

January 2016

Aircare & Pest Control - All Regions

Mintel's Annual Overviews take a look back at 2015 and provide a detailed overview of the key issues faced by key categories through the year. Including; a full market overview, an in-depth review of the big stories from the year as well as our forecast for the future of these ...

Baby Food & Drink - All Regions

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Baking Mixes - US

"Total US sales of baking mixes declined in 2015 by 3.4% to \$4.1 billion and are forecast to continue declining at this pace into 2020. Consumers are migrating away from packaged foods that contain artificial ingredients and preservatives and toward fresh alternatives found at in-store bakeries and specialty ...

Beauty Retailing - Europe

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

Beauty Retailing - Germany

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

Beauty Retailing - Spain

B2B Insurance - UK

"The risk landscape for businesses is substantially changing. While businesses are less concerned about the impact of traditional industrial risks, they are becoming increasingly worried about the impact of other disruptive events, fierce competition in their markets, and cyber security incidents. Insurance companies must ensure they provide the most suitable ...

Back to School Shopping - US

BTS (back-to-school) is the second-largest retail event of the year, behind only the winter holiday shopping season. Total back to school shopping (including both grade school and college) will result in close to \$68 billion in sales in 2015. Mintel survey data indicate that parents view back to school as ...

Beauty Online - UK

"The continued use of technology has resulted in 2015 being an innovative year for beauty brands online, with apps and social media initiatives expanding audiences. The importance of video content in the beauty market keeps consumer engagement; tutorials have become invaluable for young women especially. However, the threat of counterfeit ...

Beauty Retailing - France

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

Beauty Retailing - Italy

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

Beauty Retailing - UK

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

Beauty Retailing - US

"US retail sales of beauty products reached \$46.2 billion in 2015 and are slated to grow to \$51.8 billion by 2020, for a gain of 12%. This slow and steady growth will be fueled by a stronger economy, as well as by population gains among women (and men ...

Beer - US

The US beer category is currently experiencing a major overhaul. While little movement is evident in terms of the overall performance of the category, there are significant shifts happening within. Dollar sales of beer are expected to grow a moderate 4% in 2015, amounting to overall gains of 21% since ...

Bodycare - Brazil

"The Brazilian body care market retail sales had a drop in growth in 2015 due to austerity measures imposed by the government and the country's fall into recession. Nevertheless, brands have a wide range of opportunities for progress, especially with products that help consumers save time when caring for their ...

Bottled Water - All Regions

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Bread, Bakery & Cakes - All Regions

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"Spending on beauty and personal care contracted marginally in 2015. The market remains very price sensitive and discount retailers' customer numbers grew significantly. Even buyers of prestige brands are price conscious. The market will recover in 2016 but premium retailers must give consumers original and compelling reasons to trade ...

Beer - All Regions

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Biscuits, Cookies & Crackers - All Regions

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Bodycare - All Regions

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Bottled Water - US

Total retail sales of bottled water posted estimated gains of 6.4% in 2015, reaching more than \$15 billion, with strong year-over-year sales growth since 2011. Total category sales are expected to continue upward as consumers search for BFY (better-for-you) beverage alternatives and bottled water is perceived as a convenient ...

Breakfast Cereals - All Regions

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overview, an in-depth review of the big stories from the year as well as our forecast for the future of these ...

Butter and Margarine - Canada

"Butter's advantage lies in two areas, its versatility, meaning its ability to be used both in recipes and as a spread, and in its perception of being a more natural option to margarine."

Carbonated Soft Drinks - All Regions

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Center of the Store - US

Mintel has defined the center of the store in terms of two segments – shelf-stable grocery and frozen foods. Sales in the category as a whole have managed fairly strong growth – 10% since 2010, largely the result of the shelf-stable grocery segment, where introductions have succeeded by catering to ...

Cheese - All Regions

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Cider - UK

"Positioning 750ml sharing bottles of ciders alongside wines on restaurant/pub menus should help to boost cider's perceived sophistication and links to food-led drinking occasions."

Coffee - All Regions

Butter, Yellow Fats & Oils - All Regions

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Carpets and Floorcoverings - UK

"At last retailers are trying to escape from always relying on discounting to generate interest and are shifting their emphasis to home-making and style. This comes at a time when the market has gained momentum, with new energy because of stronger consumer confidence and a pick-up in the housing market ...

Cereal, Snack & Energy Bars - All Regions

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Chocolate Confectionery - All Regions

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Civil Engineering - UK

"The recent reform of the Highways Agency, now known as Highways England, should give contractors the confidence they need to recruit and train skilled workers to deliver the growing number of transport projects over the coming years."

Colour Cosmetics - All Regions

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Consumer Snacking Habits - Ireland

"While health considerations are important for Irish consumers when snacking, they are also choosing to indulge in products such as chocolate and cakes. As such, developing healthy snacks that focus on taste can tap into the treat factor that consumers are looking for and enable them to consume fewer calories ...

Cooking Sauces, Pasta Sauces & Stock - All Regions

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Crisps, Savoury Snacks and Nuts - UK

"Despite the obesity crisis and the large swathes of the UK population trying to lose weight, UK adults have a rather relaxed attitude to crisps, with 82% agreeing that they are fine to eat as an occasional treat and more than six in ten eating them once a week.

