

September 2014

Accommodation - Ireland

“With consumer confidence in Ireland high, this could result in consumers increasing their leisure spending and taking more overnight trips across the island. As such, proactively promoting the unique aspects of their services can help accommodation providers to stand out from rivals and increase the appeal and usage of their ...

America's Pet Owners - US

“Americans love their pets to the tune of more than \$54 billion a year. For many, the household pet is member of the family like any other. Yet, the cost of ownership is rising at the same time that families have increasing financial responsibilities and burdens. Marketers that figure out ...

Bakery Products - China

“Consumers are paying more attention to the food they are ingesting under the growing concern of food safety and health issues. They are shifting their preferences to grain bread, which is less oily and using more organic coarse wholemeal flour. Homemade is another action consumers take to fight against the ...

Books and e-books - UK

“In order to solve the problem of men’s lower reading rates a cultural shift is necessary, with books specifically highlighted as a worthy pastime for young boys starting from primary school and continuing onwards into secondary education. This would need to be accomplished through idolised cultural icons or sporting heroes ...

Bread and Bread Products - US

“The US bread and bread products market is experiencing slow growth in 2014 and is expected to continue this pattern into 2019. Many consumers

Airlines - UK

“The convergence of budget and full-service airlines has continued, with full-service airlines further unbundling fares to compete on top-line prices and low-cost airlines entering the long-haul market. Going forward, the development and efficient targeting of ancillary services will be a key driver in maintaining profitability for all airlines”.

- Rebecca McGrath ...

Asian American Lifestyles and Entertainment - US

“Asians are an important and growing market for entertainment and leisure categories. These high-income, highly educated consumers represent a potentially lucrative market, especially for entertainment that provides multiple values, but marketers need to reach them where they live, which for most young Asians is online and on their mobile device ...

Black Consumers' Beauty and Grooming Products - US

“How Blacks define beauty may be similar to Whites in some ways, but what they see as attractive may be entirely different. Beauty is truly in the eye of the beholder, and it is very individual. Blacks have unique beauty and grooming needs. Although there are many products on the ...

Bread and Baked Goods - UK

“Education around bread’s value-for-money credentials must go hand-in-hand with innovation in areas such as healthy baked goods and snacking formats if brands are to address falling category sales.”

Car Purchasing Process - China

“Car financing is finding greater acceptance among consumers now than before, while car makers and dealers are focusing more on brand building through

perceive bread as too high in carbohydrates and calories. Low-carb, low-calorie, and generally healthier breads (such as high fiber brands) are likely to help sales, as ...

Carnes e Aves - Brazil

“O Brasil é um grande produtor de proteína animal, especialmente para o consumo interno. Embora carnes e aves frescas já sejam muito consumidas no país, ainda há um grande potencial de crescimento para produtos processados, o que é visível especialmente quando comparamos o mercado brasileiro aos mercados de países desenvolvidos ...

Coffee - US

“Coffee manufacturers face increased competition both from within their own category and from other beverages. Consumers are embracing the choice and variety of coffee options and from other beverages, but with a slowly improving economy, manufacturers will be challenged to maintain consumer interest in in-home coffee consumption.”

– Elizabeth ...

Consumer Spending Habits - Brazil

“The majority of Brazilians are interested in promotional prices offered by stores and brands. However, customized promotions, based on consumers’ profiles and demographics, for example, tend to be more beneficial to higher socioeconomic groups – about 30% of AB consumers used credit card promotions and about 30% of them received ...

Consumers and Retail Banking - UK

“UK retail banking is not a sector that is traditionally used to large-scale disruption. However, it is entering a period of upheaval as a result of a number of factors ranging from polarised demographics and digital disruption, to increased regulatory pressure and a constant wave of reputation-damaging scandals. Perhaps the ...

Cordials and Squashes - UK

improving their consumer service and advice, both through sales outlets and online, as well as focusing on their brand experience beyond just the cars themselves.”

Click-and-Collect - UK

“Increased uptake of click-and-collect appears to be one contributor to the sustained high growth rates in e-commerce. And there is far to go: click-and-collect will make up less than 2% of all retail sales this year. Further innovations such as more click-and-collect hubs and drive-through services can offer the convenience ...

