

February 2015

Attitudes to Healthy Eating - UK

“That only 7% of people trust health claims on food dilutes their ability to add value. The food industry stands to benefit from combatting the serious lack of awareness about the high level of regulation in place that this implies.”

Automotive Innovations - US

“User convenience and driver distraction collide as smartphones become more and more a part of the in-car experience. Safety comes first for consumers, even in an area of increasing access to in-car apps and smartphone integration.”

– **Tim Healey, Research Analyst – Automotive**

Banks and Credit Unions - Canada

“The death of the traditional branch network, widely touted a few years back, appears to be greatly exaggerated.”

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

Beverage Packaging Trends: Spotlight on Beverage Labeling - US

“Beverage packaging options have a greater opportunity than ever to establish a rapport with the consumer and find a place as part of their daily lives. QR codes can allow manufacturers to communicate virtually directly to the consumer, a majority of whom want more information about the beverages they are ...

Chindia and its Prospects in the Global Tourism Economy - International

“By 2020, Asian travellers will represent nearly half of global tourism expenditure and two out of every five world travellers, according to WTTC. By this time, China

Attitudes towards Premium Soft Drinks - UK

“Sugar attracted negative media coverage in 2014, also affecting soft drinks. That half of premium soft drinks users are interested in reduced sugar versions of these signals room for growth in this area.”

– **Aimee Townshend, Research Analyst**

B2B Insurance - UK

“The B2B insurance market is going through a transitional period. The expected introduction of the Solvency II framework from 2016 has led to insurers already adjusting their risk management structure to give themselves the best chance of avoiding any financial repercussions from not achieving the required risk profile level. The ...

Beauty and Personal Care Retailing - Ireland

“With Irish consumers keen to see more beauty ranges with natural ingredients, brands should look to innovate across beauty and personal care sectors with a focus on botanical extracts as well as newer ingredients such as argan oil to appeal to skin-conscious consumers.”

Black Millennials - US

“While there are some similarities among Millennials, Black Millennials are different. They enjoy experiencing other cultures, and many have integrated it as part of their day-to-day life, but they have a strong connection to Black culture. Their outgoing, outspoken, and strong social media presence – coupled with their sensitivity to ...

Chocolate Confectionery - US

“Chocolate confectionery is a treat. Nearly three quarters of consumers turn to these products as a treat, meaning the category will need to promise and meet this most basic expectation.”

– **Beth Bloom, Food and Drink Analyst**

and India are expected to be the world's largest and third-largest economies respectively, with an estimated 3 billion people having the financial means ...

Christmas Shopping Habits - UK

"The distinction between online and in-store retailing is becoming more and more irrelevant. For any store based retailer it is not how people buy that matters, but whether they buy from you at all. The key is to make it as easy as possible for customers to buy from you ...

Consumers and the Economic Outlook: Quarterly Update - UK

"People are finally starting to feel the benefit of the recovery in their pay packets. After five years, average wages are finally increasing more quickly than prices. Although this will take time to feed through into consumer confidence, there are signs that spending habits are changing.

Cut Flowers and Houseplants - UK

"Florists are in a prime position to capitalise on changing shopping habits as consumers do more of their food shopping locally at convenience stores, but they will need to play their part in promoting sales of flowers both for self-purchase and gifting."

– **Tamara Sender, Senior Retail Analyst**

Electrical Retailing - Europe

The electrical goods market is very diverse, ranging from televisions and tablet computers to household appliances and personal care devices.

Electrical Retailing - Germany

For our report, we surveyed representative samples of consumers. This year our survey asked consumers in the German market:

Electrical Retailing - Spain

Consumers and the Economic Outlook - US

"Consumers are optimistic about their financial situation but still skeptical of the future of the economy. Their perspective seems to reflect a cognitive dissonance considering the economic conditions do impact their personal finances. This can be their strategy to cope with the challenging reality of their financial situation; believing they ...

Consumers' Eating Out Habits - China

"Menu diversity should be the core agenda for foodservice operators who are determined to be stand out from the crowd in the Chinese market, and it is imperative that they attract either the adventurous foodies or family diners."

– **Esther Lau, Research Analyst**

Electrical Goods Retailing - UK

"Perhaps it is time for some specialists to move closer to EDLP (everyday low pricing) and away from the questionable deep discounting that has traditionally been a feature of the sector."

