

December 2011

Lotteries - US

Sales at many state lotteries declined in 2008 and 2009, as consumers around the nation reduced discretionary spending in order to mitigate the impact of the recession. However, at a national level, sales increased significantly in 2010 and 2011 despite the fact the economy remained weak during this period. One ...

Family Vacations - US

While vacation destinations felt the impact of the recession sharply in 2009, the family vacation market on the whole has shown resilience in 2010 and 2011. For many families stressful economic times appear to have made the emotional benefits of getting away more compelling, making even brief family vacations more ...

November 2011

Hotel Accommodations - US

The hotel industry, including hotels and motels, casino hotels and bed and breakfast inns, has had a tough go of it in the troubled economy, as both leisure and business travel waned. Sales were flat in 2008, followed by an 11.8% drop in 2009. Subsequent growth is evident, but ...

Baby Boomers Across Seven Categories - US

Companies must have a clear understanding of the Baby Boomer demographic in order to market products and serve their needs better. Mintel has compiled information from multiple Oxygen reports and Mintel Inspire to give you a holistic view of today's Baby Boomer consumer.

October 2011

Pay TV - US

Consumers desire to cut costs in a struggling economy, in addition to the expansion of free and lower-cost content options, present challenges to the \$100 billion

Character Merchandising - US

Popular characters can be very effective at driving sales for a variety of products. For example, according to Nickelodeon, Dora the Explorer has generated more than \$11 billion in worldwide sales since 2002. The exceptional effectiveness of character merchandising—especially when related to advertising directed at children—has also led to a ...

Social Network Gaming - US

Based on Mintel's consumer research about one in five adults played online games in the 30 days prior to their interviews in 2011, and according to Nielsen, an estimated 10% of time spent online is devoted to playing games—proof that online gaming is a source of entertainment for many adults ...

Live Entertainment - US

This report provides an in-depth examination of the live entertainment market (excluding sports) and is geared towards industry promoters, venue operators, artist



Leisure and Entertainment - USA

pay TV industry, and fears of cord-cutting abound. As new technologies develop, consumers continue to shift or cancel subscriptions, spelling a slowdown in revenue ...

managers, live event marketers and anyone interested in pursuing opportunities within this industry. The report explores current trends and innovative ideas in the live entertainment market, and also ...