

March 2012

Department Store Retailing - UK

“As mobile devices become the key connecting point for cross-channel they will have a major impact on how companies communicate with their customers and how they foster loyalty, but they could become the perfect conduit for delivering more potent messages about the advantages of ‘click and collect’ services too”.

Consumers and The Economic Outlook - Quarterly Update - UK

The report includes an overview of the changes in household well-being over the last three years, a breakdown of planned and recent spending, and consumers' assessment of how well they manage their money. Free to Mintel Oxygen subscribers, the report is the third in an ongoing series of quarterly updates ...

Fashion Online - UK

“Fashion retailers are capitalising on the phenomenal popularity and influence of social networks and sites such as Facebook and Twitter have become prime advertising platforms. With users sharing their opinions, experiences and interests via social networks, this channel also provides valuable insight into customers' real wants and needs. Although the ...

February 2012

Underwear - UK

“Over four in ten (44%) women think that wearing nice underwear has the power to make them feel good. Underwear brands and retailers can tap into this strong emotional connection between putting on attractive and well-fitting underwear and feelings of positivity to stimulate higher levels of self-purchasing. Marketing messages could ...

January 2012

Childrenswear - UK

“The childrenswear market is profiting from the shift towards smaller and wealthier families. More women are delaying motherhood until their thirties, when they are financially secure and better positioned to splash out on their new arrivals. Affluent AB parents have an affinity for high quality children's clothing, encouraging premiumisation within ...