– **Richard Perks, Director of Retail Research**

Electrical Retailing - France

For our report, we surveyed representative samples of consumers. This year our survey asked consumers in the French market:

Electrical Retailing - Italy

For our report, we surveyed representative samples of consumers. This year our survey asked consumers in the Italian market:

Established World Cuisines - UK

For our report, we surveyed representative samples of consumers. This year our survey asked consumers in the Spanish market:

Ethnic Restaurants and Takeaways - UK

“Whilst online ordering and the expansion of large chains should boost growth in the sector, operators must do more to improve on the market’s Achilles heel; a low perception of value for money.”

– Richard Ford, Senior Food and Drink Analyst

Grocery Retailing - Canada

“Beyond re-creating the traditional coupon experience on a new platform, grocery retailers have the opportunity to adapt technology in ways that could vastly improve the grocery shopper experience. This will be increasingly important as the cost of food continues to rise and the market becomes more crowded.”

– Carol ...

Home Hair Color - US

"Sales of home hair color remain stagnant, as consumers are increasingly reliant on the salon for hair coloring services. Still, growth opportunities exist in the more than \$2 billion category, including hair color products that promote hair health and salon-quality results. Focusing on relatively untapped demographics, such as men and ...

Household Paper Products - US

“While a budget-conscious mindset among household paper product purchasers has kept sales growth in check, opportunities exist for brands and retailers to offer value in the form of superior quality, added benefits, and new use occasions.”

– John Owen, Senior Household Analyst

Income Protection - UK

“The improving consumer confidence suggests both the need and opportunities for premiumisation in the retail channel. The strong interest in a wider offering of chilled cooking sauces among ethnic food buyers highlights this as a potential key area. The ingredients segment should also justify further attention as people in higher-income ...

European Retail Briefing - Europe

This month, ERB includes:

Hispanic Millennials - US

“Hispanic Millennials are a significant and coveted market. In any typical day, they are bombarded with ads and many other things that fight for their attention. To improve the odds of getting noticed, it is important for marketers to learn as much as they can about Hispanic Millennials to be ...

Household Paper Products - UK

“Paper products suffer from being seen as commodity items that are bought mainly in response to special offers and finding the cheapest price, making sales growth difficult to come by. Kitchen roll offers the best prospects for adding value to the market through encouraging usage for a wider range of ...

In-home and Individual Fitness - UK

“Wearable technologies remain an early-adopter purchase but an expansion of functionality to health metrics as well as fitness ones is broadening their appeal to women and older people.”

– David Walmsley, Senior Leisure Analyst

Leite - Brazil

“The majority of UK households have no income protection insurance, and a low level of savings. Providers must continue their efforts to lower the barriers that are preventing the market from reaching its full potential: low product awareness or, at least, ongoing confusion over the different product types available, as ...

LSR: Ethnic Concepts - US

“Consumers have favorable opinions about ethnic food and flavors, as well as the LSR brands that offer them. For operators who want to remain in a good light, they need to be up-to-speed with restaurant mobile technology, use high-quality ingredients, and offer both new ethnic fare and ‘tried-and-true’ items to ...

Marketing to Millennials - US

“Millennials will continue to play an increasingly important role in the workplace and the economy. In order to effectively target Millennials, brands must understand how they see themselves (and their generation overall), how they are rethinking traditional adulthood milestones, and how to market to Millennials without alienating older generations.” ...

Meal Accompaniments Review - UK

“There remains plenty of scope to build the penetration and usage frequency of ancient grains, for example by communicating their versatility, convenience and value for money. Their health credentials in particular are a key angle that operators can leverage given the current low levels of awareness of the nutritional benefits ...

Milk and Dairy Drinks - Brazil

“Brazil, together with China and the US, has delivered the highest level of innovation in the last five years in the milk market; however, compared to the two other countries, companies in Brazil don’t seem to be exploring the category’s full potential. In terms of flavors, the Brazilian market is ...

Mobile Network Providers - UK

“O Brasil, junto com China e EUA, é um dos países que mais apresentaram inovações no mercado de leites nos últimos cinco anos; porém, em comparação com os outros dois países, parece não explorar muito o que a categoria pode oferecer. Em termos de sabor, ainda é muito concentrado em ...

Marketing to Baby Boomers - UK

“Whilst many Baby Boomers enjoy financial stability, health is a major consideration for all in this generation. Brands could benefit from focusing on this aspect through their marketing, offering help, guidance and advice to Baby Boomers with existing conditions, or positioning products as helping to keep potential health issues at ...

Marketing to Over 55s - China

“In China, the number of people above the aged 60 or over will reach 400 million in the early 2030s, representing a quarter of the country’s total population. To put this into perspective, the total US population is officially forecast to be 359.4 million in 2030. The United Nations ...

