

By the year 2014, seniors (aged 65+) will account for 14% of the U.S. population. More than one in four (27%) people will be aged over 55. Technological innovations have changed the basic framework of the American

Patio Living - US

This report explores current trends in the outdoor furniture market. It focuses on how the collapse of the housing market and the economic downturn has impacted sales and how retailers and suppliers are

lifestyle, but have been slower to catch on among seniors. This report ...

adapting to challenging market conditions. The report also:

Word of Mouth and Viral Marketing - US

Consumers are inundated with advertising every day, and as a result, conventional forms of advertising have lost some of their influence. Simply put, the high number of ads seen by most people on a daily basis, combined with a suspicion of advertising and big business, has created the need for ...

Market Re-forecasts: Lifestyles - US

Mintel has undertaken some bold initiatives that provide crucial insight into current market conditions and approaches to a range of markets moving forward. Most dramatically, Mintel conducted an exhaustive re-evaluation of consumer market forecasts of our reports.

March 2009

Children and Obesity - US

This report examines the current state of childhood obesity in the U.S. and focuses on parents' opinions on obesity's cause, its prevalence and things that parents—and children—can do to combat it.

Family Entertainment on a Budget - US

Notwithstanding the deep recession, Americans are still spending on family entertainment. Yet they are more judicious and discerning in their spending, increasing it for some entertainment products and services, and decreasing it for others.

Charities of Choice - US

Reports of reductions in charitable donations by reputable charities have become common, yet historical data indicate that while recession does impact the level of charitable giving, charities are more resilient than one may think. Given the fact that Americans will continue to give but are likely to donate less and ...

Marketing Health to Parents and Children - US

The population of children is growing, and with it grows concern over the health issues they face. Childhood obesity, and the related health risks, has been the target of attention, and parents are seeking out healthier nutrition for their kids. However, there are a number of other areas that are ...

America's Changing Drinking Habits - US

The non-alcoholic beverage market has been in a state of flux since the past decade, with a paradigm shift in consumer preferences for non-alcoholic beverages. While beverage manufacturers need to fine-tune their offerings to align with the changing trends in consumer preferences for different non-alcoholic beverages, marketers also need to ...

Marketing to Moms - US

This report examines strategies marketers can use to reach the large and diverse population of mothers in the U.S.

February 2009

Teens' and Tweens' Beauty Market - US

The teens and tweens beauty market holds a unique position within the health and beauty industry. While most of the products are mature staples such as nail polish or lip gloss, the consumers (young girls) are ushered into their initial "grown-up" beauty purchases. Manufacturers have a small window of opportunity ...

Mass Affluent and Credit Cards - US

This report expands on the analysis presented in Mintel's *Who Are the Mass Affluent?—U.S., April 2008*, specifically focusing on the relationship between these consumers and the credit card industry. The attitudes, behaviors and values of mass affluent consumers are all examined. The impact of current economic conditions on ...

January 2009

Social Networking - US

Social networking sites are one of the most important components of online activity in the 21st century. The popularity of both broadband internet and smart phones increases the penetration of social networking sites. It is also clear that in upcoming years new media marketing, particularly on social networking sites, will ...

Green Living - US

For the past three years, the "green" marketplace has been one of the fastest growing, most dynamic sectors of the U.S. economy. In this report, Mintel examines the size, scope, and growth of the "green" consumer marketplace, the driving forces that will shape its future - with an eye toward ...

Oh, Baby! - US

The \$3.4 billion FDMx (excluding Wal-Mart) market for disposable baby products includes diapers, training pants, wipes and moist towelettes, as well as cleansing and care products such as shampoo, body wash, and baby oil. Oh, Baby! examines this mature market using primary and secondary research to identify points of ...

Teens and Finance - US

This report examines the use of financial services among teens as well as their knowledge levels and attitudes toward financial matters. It focuses on the key questions facing the financial services industry as it seeks to establish relationships with teens. Some of the questions that we will look at here ...

American Lifestyles - US

Millions of Americans have made subtle changes to their lifestyles in an effort to maintain a relatively high standard of living while reducing expenditures. At the same time, lifestyle trends such as the increased popularity of sustainability, multiculturalism, and healthy living are all compelling behavioral and attitudinal change. As such ...