

December 2012

The Savvy Shopper - UK

“The market has responded well to consumer demand for low prices. However, as shoppers get increasingly savvy, retailers will need to look beyond price points if they want to retain customers who are increasingly selective and less brand loyal.”

November 2012

Lifestyles of Young Adults - UK

“Being financially responsible is a must-have for today’s 16-24-year-olds. Economic uncertainties are forcing young adults to jump through more hoops to be able to afford education, get a job matching their qualifications, and get on the property ladder. Going forward, it can be expected that parents will play an increasingly ...

October 2012

Lifestyles of Dads - UK

“Whilst more mums classify themselves as breadwinners in their families, the opposite trend is also coming to the fore. As there are more stay-at-home mums, dads are adjusting to coping with increasing work pressures and staying connected with their offspring.”

September 2012

Lifestyles of Mums - UK

“British families continue feeling the pinch, as they weigh up their financial priorities, with many downgrading products for themselves rather than for their offspring. Having quality family experiences remains important, even in the wake of continued inflationary pressures and curbed spending on non-essentials.”

August 2012

Lifestyles of the Ultra-affluent and HNWIs - UK

“The desire for special treatment is strong amongst the ultra-affluent and High Net Worth demographic. The majority enjoy splashing out on restaurant meals and have shown that they are prepared to pay extra for premier seating. Coupled with high brand loyalty, this finding provides great opportunities for brands to establish ...

July 2012

Girls' Lifestyles - UK

“Today’s girls are highly engaged with social media, with the mobile channel reinforcing their habits. As examples of children using technology creatively or to promote social causes are becoming more frequent, perhaps parents should employ a ‘can’t beat them, join them’ mentality, fostering connections with their offspring, rather than telling ...

June 2012

Boys' Lifestyles - UK

“Boys’ free time is dominated by solitary play in front of television, computer or games console at home. Digital communication affords extra privacy and password-protected access to social networks might be a modern day equivalent of a locked diary. Parents could bridge this gap by joining their offspring in online ...

May 2012

Charitable Giving - UK

“Even though charities are facing the perfect storm of public funding cuts and poor returns on investments, more aggressive canvassing alienates potential donors. Increased transparency of operations and an open conversation about how the donations are spent would result in more converts.”

April 2012

Lifestyles of the Over-55s - UK

“Today’s over-55s feel relatively sheltered from the economic turmoil as high home and asset ownership as

well as absence of dependents afford more financial freedom. The over-55 consumers don't mind paying a premium price for products of genuine quality. However brands' marketing strategies need to be more inclusive of this ...

March 2012

Green Lifestyles - UK

"Concerns about the economy continue to overshadow the environmental agenda and cost, rather than inconvenience or the amount of effort, is the primary deterrent to environmental habits in 2012. With an estimated 17.8 million people who are shunning being green in the coming year, there is a growing need ...

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 ...

February 2012

Christmas Shopping 2011 and Planning for 2012 - UK

"There's a good chance that 2012 will finish on an upward trend. The Diamond Jubilee and the Olympics should add to the feel good factor. That doesn't mean that 2012 will be easy for retailers, but Christmas 2012 should see some growth on 2011."

January 2012

Healthy Lifestyles - UK

The state of the economy has been at the forefront of the news so frequently that many other concerns have been overshadowed by the pressing wider concerns about macroeconomic stability and personal financial worries and issues. However, the continuingly rising rate of adult and children's obesity in the UK is ...