



December 2017

Wearable Technology - US

"The year 2017 was a disappointing year for wearable tech. Marquee brands have seen unfortunate reversals of fortune, including declines at Fitbit, GoPro, and Garmin. However, on the basis of burgeoning sales of smartwatches, hearables, and high-end fitness bands with LED (light-emitting diode) screens, Mintel sees shipments returning to growth ...

November 2017

Attitudes toward Technology and the Digital World - US

"The digital world has been integrated into daily lives in ways only science fiction could have predicted 50 years ago. While internet connectivity and the rapid pace of innovation have mostly had a positive impact on people's lives, it is difficult for people to fully trust technology to perform tasks ...

October 2017

Consumers and the Economic Outlook: Quarterly Update - US

"The US economy remains strong and stable, maintaining most levels it held last quarter. Consumer outlook is still optimistic and positive, but differences in age and income level reveal different motivations for improving the current state of a consumer's finances. Few predict that their financial situation will change much over ...

Content Consumption: TV and Movies - US

"The focus of both the mainstream press and much research on the video market is often negative, with projections of massive declines in pay TV subscriptions or losses to studio revenue as households subscribe to online services instead of buying individual movies. It is true that single transaction sales did ...

September 2017

Digital Trends: Fall - US

"This Report tracks ownership of electronics, intent to purchase electronics, hardware used to access the internet, and online activities, identifying shifts in consumer behavior on the basis of comparing data from semiannual surveys. Findings in this report include, for the first time, trends in the frequency of online activities, bearing ...



August 2017

Digital Advertising - US

"Propelled by growth in mobile and social, digital ad sales in total increased by more than 20% annually from 2014-17, but rapid growth in mobile and social is stunting other opportunities, particularly considering that desktop remains the primary platform for browsing and streaming video among large sections of the adult ...

Social Media in Foodservice - US

"The dining out landscape has permanently been impacted by social media from both a marketing standpoint and the actual on-premise experience. Social media has created a new focus toward the concept of being an influencer, whether on a small or large scale, and iGens and Millennials have specifically adopted social ...

July 2017

Mobile Phone and Tablet Accessories - US

"For many, and especially younger adults, mobile hardware is the center of digital lives. Accessories that protect that hardware or add functionality to it have grown in sales as a result."

- **Billy Hulkower, Senior Technology Analyst**

Travel Tech - US

"Technology is an integral component of the travel experience. Consumers utilize all elements of the immense travel tech landscape to help them function away from home. All-in-one mobile devices tend to house a majority of travelers' needs. Travelers use tech to initiate transactions, communicate and stay informed with travel providers ...

Consumers and the Economic Outlook: Quarterly Update - US

"As of June 2017, the economy is still improving, wages are slowly rising, and unemployment numbers continue to fall. Consumer sentiment about their financial situation remains healthy, and most consumers don't think their finances will change (or increase) that significantly. Parents overall are somewhat more optimistic about the financial future ...

June 2017

Mobile Phones - US

"From 2013-16, over 200 million phones sold in the US annually, and Mintel estimates that sales will stand at a record of 204 million units in 2017. Phone manufacturers have successfully and consistently driven upgrades via superior cameras, 4G (fourth-generation wireless network) chips, faster CPUs (central processing units), improved graphics ...

Online Shopping - US

"Online sales are growing, with positive sales expected through 2021. Nearly all consumers have some form of internet access in their household, so new users will likely come from convincing shoppers to do more of their shopping online. Many consumers are already doing some online shopping, but five specific channels ...

Teen and Tween Gaming - US



"An overwhelming majority of teens and tweens aged 10-17 have played video games in the last three months. A majority of them are not beholden to any one gaming device or genre of video game. While girls are significantly more likely to enjoy games typically found on mobile devices, boys ...

May 2017

Mobile Network Providers - US

"In February 2017, Verizon changed its postpaid plans to unlimited data plans, effectively closing the period in which major carriers were focused on shared data plans, provided that consumers are willing to pay for the unlimited plans with AT&T, Sprint, and T-Mobile having already made this shift. If consumers do ...

April 2017

Consumers and the Economic Outlook: Quarterly Update - US

"With a new administration, a growing economy, and a relatively healthy jobs market, this Report addresses how consumers are feeling about their current financial situation. Through a series of questions that will be asked throughout 2017, Mintel has aggregated consumer opinion on their current finances, how they hope to improve ...

March 2017

Digital Trends: Spring - US

"This Report tracks trends in ownership of electronics, intent to purchase electronics, hardware used to access the internet, and online activities, separating definite shifts in consumer behavior from the hype often associated with mainstream reporting. Findings include the lasting desirability of PCs even during the continuing transition to mobile computing ...

Television Advertising - US

"Twenty years after the launch of Netflix, and more than a decade since the launch of YouTube, advertisers continue to increase spending on television commercials, with sales estimated at \$81 billion in 2016. Growth continues because the television commercial remains the pièce de résistance for product introductions and brand equity ...

January 2017

Smart Homes - US



"Smart home product sales continue to represent a small slice of expenditures on the home despite sales growth leaving room for further expansion. This Report explores how consumers view smart home hardware and home security services, providing perspective on the obstacles to growth that are preventing wider adoption."

- **Billy Hulkower ...**