

January 2013

Architects (Industrial Report) - UK

This report provides market research and analysis on the critical issues affecting the market. Not only does it explain the trends and identify future scenarios, but contextualises it in clear and concise formats, illustrated with tables and charts.

Back-to-School Shopping - US

“Dramatic changes in the technology landscape and the prevalence of technology in the classroom have altered the way BTS shoppers research and make purchases, and has also impacted what shoppers consider to be essential school supplies. As tablet computers and similar devices take a more prominent role in delivering education ...

Beauty Retailing - France

Beauty Retailing Europe provides detailed coverage of the beauty retail sectors in six Western European markets: the UK, France, Germany, Italy, Spain and the Netherlands. The data in its entirety is contained in the single copy six-country report, which gives a full overview of beauty retailing in these markets. Single ...

Beauty Retailing - Italy

Beauty Retailing Europe provides detailed coverage of the beauty retail sectors in six Western European markets: the UK, France, Germany, Italy, Spain and the Netherlands. The data in its entirety is contained in the single copy six-country report, which gives a full overview of beauty retailing in these markets. Single ...

Beauty Retailing - UK

“As affordable quick fix beauty treatments have become more established in the UK, we’ve seen greater spontaneity from consumers, a shift in channels to market and an opening up of the mass market.”

Biscoitos Doces e Salgados - Brazil

Baby Boomers' Leisure Trends - US

“Because the baby boom generation comprises nearly 76 million individuals born across a span of nearly two decades, the leisure habits and preferences within this group vary tremendously based not only on age, but also life stage, family responsibilities, and finances, to name just a few.”

Beauty Retailing - Europe

Beauty Retailing Europe provides detailed coverage of the beauty retail sectors in six Western European markets: the UK, France, Germany, Italy, Spain and the Netherlands. The data in its entirety is contained in the single copy six-country report, which gives a full overview of beauty retailing in these markets. Single ...

Beauty Retailing - Germany

Beauty Retailing Europe provides detailed coverage of the beauty retail sectors in six Western European markets: the UK, France, Germany, Italy, Spain and the Netherlands. The data in its entirety is contained in the single copy six-country report, which gives a full overview of beauty retailing in these markets. Single ...

Beauty Retailing - Spain

Beauty Retailing Europe provides detailed coverage of the beauty retail sectors in six Western European markets: the UK, France, Germany, Italy, Spain and the Netherlands. The data in its entirety is contained in the single copy six-country report, which gives a full overview of beauty retailing in these markets. Single ...

Bed and Bath Linens - US

“The bed and bath linens market was strongly impacted by the recession as consumers cut back on spending in discretionary household categories and traded down to less expensive items. However, the market has since recovered and growth has resumed, as consumers need these items for daily sleeping and bathing activities ...

Black Consumers' Share of Wallet - US

“A categoria de biscoitos apresenta grande penetração entre os consumidores brasileiros. Segundo a pesquisa do consumidor, 85% dos brasileiros afirmam consumir biscoitos, sejam doces ou salgados.

Breakfast Restaurant Trends - US

“There exists great potential for restaurants to ramp up sales during the weekday morning daypart, by understanding consumer needs and adapting their offerings. This means everything from menuing a good selection of both food and drink items to increasing service speeds and efficiencies and creating healthful and portable meal options ...

Cheese - Ireland

“Cheese is a staple product in Irish households. However, the category is suffering from an unsustainable level of promotional activity, which is being used to boost sales amidst increased prices. Future growth within the category will be dependent on increased usage and purchase frequency. Value-added products in both the snacking ...

Cleaning the House - UK

“In a competitive marketplace with a large number of new product launches and heavy investment in advertising, brands need to stand out from their competitors through adopting fresh marketing themes and making use of a variety of media and industry links. Content for the promotion of new products needs to ...

Consumers, Saving and Investing - UK

“By establishing partnerships with well-known ‘cashback’ websites, financial services providers can help people free up extra cash that can be used for saving. Whenever a purchase is made via one of these websites, the cashback earned could automatically be paid into a linked savings account.”