Colour Cosmetics - China

“Given consumers’ repertoire behaviour in colour cosmetics, there is a high possibility they use several products at the same time or switch brands very often. Therefore, brand awareness is still important, even if shoppers do not think about one brand frequently. It is also crucial to ensure that there is ...

Consumers and Gadget Insurance - UK

“In order to drive their businesses forward and generate revenue growth, specialist providers of gadget insurance need to explain the benefits of cover to a wide audience, including home insurance policyholders, and promote a reputation for claims fairness and transparency.”

– Sarah Hitchcock, Senior Analyst – Financial Services

Contract Catering - UK

“Market conditions remain tough with consumers’ ongoing price sensitivity in this sector continuing to exert pressure on operators’ margins. Operators therefore should remain focused on menu innovation trends in order to trigger consumers’ ‘want to buy’ mentality.”

Dentistry (Industrial Report) - UK

“There is potential for energy drinks brands such as Red Bull or Monster to enter the super-concentrate market. These brands are likely to hold more resonance among young consumers than more family-oriented brands such as Robinsons.”

“The initial signs are that the costs of providing NHS care are likely to rise for practices under a new contract. The expense associated with new IT systems and an expanded dental care professional team will serve to push more towards the private sector.”

- Ben Harris, Industrial Analyst

This ...

Digital Trends Autumn - UK

“New chapters continue to be written in the story of cannibalisation within the technology sector. For so long the rising popularity of the tablet computer contributed to the decline of other neighbouring device markets, but now the tables are set to be turned, as it could be the tablet market ...

Digital Trends Fall - US

“Ownership of smartphones, tablets, digital media STBs (set-top boxes), e-readers, and Blu-ray players are all in the midst of penetration growth. At the same time, ownership of television sets, desktop computers, gaming consoles, and digital cameras show limited declines. Consumers may be in love with multifunction devices, but they retain ...

Domestic Central Heating (Industrial Report) - UK

“The domestic central heating sector has received a welcome boost from the comparative success of ECO incentives, while the Green Deal, at least when it was based on loans, was disappointing in its effect on demand. Nonetheless, the requirement on the UK to reduce carbon emissions has determined that the ...

Domestic Tourism - UK

“The ‘little and often’ short break trend can be developed into the idea of ‘portfolio holidays’ in which consumers can be encouraged to create a rich diversity of leisure experiences (eg R&R/active/learning etc) appropriate to their multi-faceted identities and interests, including a mix of overseas/domestic trips. Travel ...

European Retail Briefing - Europe

The European retail briefing provides commentary, data and news analysis from across Europe ensuring that you keep in contact with the latest retail news.

European Retail Handbook - Europe

This is the 18th edition of the European Retail Handbook. In it we provide the essential background information to understanding the retail scene in each European country.

The European Retail Handbook provides top line demographic and economic data and a more detailed analysis of retail trade in each country. Where ...

Families Dining Out - US

“Families want significant value for their money when they dine out together. However, this does not just encompass a low price to feed a crowd. As parents, and kids alike, begin adapting healthier eating habits, some restaurants are not filling the bill. In-home meals are not only perceived as cheaper ...

Free From Foods and Allergies - Ireland

“While only a small number of Irish consumers officially suffer from allergies or intolerances in 2014, the level of sales of free-from food is undoubtedly improving, with a greater level of media attention on the likes of free-from diets and a greater availability of products helping to drive usage among ...

Fruit and Vegetables - UK

“Many leading UK grocers stock non-standard produce under their own-brand economy ranges. However, actively drawing attention to the surrounding issues, such as food waste and support to farmers, should help to build goodwill as well as staying ahead of the risk of state intervention.”

Gluten-free Foods - US

“Overall, the gluten-free food market continues to thrive off those who must maintain a gluten-free diet for medical reasons, as well as those who perceive gluten-free foods to be healthier or more natural. The category will continue to grow in the near term, especially as FDA regulations make it easier ...

