



## December 2011

### 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 ...

### Women's Sleepwear - US

The women's sleepwear market decreased by nearly 9% in 2011 as the market suffered from the many women who tend to hold on to their existing sleepwear for many years and only purchase when replenishment is absolutely necessary and when sleepwear items are on sale. Furthermore, coming out of recessionary ...

## November 2011

### Shopping for Plus Size Teens and Women's Clothing - US

Due to the staggering levels of overweight and obese Americans, there is a significant amount of the population requiring sizes larger than what is typically considered standard. As a result, there is strong demand for plus size clothing. However, it is still considered a niche market in the U.S ...

### 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

### Women's Attitudes Towards Hosiery and Shapewear - US

Hosiery and shapewear are viewed differently by women. Hosiery has been around for decades and has formerly been considered a staple of women's attire. However, as society has become more casual and fashion trends have changed, hosiery usage has declined and suffers from a perception that, not only is hosiery ...

## September 2011

### Fitness Clothing - US

At the crossroads of sports, fashion and popular culture, the fitness apparel market boasts some of the best-established brands in the world. This report explores how the macroeconomic landscape, national fitness activity and demographic changes are shaping the market. It hones in on the recent performance, sales, branding and marketing ...

### Shopping for Children's Clothing - US

The children's clothing market has proven to be relatively recession resistant. Despite consumers' reining in spending to reduce family budgets, many parents opted to hold off on purchases for themselves to continue spending on their children—but with a more cost-strategic and price-sensitive approach to buying clothing for their kids. As ...



## August 2011

### Shopping for Children's Footwear - US

This report provides in-depth analysis of the ever-changing face of the children's footwear market. Key drivers of this segment include children's rapidly changing shoe sizes, the promotional activities of top brands, and the impact of economic conditions on consumer spending. The burgeoning Hispanic population and Hispanics' tendency to have more ...

### Online and Mobile Shopping - US

While the recession and persistently low consumer confidence levels have dragged down sales in many sectors of the U.S. retail market in recent years, online and mobile shopping have been bright spots. Throughout the recession and recovery, ecommerce sales have grown at a significantly faster pace than offline retail ...

## July 2011

### Holiday Shopping - US

The U.S. holiday shopping market has been hampered by the slow-moving economy, as anticipated holiday spending for 2010 increased by only 1.3% over 2008, and only the winter holidays (Thanksgiving, Christmas, Hanukah and Kwanzaa) managed to grow anticipated expenditures during this period. However, the National Retail Federation's estimates ...

### Food and Drink Vending Trends - US

The vending industry roughly dates back to 215 B.C., when the first vending "machines" were located in Egyptian temples and dispensed holy water in exchange for coins. Since then, the industry has evolved considerably, of course, with many ups and downs along the way. Most recently, the food and ...

## June 2011

### Gift Registries - US

The U.S. gift registry market is driven by a range of factors, most notably the number of weddings and childbirths in the U.S., although the rate of marriage has been in decline in recent years and the birth rate has remained static. Furthermore, the market is beset by ...

### Back to School Shopping - US

Back to school (BTS) shopping is an important time in the lives of millions of kids and parents and a season in which companies around the country launch innovative marketing campaigns, as well as new clothing fashions and school supplies. As such, it is important for BTS marketers to explore ...

## May 2011



## Attitudes Toward In-store Promotion at FDM Outlets - US

During the recession, consumers honed their discount shopping skills, using digital deals, traditional coupons and in-store sales to get the best prices. Although the recession is over, the down economy is still affecting buying behavior and now, with gas and food prices on the rise, the search for the best ...

### April 2011

#### Beauty Retailing - US

The color cosmetics and facial skincare categories continued to grow through Q4 2010 despite the slow economic recovery, but these segments are not recession proof. Unemployment was still high and consumers remained careful about spending. The retailers that reported the strongest performances were the ones that combined savvy merchandising and ...

#### Green Marketing - US

The number of consumers whose shopping or investing decisions are influenced by corporate behavior continued to grow in 2010. Despite ongoing financial pressures, consumers remain committed to ethical and green shopping.

## Attitudes Toward Convenience Store Shopping - US

The convenience store industry is becoming more complex, increasingly facing competition from a number of other types of retailers, fast food restaurants and even financial service providers. The vast majority of convenience stores (c-stores) rely on gasoline sales—and indeed many consumers cite in Mintel's custom consumer survey conducted for this ...

### March 2011

#### Consumer Attitudes Toward Luxury Goods - US

While the economy has had an impact on luxury sales, it is also apparent that many consumers still have an affinity for luxury goods and thus are seeking them out in large numbers. It is also clear that consumer definitions of "luxury" are changing and now encompass the superpremium goods ...

#### Baby Durables - US

The baby durables market is limited in its capacity for substantial growth as demand is driven by the number of births in a given year. According to the National Center for Health Statistics, the biggest drop in birth rates in nearly 40 years occurred in 2008, and birth rates have ...

### February 2011

#### Home Improvement - US

#### Greeting Cards and e-cards - US



In the context of a still weak housing market and a slow recovery, the \$10.5 billion DIY home improvement market has seen inflation-adjusted sales fall 21.2% since 2005. However, the need for on-going maintenance and repair, consumer interest in resource-saving products and pent-up demand are among the factors ...

Despite the popularity of social networks and the availability of other modes of communication that allow people to remain in constant contact, there is still a universal desire to connect on a deeper level, and greeting card manufacturers are cultivating this need. Advances in technology have created a marketplace where ...

### January 2011

#### Grocery Store Retailing - US

The grocery industry generates billions of dollars in revenue for manufacturers and retailers every year. With so much at stake, it is easy to see why there is such a competitive market for everyone involved. While some people consider the grocery market to be recession-proof, that concept is somewhat misleading ...

#### Customer Relationship Management - US

While there is some indication that the economy is improving and consumers are gaining the confidence they need to increase discretionary spending, it is equally clear that the current sales environment remains very challenging for many firms. As such, retailers, as well as manufacturers, are taking steps to deliver exceptional ...