Crisps, Salty Snacks and Nuts - UK

“Black median household income decreased by slightly more than \$2,000 from 2008-11, more so than for any other ethnic or racial group. Yet, prices for everyday essentials such as food, transportation, and utilities continue to rise. This means that Black household budgets are being shifted from discretionary categories such ...

Bundled Communications Services - UK

“There are motivations for consumers to take up bundled communications packages that also include some kind of mobile service, beyond the bundle-related price savings they typically offer. The increasing number of video-on-demand services and cloud-based storage solutions mean that over 2013 and into 2014, consumer access to cloudbased content is ...

Cider - UK

“Cider producers should be looking to build value into their products to justify a higher price, with purity, limited/special editions and single origins/batches the best ways of encouraging drinkers to trade up.”

Construction (Industrial Report) - UK

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Cookies and Crackers - Brazil

“The cookies category has high penetration among Brazilian consumers. According to the consumer research, 85% of Brazilians say they eat cookies or crackers.

Deodorants and Bodysprays - UK

“Another means of encouraging stronger usage among over-65s is by eradicating flavourings altogether. A substantial 41% of users aged over-65 agree that there are not enough unflavoured crisps compared with just 26% of users on average, suggesting the plain crisp offering should be expanded in stores beyond Walkers’ 90-year-old Smiths ...

Department Stores - China

“Department stores in China have not only survived within the context of the country’s recent rapid economic development, but many have flourished, including several department store chains. Yet the market space they fill increasingly has to compete with other retail formats, such as specialist chains, hypermarkets and supermarkets, and growing ...

Domestic vs Overseas Tourism - Ireland

“The fragile economic environment presents a significant challenge to the tourism industry in Ireland, and as such, companies operating in this sector will need to clearly demonstrate value for money to encourage financially cautious domestic and overseas visitors to spend.”

Estilo de Vida Sustentável - Brazil

“Os consumidores brasileiros demonstram baixos níveis de comprometimento sobre alguns aspectos relacionados à sustentabilidade. Embora a pesquisa da Mintel revele que seis em cada dez brasileiros considerem fatores "ecológicos" na compra de produtos, mais de três quartos dizem estar dispostos a adaptar seus estilos de vida para beneficiar o meio ...

Ethnic Foods - US

“When it comes to ethnic food eaten and prepared at home, restaurants continue to pose a threat because of constant innovation that attracts consumers. In order to remain competitive, companies need to focus on product development that blends authenticity with familiarity, while offering unique flavor combinations. Additionally, providing consumers with ...

Family Entertainment - US

“Growth in the market in the last two years has been driven by competitive pricing, product innovations and creative marketing campaigns. With an ageing population, ensuring products and advertising are tailored to this demographic will be essential to ensure further growth.”

– **Roshida Khanom, Beauty and Personal Care Analyst**

Dining Out: A 2013 Look Ahead - US

“Successful restaurants of tomorrow will evaluate current issues and events to see how they can grow with the culture, starting with taking some responsibility for consumers’ health. Successful restaurants’ menus will make room for diet sensitivities and present food that is as authentic and unprocessed as possible. They will be ...

Electrical Wholesalers (Industrial Report) - UK

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Estilos de Vida Saudável - Brazil

“O Brasil está passando por um processo de desenvolvimento econômico que impacta consideravelmente o estilo de vida da sua população.

Diante de melhores condições de consumo, a “classe C emergente”, ou seja, a maioria dos brasileiros, vivencia a possibilidade de ter acesso a produtos e serviços de melhor qualidade, antes ...

European Retail Briefing - Europe

This report will give you fast, easy access to robust information from analysis and critical recommendations – so you can make the right decisions, at the right time. It will challenge routine thinking by providing you with fresh, new perspectives that energize your thought process.

Food Storage - US

“While spending recreational time with family is important to parents, the cost of entertainment activities continues to be a concern. Marketers have incentive to consider other ways to make budget-friendly home entertainment more appealing to families, as well as introduce activities that are educational as well as fun. Younger dads ...

Foundations (Industrial Report) - UK

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Healthy Lifestyles - UK

“The majority of people agree that leading a healthy lifestyle helps them enjoy their life more. However, young people and females tend to put more focus on sex appeal, whilst older cohorts take preventative measures to stay healthy. Marketing with all these different motivations in mind would prove to be ...