Health and Wellness Tourism in Europe - Europe

“Wellness tourism is poised to reshape tourism as we know it. Now that the industry has such compelling statistics it’s time to decide on the message it wants to convey and shout about it. Millions more [people] every year [are] demanding destinations that deliver physical, emotional, spiritual and environmental health ...

Hot Dogs and Sausages - US

“The hot dog and sausage category is projected to grow, but manufacturers must do more to address issues related to health, product quality, and freshness in order to enjoy more robust category sales. Consumers are also seeking a wider variety of flavors and ethnic offerings.”

– **Julia Gallo-Torres, Senior ...**

Household Cleaning Equipment - US

“While familiar, tried-and-true the cleaning tools form a foundation for the mature household cleaning equipment market, innovation is essential to driving growth or gaining market share. Consumers who do

Gamers and Gaming - US

“The majority of US adults now play video games on at least one platform, and the majority of gamers play on at least two. The shift toward digital distribution, comparatively new monetization strategies, such as the free-to-play model, and supplemental premium content, however, have made long-term engagement a critical component ...

Hábitos de Gastos do Consumidor - Brazil

“A maioria dos brasileiros interessa-se por preços promocionais, sejam de loja ou de marca. Todavia, as promoções mais customizadas, baseadas em perfil de compra e demografia por exemplo, tendem a priorizar as classes de alta renda. Como referência, cerca de 30% dos consumidores das classes AB utilizaram promoções de cartão ...

Hispanic Consumers' Haircare, Beauty and Grooming Products - US

“Hispanics tend to overindex on spending and use of most beauty product categories. However, competing in this market is not easy as brand usage tends to be very fragmented. In this environment, brands that learn to use recommendations from friends and family in their favor may have an opportunity to ...

Household Cleaning Equipment - UK

“The increasing popularity of steam cleaners poses a potential threat to traditional cleaning equipment, with consumers favouring their ability to rid the house of germs without resorting to hefty chemicals. Traditional cleaning equipment brands now have an opportunity to respond to this challenge, either by creating more products that are ...

Iogurtes - Brazil

“O iogurte grego ainda precisa conquistar mais consumidores fora da região Sudeste, enquanto os funcionais tem a possibilidade de ficarem mais atraentes para a classe AB. Sabores diferenciados podem aumentar o consumo de iogurtes entre os homens e a

housecleaning are open to new ideas that deliver better results and that make the task itself more satisfying."

ISAs - UK

"ISA providers should embrace the new ISA reforms and ensure that they can offer consumers the maximum amount of flexibility that the new ISA rules can afford. The traditional line between cash and stocks and shares ISA providers is now blurred. Cash ISAs should begin looking at offering consumers a ...

Life Insurance - Canada

"Greater clarity in their policies, an easy application process, hassle-free payouts to beneficiaries and more disclosure around the compensation model of insurance agents are all steps that the industry could work on to increase trust levels."

- Sanjay Sharma, Senior Financial Services Analyst

This report looks at the following issues:

Lifestyles of Mums - UK

"To a new mother, her baby is the apple of her eye, and she would spare nothing to ensure their needs are met, even if that means that her own needs and interests are neglected. Brands could re-ignite mums' passion for their habits and lifestyle before they had children and ...

Marketing to Moms - Canada

"Providing greater incentives for 'liking' a brand like contest entries, free sample products, the ability to be among the first to try new products or the ability to provide feedback, may help to develop brand engagement."

Meat - Ireland

conveniência do iogurte pode ser posicionada para que ele seja mais ...

Kitchens and Kitchen Furniture - UK

"To succeed in tomorrow's tough trading environment, kitchen retailers will need to continue to invest in showroom displays in order to keep ahead of the competition. Retailers will increasingly recognise the importance of a great showroom environment to give people ideas about how to create an attractive and practical kitchen ...

Life Insurance - US

"Life insurance is not a product people like to buy and ownership rates continue to fall. Continued low interest rates aren't helping, and neither is the fact that many people feel it is better to save money than it is to pay insurance premiums. Changing demographics offer both challenge and ...

