

March 2012

Fashion Online - UK

“Fashion retailers are capitalising on the phenomenal popularity and influence of social networks and sites such as Facebook and Twitter have become prime advertising platforms. With users sharing their opinions, experiences and interests via social networks, this channel also provides valuable insight into customers’ real wants and needs. Although the ...

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

Buying for the Home Online - UK

“Online shopping is getting more sophisticated and increasingly convenient. Consumers already expect to be able to find the products they want online, look for information about those products and read impartial reviews to help guide them to their final choice. But for many home goods there are layers of complication ...