Ice Cream - Brazil

“The ice cream category in Brazil needs to start associating the product with ‘healthy’ claims through the use of different Brazilian fruits as ingredients. Another key thing is to find a way to end the seasonal consumption of ice cream. Highlighting the ‘natural’ aspects of fruit, it is possible to ...

Kids' Snacking - UK

“Three in ten kids say that they like to try new flavours of snacks. Opportunities therefore exist for brands to capture the attention of a sizeable minority of children through innovation on flavour, these end users now influencing the snack choice of half of parents. One way that brands could ...

Leisure Venue Catering - UK

“Leisure venue operators should reflect trends in snacking NPD such as for varied popcorn flavours in

“The market for food storage products is in large part dependent on consumer participation in home meal preparation. At the same time, enthusiasm for home meal preparation is dependent at least in part on food storage products that make the process easier at every step.”

Green Lifestyles - Brazil

“Brazilian consumers demonstrate low levels of commitment to some aspects of sustainability. Although Mintel research shows that six in 10 Brazilians consider ‘green’ factors when buying products, and more than three quarters say that they are prepared to make lifestyle compromises to benefit the environment, when compared with concerns relating ...

Holiday Review - UK

“The domestic segment has previously lacked the innovation, wide product ranges and extensive marketing campaigns seen in the overseas segment. However, recent growth should see the domestic holiday industry emerge from the current weak economic climate a more mature being, better able to compete with the long-haul segment even in ...

Ingredient Trends - China

“Due to the vast geographical area of China, food and beverage products have regional differences in raw ingredients, flavours and cooking methods, resulting in noticeably different local food cultures. With local flavours remaining popular among consumers, awareness of and the ability to adapt to local tastes remain important for food ...

Leisure Centres and Swimming Pools - UK

“Opening selected facilities 24 hours a day is something which would allow leisure centres to confront the growing threat from budget gyms head on.”

Lifestage Marketing in Financial Services - US

order to ensure that their own snacking ranges live up to expectations in terms of being treat purchases.”

Living and Dining Room Furniture - UK

“The vast majority of households struggle with storage issues. Furthermore, two fifths (42%) find it difficult to source the right size furniture for their home, while over a third (36%) struggle to

store/display their possessions. This frustration with lack of space creates significant scope for

new clever and flexible ...

Mechanical and Electrical Contracting (Industrial Report) - UK

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Nail Color and Care - US

“The nail color and care category has experienced strong growth since 2007, with growth forecast through 2017. However, the industry will face challenges as the category becomes more competitive and saturated. New products are critical to category growth, but reaching out to growing segments like multiculturals and older women will ...

Pensions - Intermediary Focus - UK

“The next 12 months are set to be very challenging for intermediaries, as firms adjust to the new reforms and strive to sustain their profit levels under new adviser charging models. The recent contraction in the size of the intermediary population will probably persist, although the rate of decline should ...

There is always a difference among generations in how they think, communicate, and perceive the world. While the recession has forced the generations to have some common goals, there are vast differences in how they expect the financial industry to help them reach those goals. The challenge for the industry ...

Maternitywear - UK

“Growth in the maternitywear market has, despite the rising birth rate, remained stunted as a result of the uncertain economic climate, with mothers cautious about spending too much on themselves when faced with the cost implications of having a baby. Women are buying fewer items of specific maternity clothing and ...

Mobile Phones - US

“Four OS compete in the smartphone segment, but only three OS typically survive in hardware markets, given that each must be supported by independent software vendors (ISV), and ISVs are attracted to OS by a large audience for potential sales. This gives the most popular OS the advantage, regardless of ...

Nutritional Food and Drink - US

“The blurring of lines between snack bars, cereal bars, performance bars and nutrition bars means nutrition bar makers need to work even harder to differentiate their products from others on the market while appealing to the same consumer preferences that snack bars do.”

Performance Food and Drink - US

“Although a portion of active consumers are users of performance food and drink, a segment of exercisers abstain from the category for lack of need, preference for other foods, and concerns about product cost. Manufacturers need to address these concerns by focusing communication on the formulation, scientific tests, and other ...