Menu Flavours - UK

“The interest in trying new dishes as hobby further signals the importance of unique dishes in driving interest particularly among those who see themselves as ‘foodies’ and underlines the role of dining out as a leisure activity, competing with other experiences.”

Mobile Financial Services - UK

“Although technology and innovation have added more digital channels in the financial services arena, these are not replacing the more traditional channels. People still value face-to-face interaction. Instead, they are additional requisites to customer service giving a more integrated, multichannel customer experience and keeping financial providers competitive.”

– Chryso ...

Mobile Phones - US

“When it comes to selling triple-play packages, the mobile industry still has a large proportion of pay-as-you-go and rolling month-by-month contract customers to market to, free of restrictions on when they can enter into new agreements.”

“Customer loyalty has solidified the position of current market leaders for the short term. However, these and all mobile phone brands will face a mounting pressure to lower prices in light of greater competition globally and approaching smartphone market saturation in the US.”

– **Bryant Harland, Technology and Media ...**

Optical Goods Retailing - UK

“The market for optical goods in the UK is concentrating into the hands of three major companies: Specsavers, Boots Opticians and Vision Express. Although Specsavers is reaching saturation in terms of store numbers we have seen Boots on an expansion trail, while Vision Express has been expanding by buying up ...

OTC Sleep Aids - US

“Building market share may require more granular outreach to consumers and targeted marketing to address the different needs, interests and concerns of young, active, tech-savvy 18-35-year-olds; busy parents and aging baby boomers. Key opportunities may lie in areas such as promoting natural products, mobilizing the insights offered by wearable fitness ...

Outdoor Enthusiasts - US

“The outdoor recreation market has remained stable over the past several years with about half of Americans aged six and older participating in outdoor activities. However, participants are engaging in these activities infrequently, spending most of their leisure time watching TV or on the computer. Marketers must find compelling ways ...

Packaged Red Meat - US

“The red meat category features lamb and other red meats that are not regularly eaten by mainstream meat consumers. There is an opportunity to educate consumers about the lower saturated fat levels in these other meats, and provide them instruction about how they can be used in some of their ...

Private Label Foods: What's Driving Purchase? - US

“Improvements made to the quality and varieties of store brand foods have not gone unnoticed by consumers. However, there is opportunity to increase category participation among older consumers, and to introduce more premium product lines featuring organic, non-GMO, and/or vegetarian products which consumers feel are lacking in the current ...

Railway Engineering - UK

“Network Rail is currently undertaking its ‘biggest investment in rail infrastructure since the Victorian era’, which is driven by capacity requirements and the modernisation of the UK rail network. However, recent delays in engineering works have highlighted continued shortcomings by Network Rail to deliver work on time. The rail operator ...

Retail Banking and Credit Unions - US

“The banking industry is becoming increasingly competitive and new entrants into the market are largely technologically-based alternatives. Millennials are the prime target of these upstart companies, as well as everyone else, and the country's changing demographics are providing a growing new group of customers.”

Road Haulage - UK

“Falling fuel prices in 2014 provided much needed relief for hauliers, whose margins remain thin - if a little healthier than in previous years. Modest economic growth is expected in 2015, but trading conditions will stay highly competitive.”

Salty Snacks - Canada

Salty Snacks - China

“As consumers snack during many diverse occasions, manufacturers will be tasked with meeting their varying need states. While some consumers look for healthier salty snacks, others like to indulge on various varieties and flavours and prefer taste above all else.”

Smoking Cessation and E-cigarettes - UK

“Vaping has become a lifestyle choice, whether by choice due to health or money-saving benefits, or from long-term use as a smoking cessation method. Changing legislation will help consumers understand how to use it as a smoking cessation method, which may impact long-term usage. The smoking cessation market could learn ...

Soap, Bath and Shower Products - US

“The soap, bath and shower category continues to grow steadily as a fundamental element of personal hygiene. Opportunities do exist for makers and marketers of soap, bath and shower products to improve transparency and efficacy claims, focus on the differentiated needs of the multicultural consumer, and address efficiencies in product ...

Spirits - Ireland

“While high taxation and the looming threat of minimum alcohol pricing makes drinking spirits a costly endeavour in Ireland, growing consumer confidence might help to see the spirits market recover somewhat in 2015.”

– Brian O’Connor, Production Manager

The Drug Store Shopper - US

“Retail channel lines continue to blur with more outlets like mass merchandisers and supermarkets clambering to become consumers’ primary destinations for their drug store needs including OTC and prescription medications. Traditional drug stores can no longer afford to be just drug stores, and should continue evolving their positioning as health ...

