



December 2022

December European Retail Briefing - Europe

"Sustainability is a key trend across Europe with consumers looking for ways to conserve the planet's resources. COVID-19 has acted to accelerate the trend and this could well be one of the long-lasting legacies of the pandemic in retail. As we discuss in Mintel Trend Buydeology, consumers are increasingly ...

November European Retail Briefing - Europe

"In Europe, specialists remain the most popular destination for consumers when purchasing clothing in-store. However, it is important to note that non-specialists also play an important role in fashion retailing. In the UK, particularly, supermarkets are major players preferred by almost half (47%) of shoppers, the Europe's highest, who buy ...

November 2022

October European Retail Briefing - Europe

"While the cost of living crisis will lead some consumers to prioritise price over the environment, we have already seen a big shift in the way people consume fashion as a result of COVID-19 and lifestyle changes. As consumers look to navigate inflationary pressures, they are looking to save money ...

October 2022

September European Retail Briefing - Europe

"While luxury brands are in a good position to market themselves as the sustainable alternative to high-street retailers due to their investment in sustainable production methods and the typically higher quality and durability of their products meaning they will last longer and reduce overconsumption, only 9% of consumers chose to ...

September 2022

August European Retail Briefing - Europe

"One of the consequences of the pandemic has been an increased focus among consumers on where products on retailers' shelves are sourced and there is the added dimension of the environmental impact of bringing large amounts of merchandise in from outside the country,



something which customers and retailers are becoming ...

August 2022

July European Retail Briefing - Europe

"COVID-19 has acted to accelerate the trend towards more sustainable demands. DIY specialists can develop in-store exchanges, with old furniture and home goods traded for in-store credit. This also offers an opportunity for in-house repairs, before selling second-hand renovated products in-store; thereby, not only creating a new income stream, but ...

July 2022

June European Retail Briefing - Europe

"Mintel's consumer research confirms that thanks to the pandemic there is now significant confidence among many European consumers to embark on DIY and home improvement tasks, whether that is upcycling items, doing home improvements or repairs. This has led to some attitude shifts when purchasing DIY goods. As such, some ...

June 2022

May European Retail Briefing - Europe

"The sports goods sector is witnessing heightened awareness about its impact on the climate, and many consumers are looking for ways to reduce their own contribution to this. COVID-19 has acted to accelerate the trend towards sustainability and this could be one of the long-lasting legacies of the pandemic in ...

May 2022

April European Retail Briefing - Europe



"There is also a clear opportunity for physical retailers to tap into mounting demand for sustainability. In fact, this demand has grown with COVID-19, as expanded on in Mintel Trends Driver Surroundings. The growing environmental concerns mean that 45% - 61% of European consumers (61% in Spain, 59% in Italy, 58 ...

April 2022

March European Retail Briefing - Europe

"Sustainability has remained at the forefront of developments in the BPC sector. This creates opportunities for brands from all areas of the sector, from value or own-label to premium and luxury retailers, to tap into a more eco-conscious consumer. Mintel Trend Hungry Planet highlights that consumers are increasingly aware of ...

March 2022

February European Retail Briefing - Europe

"Caring for the environment has become a higher priority across Europe and more and more shoppers are being influenced by concerns around this when it comes to their purchasing behaviours, an area looked at in Mintel Trend Buydeology. According to Mintel's Sustainability Barometer March 2021, from 47% to 64% of ...

January 2022

January European Retail Briefing - Europe

"The impact of the COVID-19 pandemic and the boost it gave to online retailing has seen a significant shift, with Amazon vaulting up from fifth to second in the rankings between 2019 and 2020. Although physical stores have largely been able to reopen during 2021, in many non-food sectors we've ...