Personal Loans - UK

“The personal loans market has undergone something of a transformation over recent years as payday lenders and peer-to-peer lenders have established themselves as viable alternatives to more traditional options. High street lenders must now adapt to the changing face of the personal loan market and ensure that they are giving ...

Plant Protein Drinks - China

“Since its economic reform 30 years ago, China has enjoyed decades of extraordinary growth with urbanisation growing at a pace faster than most of the other developing economies in Asia. As income levels and spending power continue to improve, China's beverage market, which includes any forms of liquid drinks ...

Residential Window and Door (Industrial Report) - UK

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Savings - Ireland

“The cost of living continues to increase, household debt is still quite high and interest remains low; but despite all this, Irish consumers are still making frequent deposits into their savings accounts. Moving forward the value of the savings market will continue to grow as more Irish consumers reject living ...

Technology and the Over-55s - UK

‘It is clear that as an age group, the priorities and requirements of the over-55s are different to that of younger consumers, with service and usability trumping more aesthetic concerns. Brands may not see seniors as their most profitable group, but products and messages tailored towards this sector could be ...

Trends in Health and Wellness - China

Pharmaceuticals: The Consumer - US

“The pharmaceuticals industry continues to grow; however, changes to the healthcare landscape from the ACA as well as patent expirations will affect future sales.”

Quantity Surveyors (Industrial Report) - UK

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Salty Snacks - US

“The importance of product price among salty snacks consumers is a reason for the success of store brands in the category. Some 86% of salty snacks consumers say price is an important factor in their purchase decisions, and 36% of consumers who indicate purchasing less salty snacks in the past ...

Sorvetes - Brazil

“O Brasil é um país que está vivendo um grande crescimento econômico, o que está impactando em todos os setores da indústria. Considerando que este crescimento econômico irá e está impactando também diretamente a pirâmide socioeconômica do país, é necessário lembrar que os consumidores, com maior poder econômico, irão comprar ...

The Drug Store Shopper - US

“Sales of drug stores are likely to grow over the next few years, largely as a result of the aging population and the rising cost of healthcare. However, drug stores are not immune to challenges such as the impact of competition from other channels, both online and brick-and-mortar. Many drug ...

UK Retail Briefing - UK

Incidence of cancer and a variety of chronic diseases, such as cardiovascular and cerebrovascular disease, are on the rise amongst urban Chinese residents. Meanwhile, prevalence of sub-health, generally regarded as a root cause of chronic diseases, is, according to government statistics, on the up with 60% of Chinese people suffering ...

健康趋势 - China

“当前，中国城市居民健康状况的发展趋势堪忧，亚健康状态和诸如癌症或各种心脑血管等慢性病的发病率呈逐年上升的趋势。同时，亚健康状态又被普遍看作是导致各种慢性病的根本原因，是慢性病的前奏。根据政府有关部门的调查统计，我国目前约有60%的人在生理或精神上处于亚健康状态。”

- 茅玮 - 高级研究分析员

植物蛋白饮料 - China

自从改革开放三十年以来，中国历经了数十年的非凡发展，其城市化进程的速度超过亚洲的大部分发展中经济体。随着收入水平和消费能力继续提高，中国的饮料（包括通过现场消费和非现场消费渠道出售给消费者的所有形式的液态饮料）市场也同时增长。在过去十年间，中国的饮料业保持了20%以上的年增长率。据预测，未来五年中国的饮料业将以12-15%的速度稳步增长。

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成分趋势 - China

中医主要依靠食用天然食物来调理人体；在中医理论传承数千年的历史中，人们普遍认为食物不仅可以提供营养，而且也是健康生活方式的关键所在。这种为食物赋予功能的传统为现代功能食品提供了强劲的发展平台，但同时也给功能食品的发展带来了激烈的竞争压力。

百货公司 - China

中国的百货公司不仅在国家近来经济飞速发展的大背景下得以存活，而且很多还蓬勃发展，其中不乏一些连锁百货公司。但它们却日益需要与其他零售模式竞争其占有的市场空间，比如专卖店、大卖场、超市以及越来越多的新兴一站式目的地购物中心和零售园区。这使得百货公司面临越来越严峻的竞争格局，并且更难以维持其对消费者的吸引力。