Lighting Equipment (Industrial Report) - UK

"The lighting market continues to be influenced by changes in building regulations and the irreversible quest to improve energy efficiency. Changes will now focus on the entire lighting system in buildings, an area where there remains considerable consumer misconception and lack of understanding. At the same time, new applications for ...

Marketing to Moms - US

"The modern mom utilizes an assortment of tools and resources to research products and make purchases; most prominent among them is her smartphone, but her arsenal also includes social media, family and friends, and experts. As the Millennial generation settles into its prime childbearing years, brands must keep tabs on ...

Meat and Poultry - Brazil

‘With half of RoI consumers having purchased meat from discounters (Lidl and Aldi) in the last month, the renewed focus on the sourcing of Irish meat by these retailers is clearly proving to be a success.’

– **Sophie Dorbie, Research Analyst**

Men's and Women's Footwear - US

“Online shoe retailing is one of the key developments in the footwear marketplace in recent years. The challenge now is how to best integrate, streamline, and develop use of websites as well as other tools such as social media and smartphone apps to maximize turnover and customer satisfaction. Online tools ...

Men's Toiletries - Brazil

“Brazilian men have learned how to reconcile a busy lifestyle with the shopping routine for cosmetics. The time pressures of modern life do not prevent them from shopping for toiletries, often on their own. In reality, they have just the opposite effect. He no longer asks her to buy his ...

MICE Worldwide - International

“The future development of incentives, conventions, conferences and exhibitions will be influenced by overall societal trends which include social networking and the explosion of user-generated content, as well as the widespread diffusion of specialist knowledge via the Internet. These trends are permeating the broader society, including journalism, education, management and ...

Personal Loans - Ireland

“As a result of the financial crisis and ensuing economic downturn, there has been a dramatic decline both in financial institutions’ willingness and ability to lend and consumers’ willingness and capacity to borrow. With economic recovery now under way, it remains to be seen whether banks and consumers alike will ...

Portugal Outbound - Portugal

“The Portugal outbound market has been deeply affected by the country’s weak economic conditions, but

“Brazil produces large amounts of animal protein, most of which is consumed within the country. Although fresh meat and poultry are widely consumed in the country, their processed equivalents still have much space to grow, especially when compared to other developed countries. Brazilians like their meat fresh and to cook ...

Men's and Women's Shaving and Hair Removal - UK

“Retail value sales in the shaving and hair removal market stagnated in 2013; however, a focus on new product innovation has seen the category return to growth. Expanding into new and niche areas such as male body hair removal, laser and IPL (Intense Pulsed Light) home devices among others presents ...

Menu Insights - China

“The influence of diverse ethnic flavours and the solid loyalty towards local specialists make China a complex foodservice market. While food safety has a significant continuous social impact, the focus point should go beyond East versus West and spark menu diversification. To find a new equilibrium between diners’ desire for ...

New Cars - US

“With five consecutive years of strong sales in the books, the search for new buyers is heating up among automakers. Marketers have an opportunity to find audiences of buyers who have previously not been a primary focus. Women car buyers, owners of vehicles in need of replacement, and traditional used-car ...

Pest Control and Repellents - US

“Pest control sales are expected to grow steadily in the next few years. However, market players can accelerate category growth by increasing consumers’ use of insect repellents, addressing concerns over chemical content, and by encouraging consumers to be more proactive in how they manage pest issues in their homes.” ...

Produtos de Higiene Pessoal Masculina - Brazil

2014 could prove to be an important turning point. After several years of recession, the EU's European Economic Forecast, Spring 2014, predicts that Portugal's GDP will grow by 1.2% in 2014 and 1.5 ...

Recycling (Industrial Report) - UK

"Over the last 15 years recycling has become a more common means of managing waste in the UK. This has been due to a combination of EU directive targets, which have placed a huge downward pressure on the amount of waste sent to landfill, and the public's general behavioural shift ...

Shaving and Hair Removal Products - US

"Today's shaving and hair removal product consumer wants convenience and economy. Although the biggest innovations came in cartridge razors, the only segment to grow in the last two years was disposable razors, as consumers demonstrate a continual willingness to use products that are "good enough" and affordable, rather than the ...

