

December 2012

Casino and Casino-style Gambling - US

“While the casino industry as a whole has recovered from the revenue declines it suffered throughout the recession years, gaming destinations continue to face competition for visitors from other leisure venues, from intra-industry competition (ie, other areas’ casinos)—and from the dining and entertainment located in casinos that are designed ...

November 2012

The Golf Consumer - US

Participation in golf has been steadily declining since its peak in 2003. While the economic recession foots some of the blame, the fact that annual rounds had been declining prior to the downturn indicates a loss of interest in the sport itself. As with most leisure activities, a lack of ...

October 2012

Console Gaming - US

“Console gaming is at a crossroads. The first of the next-generation consoles, the Wii U, enters a very different marketplace this November than the Wii did when it was first introduced in November 2006. Gamers not only can play console and PC games, they can play games on smartphones, tablets ...

Exercise Trends - US

“The recession caused many Americans to reevaluate how they were spending their money. One of the things to be cut was usually gym memberships or workout plans. Consumers adopted ways to save money on fitness and have carried these practices through into recovery. Additionally, consumers continue to seek new and ...

Pay TV - US

“The specter of cord-cutting is omnipresent. Whenever churn turns up a few basis points, mainstream media float articles about the death of pay TV services. There are legitimate long-term concerns related to cord-cutting, but just as many might stem from the launch of branded smart TVs in 2012.”

Cooking Enthusiasts - US

“Cooking at home is an activity that many Americans have accepted as a part of their weekly routines. However, despite being interested in taking an experimental approach to cooking, most are likely to stick to what they know. The key to increasing overall enthusiasm for cooking is likely to lie ...

September 2012

Televisions - US

The television market has been in decline since 2007 as average prices for television sets have plummeted. Consumers have consistently selected TVs based on screen size and low price, rather than picking up higher-cost TVs, including 3DTVs. This divergence between industry desires and consumer needs is a central problem in ...

August 2012

Live Entertainment - US

This report explores the live entertainment market in the U.S. It provides insight into the external and internal factors affecting ticket sales and what they mean for future ticket sales, marketing and promotional campaigns and industry innovations.

Digital Movie Sales and Rentals - US

This report explores the market for digital movie sales and rentals, including all television and film programming sold via an intangible file. Commentary throughout provides actionable insights to digital marketers and brand managers via the review of innovation in the market and the attitudes and habits of consumers in relation ...

July 2012

Living Online - US

Over a relatively short period of time, internet use has steadily evolved from a mere curiosity for many, and an interest for only the tech savvy, to a mainstream tool for news, research, communication, transactions and entertainment.

June 2012

Mobile Gaming - US

Between 2006 and 2011, revenue from mobile phone and tablet games increased 95% to reach \$990 million and it could hit \$2.6 billion by 2016. Growth is driven by dramatic sales (not yet peaked) of smartphones and tablets, the creation of games like Angry Birds or Draw Something that ...

Marketing to Sports Fans - US

Sports continue to be a staple of American culture that attracts fans of each gender, all ages, ethnicities, and backgrounds. Sports fans have largely come to show their enthusiasm for professional and college-level athletics in two principle ways—by developing allegiances to specific sports stars and teams, as well as a ...

May 2012

Movie Theaters - US

Movie theaters fared well throughout the recession years (2007-09), being one of the few leisure markets to post gains as Americans cut back on discretionary spending. However, after a slight increase in 2010, total revenue declined by 1.2% in 2011 with the fewest tickets sold since 1995 as nearly ...

April 2012

Camping and Camping Equipment - US

In 2011 the market for camping equipment was nearly \$1.75 billion, yet retail sales have been flat as consumers continue to spend cautiously on non-necessities, such as new or upgraded camping gear. Following an anticipated surge in 2012—driven largely by pent-up demand from the recession—Mintel expects sales to grow ...

Outdoor Barbecue - US

The outdoor barbecue market is slowly recovering after the recession, and shipment volume is expected to grow 4% over the next five years to reach 13.9 million unit shipments in the U.S. by 2016. The outdoor barbecue market continues to be impacted by a variety of economic factors—including ...

March 2012

Planned At-home Events - US

Considering that more than six in 10 respondents to Mintel's survey say they've planned and hosted at least one winter holiday dinner at their home within the past three years, and more than half have hosted an adult event (eg, a dinner party or adult birthday party), are indicators that ...

February 2012

Hunting and Fishing Equipment - US

Despite slow growth in the overall U.S. economy, the hunting and fishing equipment market is a nearly \$6 billion market that has grown by 22% between 2006 and 2010.

The Photography Consumer - US

This report covers the use of dedicated cameras, camcorders and digital frames, as well as the use of smartphones and tablets for taking photos. Coverage includes a comparison of photo and video usage in multi-function devices versus dedicated devices. The role of video features on digital still cameras is also ...

January 2012

Cruises - US

Many companies operating in the leisure travel industry, including cruise lines, struggled during the recession as



Leisure and Entertainment - USA

Americans cut back on leisure spending due to high unemployment, declining median household incomes, and a lack of confidence in their future economic prospects. During this time, cruise lines deeply discounted their base fares ...