“Are consumers willing to compromise health for taste? – No. But do they still buy ‘unhealthy’ snacks to eat? – Yes. Brands could make more effort to market the health-related features to reassure consumers and stand out from the competition.”

Soap, Bath and Shower Products - UK

“Retail sales declines are evident for the second year in a row in the soap, bath and shower (SBS) market (-1.2% to £638 million in 2014) as the trend of saving money on day-to-day hygiene essentials continues; consumers are maintaining their reliance on price promotions, as well as trading ...

Software - UK

“Such are the advances in sales of the software sector that the post recession flat economy merely stunted growth in the market. 2014 saw a return to double-digit growth and the continued challenges of corporate cost control and adding value in the enterprise sector will further stimulate the market over ...

Streaming Media - UK

“Device and service integration is only likely to become a bigger topic for streaming brands in 2015, as consumers give more consideration to compatibility with their ever-evolving ecosystem, something which could be an advantage to brands that control the operating systems that will bring devices and apps together.”

– ...

The Premium vs Budget Traveller - UK

“A falling oil price and strong Pound should generate freer spending on short-haul holidays in general. These factors are also likely to act as a further incentive for ‘mix and match’ or ‘hybrid’ travel behaviour – travellers who seek to economise as much as possible on the transport component of ...

The Rise of Multigenerational Tourism in Europe - Europe

“More and more clients are requesting travel arrangements that will include their extended families. Reuniting and creating bonds through travel is a way for them to stay connected to each other, gives them something they can plan together and keep in touch during that process. The memories they create are ...

Travel and Tourism - Albania

“Albania has a growing reputation as the next ‘to be discovered’ destination, which provides opportunities to explore the country’s potential for developing products in other niche tourism markets, notably adventure tourism.”

Travel and Tourism - Hungary

“Outside the Eurozone, Hungary’s favourable exchange rate means it remains value for money, with prices still lower than in most European countries.”

Travel and Tourism - Lithuania

“Listed as a top ten destination to visit in 2015 by Lonely Planet, Lithuania is getting media coverage that will inevitably fuel its popularity as an interesting place for Europeans seeking new destinations for city breaks or alternative holiday destinations.”

Travel Insurance - UK

“If consumers are not asking for specialised policies or extra benefits, why not cut through the competing marketing messages by becoming the most convenient insurer? Convenience is a highly prized commodity in modern society and harnessing this could be a successful way of boosting policy sales.”

咸味零食 - China

“消费者会为了美味牺牲健康？——不会，但他们吃‘不健康’的零食吗？——会。品牌应该竭尽所能推广产品健康相

The UK Car Review: An Insight into Brand Preferences and Market Trends - UK

“Although manufacturers have long sought to differentiate themselves and their cars to gain competitive advantage, our research suggests this can be taken to the next level for their benefit. Micro segments exist across the car market, suggesting that an ever more detailed approach to segmentation is required to fully benefit ...

Travel and Tourism - Estonia

“One of the reasons for the increase in domestic tourism, according to data from the Estonian Institute of Economic Research, is because Estonians are finally starting to feel more confident about their country’s economy, after all the financial challenges of the past few years. Although the Eurozone’s woes are far ...

Travel and Tourism - Latvia

“Riga is fast becoming established as a capital of cool, but it remains to be seen whether the city becomes one of Europe’s top cultural capitals after its stint in the limelight.”

Travel and Tourism - Montenegro

“Montenegro has a strong desire to become a destination that offers quality year-round tourism and to be a market leader in the Mediterranean, orientated towards up-scale markets while protecting its natural and cultural features to guarantee the country’s appeal in the future.”

UK Retail Briefing - UK

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

消费者在外就餐行为 - China

“随着消费者的口味变得越来越挑剔和讲究，外出就餐已成为其生活方式中必不可少的一部分；对于餐饮运营商而

关的属性，消除消费者的疑虑，从而在竞争中脱颖而出。”

言，提供兼顾健康和美味的食物因而应成为重中之重。英敏特研究发现，时下中国消费者外出就餐的偏好和习惯已经发生翻天覆地的变化，营养价值、本地食材、季节和进口原料成为其重点关注的因素。”

— 刘欣琪，研究分析师

针对55岁以上人群的营销 - China

“到本世纪30年代初期，中国的60岁以上人口将达到4亿，将占全国人口总数的四分之一。而官方预测美国的人口总数在2030年将达到3.594亿。根据联合国的预测，截至2040年，将有30%的中国人的年龄超过60岁，到2050年这一占比将达到四分之一。国家统计局预测，2015年60岁以上人口数将超过2.3亿。