

## December 2017

### Senior Lifestyles - US

"There are more than 50 million seniors aged 65+ in the US and this age group is growing more than three times faster than the total population, making them an important segment for marketers to consider. Since their career concerns are largely in the rearview mirror, seniors today are focused ...

## November 2017

### Cooking Enthusiasts - US

"In 2017, Cooking Enthusiasts account for 46% of adults aged 18+, or about 115 million people. These adults have at least basic cooking skills, like or love cooking, and cook because they want to rather than because they have to. Innovation and competition in grocery retailing, along with low food ...

## 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 ...

### Healthy Lifestyles - US

"The majority of adults (90%) consider their overall lifestyle to be somewhat or very healthy. However, perceptions differ from reality as few hold themselves to strict health standards while weight-related health issues, such as obesity and diabetes, continue to rise. Though many adults say they have made drastic changes and ...

## September 2017

### Marketing to Moms - US

"The 43 million moms in the US are an important segment for marketers to understand, as they are often making purchases for the entire household. Although some family dynamics have changed – with more women having children without getting married, having children later in life, and having fewer children – ...

### Marketing to Sports Fans - US

"85% of US adults follow at least one sport. The most passionate sports fans, Avid Fans, almost never miss a game/event for the sport/team they follow and account for more than half of sport fans (43%) or 109 million adults. America's sport of choice is football, which attracts ...

## August 2017

### Millennial Dads - US

"There are an estimated 22 million Millennial dads in the US, aged 23-40. The majority of this population has kids under the age of 12, although a growing number are seeing their kids enter their tween/teen years. As this young group becomes fathers, they are taking a different path ...

### July 2017

#### America's Pet Owners - US

"Pet ownership continues on an upward trajectory with growth experienced among all segments (pet food, pet supplies, veterinary services, pet services). An interest in keeping pets healthy, coupled with the rising cost of veterinary care, is propelling the market forward as veterinarian services overtake pet food as the largest segment ...

### June 2017

#### Marketing to Millennials - US

"The Millennial generation is aged 23-40 in 2017, with many on the precipice of major life decisions. As this generation contemplates buying a home, getting married, and having children, these lifestyle changes will likely have them reconsidering their purchase habits. At this stage, Millennials provide fertile ground for marketers looking ...

### May 2017

#### Marketing to the iGeneration - US

Although there are no official start or end dates for a generation, Mintel uses the rise and fall of annual births to demarcate one group from the next. The iGeneration, named for the influence that technology (particularly Apple technology) and the customization of goods and services has had on this ...

### April 2017

### The Natural Consumer - US

"Interest in natural living is largely driven by consumers' desire to improve their health and to feel better. While Natural Consumers are committed now and in the future to natural living, they aren't entirely sure what "natural" means. The perceived high cost of natural products and already favorable perceptions of ...

#### 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 ...

#### American Lifestyles: Finding Common Ground - US

"Americans may be questioning what lies ahead with a new administration in the White House, but any uncertainty they may have hasn't significantly changed their outlook on spending. Most agree that their financial situations will stay the same, or even improve in the next 12 months. Even with a majority ...

### 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

#### Single Lifestyles - US

"In the US, singles account for a growing number of adults due to a steady number of marriages and a growing population. In 2016, 48% of adults age 15+ identified as single – nearly 123.5 million – and 44.1% are under age 30. Singles are active and mobile ...

### January 2017

#### The Arts and Crafts Consumer - US

"Consumers today are crafting at similar rates to years past, with 59% of adults being categorized as a crafter. However, interest in traditional craft projects, such as photography and scrapbooking, continue to see slight declines in participation year after year, likely giving rise to less traditional types of crafting projects ...

#### Lifestyles of Young Families - US

"Work-life balance is something that all families strive for, but it is a particular challenge for families with kids under the age of 12. With young kids in the household, parents spend a lot of hands-on time making meals, helping with homework, and coordinating activities. As kids gain independence and ...