Spirits - China

"The forty percentage point increase in the spirits market in 2010 seems to be a distant memory now. The golden ten years of the spirits market ended in such an abrupt way that few could ever have rightly predicted it happening. The shrinking high-end segment and the subsequently over-crowded mid-range ...

Structural Steel (Industrial Report) - UK

"The UK market for structural steel was severely affected by the economic downturn, with the market contracting substantially between 2008 and 2012. Activity started to slowly improve in 2013 and demand strengthened in 2014 as construction activity returned to stronger growth. Over the next five years, demand is anticipated to ...

Tea and Coffee - Canada

"O homem brasileiro aprendeu a conciliar um estilo de vida agitado com a rotina de compra de produtos de cuidado pessoal. A pressão da vida moderna não o impede de comprar estes produtos, muito pelo contrário. Entretanto, ele já não mais pede para que a parceira/esposa compre seu desodorante ...

Serviced Offices (Industrial Report) - UK

"Taking advantage of burgeoning start-up communities and increasing customer service orientation are just two ways in which serviced office operators can position themselves to exploit growing demand."

– Ben Harris, Industrial Analyst

Short/City Breaks - UK

"Access to a wealth of digital resources while traveling could see holidaymakers do less research before leaving the UK and instead turn to discovery and impulse-based decisions while travelling. This provides brands with a largely new channel for targeting and engaging with holidaymakers."

– Harry Segal, Technology & Travel ...

Sports Participation - UK

"While Britons may be increasingly willing to do the right thing for the good of their health, their preference for doing the easy thing means sports participation will not automatically gain as consumers change their dietary habits before their activity ones."

– David Walmsley, Senior Leisure Analyst

Sugar and Sweeteners - US

"The success of the honey segment is likely tied to the high perception of health it holds among US consumers. Some 60% of respondents to Mintel's custom consumer survey say honey is good for health, compared to 10% who say granulated sugar is good for health."

– Beth Bloom, Food ...

The Role of Trust in Financial Services - UK

“Appealing to older coffee drinkers, for example via pods/capsules which use intense roasts, could help to tap into this flavour interest in a more targeted manner.”

– **Andrew Zmijak**, Consumer Behaviour Research Analyst

Thermal Insulation (Industrial Report) - UK

“Retro-fit activity in the building thermal insulation sector collapsed in 2013 as new government schemes failed to boost demand in the residential sector. The Green Deal, the government’s flagship energy efficiency programme launched in January 2013, has had little impact on the market to date. Government cuts to the ECO ...

Vehicle Recovery - UK

“The vehicle recovery market is mature and looking at ways of further developing business is of interest to all those in the sector. While recent years have seen the emergence of price competition in response to the UK economy suffering from the effects of the economic slowdown it is clear ...

Vitamins, Minerals and Supplements - US

“Vitamins, minerals, and supplements have historically had strong sales, as this was an easy to make up for ‘less than perfect’ diets. However, the market is up against several challenges, including increasing consumer skepticism about the efficacy of VMS products. Introducing products with more customized appearance boosting claims or lower-dose ...

Weight Loss and Health Supplements - China

“Weight loss and health supplements need to move away from the traditional dull, ‘drug’ feel image to improve their appeal to today’s consumers.”

Yogurt and Yogurt Drinks - Brazil

“Greater consumer interaction with financial services firms can slowly build trust, while negative media coverage and word of mouth on the industry’s failings have the power to destroy this trust almost immediately. While companies need to find ways to engage more effectively with their customers, they also face the challenge ...

UK Retail Briefing - UK

Each month Mintel’s UK Retail Briefing concentrates on a particular sector or market. This month’s provides analysis of the DIY and furniture retail sector.

Vitamins and Supplements - UK

“Although the top reason for taking vitamins/supplements is generic, the rise in value sales of vitamins/supplements specifically for men and women suggests that consumers want a degree of personalisation, offering opportunities for the market. Driving further segmentation within demographic groups could be a way to encourage growth. In ...

Watches and Jewellery Retailing - UK

“Bespoke jewellery is a growing trend, particularly among young people who want to buy precious metal jewellery that can be personalised. Innovations such as 3D printing offer growth opportunities for the precious metal jewellery market allowing customers to create their own unique designs.”

– **Tamara Sender**, Senior Fashion Analyst

Yogurt - China

“Chinese consumers are in the process of switching to healthier diets, pushing up consumption of healthy food such as yogurt which is known for its high nutritional value. Meanwhile the tasty nature of yogurt has also allowed it to fit into consumers’ growing snacking needs, to further drive retail volume ...

中国菜单洞察 - China

This report will help you to uncover opportunities and understand the key issues affecting your market. How? By giving you instant access to analysis and critical recommendations. It will also challenge routine thinking by providing fresh, new perspectives that energizes your thought processes.

减肥和健康保健品 - China

“减肥产品和保健品应该摒弃其传统的单调‘药品’形象，从而更好地吸引当今的消费者。”

— 邹睿敏，研究分析师

烈酒 - China

“烈酒市场在2010年享有的40%高速增长似乎一去不复返了。黄金十年就此嘎然而止，使人始料不及。高端市场的萎缩以及随之引发的中端市场膨胀使得烈酒品牌在2012/13年度艰难踱步，市场销售额增速滑落至13%。英敏特对该市场2014年的增长预期为6.4%，只稍稍高于通胀率，使其成为自2000黄金十年以来的最差市场表现。”

白酒不仅面临监管压力，同时也遭遇主要竞争对手——外国烈酒的冲击。虽然白酒保持了98%的市场占有率，但其核心用户，即一线城市的30多岁和40多岁消费者呈现下滑态势。为了在竞争中立于不败之地，白酒品牌需要解决消费者对饮酒的健康顾虑，并推出口感更柔和的产品。此外，白酒也可以利用原浆液等概念扩大在低线城市的市场占有率。

外国烈酒面临截然不同的挑战。对其认识不足导致培养消费者饮用外国烈酒习惯的进程缓慢昂贵。在初期热潮退却之后，外国烈酒可以帮助整个烈酒市场在将来实现更可持续的增长。”

— 张一（研究分析师）

购车过程 - China

“尽管汽车市场呈现放缓趋势并且库存量庞大，但销售仍在不断增长，而且这种增长势头预期将持续。与此同时，竞争也在加剧，因此汽车制造商和经销商需要更多地关注购买者的购车体验，而非汽车本身，以便在消费者中树立良好的品牌声誉。”

“健康食材（如燕麦和谷物）的普及和有机概念宣称的发展仍无法超越中国传统烹饪方法在消费者心中的地位。然而，这始终是菜单创新循序渐进的发展步骤。同样，餐厅提供更小份量、自由组合和配搭不同菜肴和为不同人群所设计的菜肴等创新引领餐饮业迎接新时代的到来。”

— 刘欣琪，研究分析师

彩妆 - China

“由于在彩妆市场中，消费者表现出显著的“多样化使用行为”的特征，她们很有可能同时使用多个品牌，或在不同品牌之间轮换。因此，即使购物者不只考虑购买单一品牌，建立品牌知名度仍然非常重要。此外，确保足够的店内营销活动也至关重要：每次购物时，“品牌需要再次重现”，进一步加深消费者品牌印象从而转化成购买动力。”

烘焙产品 - China

“在食品安全问题和健康问题日益增多的背景下，消费者越来越关注他们所吃的食物。他们转而喜欢含油更少和使用有机粗粮全麦面粉制作的谷物型面包。消费者选择在家自己烘焙来避免包装产品质量的不确定性。制造商应采取更多手段来消除消费者对食品安全和健康方面的担忧，并寻找机会适应消费者的消费行为和喜好变化。”

— 李浏铃，高级研究分析师

酸奶 - China

“鉴于酸奶正越来越多地被当作零食来食用，口味创新是销量增长的关键。同时消费者对于酸奶的保健功效也十分看重，因此生产商有机会开发并使用强化营养素和功效性成分，以增强吸引力和价值认同。”

— 顾菁，高级研究分析师