Dining Out: A 2016 Look Ahead - US

The restaurant industry in 2015 was shaped by the continued blurring of traditional foodservice segments, volatile commodity prices, and the strengthened relationship of technology and food. 2016 is poised to be a positive year for the restaurant industry, though a number of customers plan on spending less money at restaurants ...

Emerging Science - All Regions

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Consumers, Saving and Investing - UK

"The outlooks for the savings and investments markets are contrasting. Whilst the cash savings market is struggling to rally against difficult market conditions, the investment market is benefiting from growing levels of interest and the barrier-lowering effects of digital innovation."

Cooking Sauces, Pasta Sauces and Stocks - UK

"Brands and retailers in cooking sauces need to target those interested in home cooking, especially those wanting to add their own personal touch and an element of creativity to dishes, as well as people looking for quick and easy meal options when they need them. A focus on authenticity, improved ...

Dairy Drinks - All Regions

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Electrical Wholesalers - UK

"Electrical wholesalers came under intense price pressure in the downturn, which was exaggerated by their reliance on the highly cyclical construction sector. Now the recovery is firmly established, the construction sector is again exaggerating growth compared to the wider UK economy. However, price pressure has remained an issue and margins ...

European Retail Briefing - Europe

This review looks at:

key categories through the year. Including; a full market overview, an in-depth review of the big stories from the year as well as our forecast for the future of these ...

Fabric & Dishwashing Care - All Regions

This report will help you to uncover opportunities and understand the key issues affecting your market. How? By giving you instant access to analysis and critical recommendations. It will also challenge routine thinking by providing fresh, new perspectives that energizes your thought processes.

Family Entertainment - US

"Preliminary 2014 data suggests that the number of births ticked upward for the first time since 2007. Though the increase was small it effectively ended a three-year streak of birth rates at historic lows. There is a possibility that the increase is the initiation of a "baby bounce," or ...

Fashion Accessories - UK

"The fashion accessories market has faced a more challenging year in 2015 due to a slowdown in the luxury market. The handbags category, which accounts for half the market, has seen growth slow as consumers are opting for mid-priced bags over luxury labels and due to a trend for smaller ...

Food Safety, Regulations & Labeling - All Regions

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Free-from Foods - UK

"The 'health halo' of free-from foods is a key driver of uptake, opening up a pool of opportunity beyond actual or suspected allergy or intolerance sufferers. However, it also leaves the market exposed to the vagaries of

Facial Skincare - All Regions

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Family Leisure - UK

"Women are significantly more likely than men to go out as part of a family group with their children, grandchildren, their own or partner's parents and other wider-family members. While this is partially a consequence of the fact that they are more likely to be involved in a primary childcare ...

Food Packaging Trends - UK

"Packaging concepts which disrupt the norm and offer an alternative to the homogeneity of the mass-market food market resonate with many young consumers. Here, both unique packaging designs and customisation can win favour, lending even large brands a personal feel."

– **Emma Clifford, Senior Food and Drink Analyst**

Fragrances - All Regions

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Fruit & Vegetables - All Regions

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consumer opinion. The importance of health in driving uptake also means that companies ...

Full Service Restaurants - China

"A one-size-fits-all approach is no longer compatible with the Chinese foodservice industry. Consumer preferences for a broad spectrum of cuisines, exotic flavours and a mix of experiential consumption have created a new dynamic for the foodservice market."

Hair Colourants - UK

"Temporary hair colour products continue to show growth in the category, as consumers consider them less damaging to hair and easier to experiment with. Growth opportunities exist in personalisation, with high interest in products tailored for hair colour and type, as well as products specifically for men. Men have shown ...

Haircare - China

"Consumers exhibit strong belief in scalp care. 47% of the consumers believe a healthy scalp is a major reason for healthy hair. The next step is to integrate scalp care into anti-ageing and anti-pollution market. For example, brands can consider collaborating with technology firms to develop apps to monitor everyday ...

Hotels - China

"The hotel industry in China has grown rapidly in recent years, thanks to the development of the low-end budget hotels segment and the high-end luxury hotels segment. Projections for future growth are also positive. Competition among companies is extremely fierce, especially among economy hotel chains and online travel agents."

Household Care Packaging Trends - US

"In highly competitive, mature household care product categories, where sales increases must come at the expense of a competitor, packaging is as important as the product itself as a means of delivering value to consumers. Household care product packaging can do much more than just hold and dispense the product ...

overview, an in-depth review of the big stories from the year as well as our forecast for the future of these ...

Generational Banking - Canada

"Old is gold in Canada in terms of wealth and financial security as over-65s report having the highest amount of investments, lowest debt and feel most financially secure."

Hair Treatments & Colorants - All Regions

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Holiday Review - UK

"The outlook for the overseas holiday market in 2016 is positive due to rising consumer confidence, the strong Pound, low unemployment and falling airfares resulting from cheap oil. Along with the longer beach holiday, supplementary city breaks should be popular especially among the under-35s."

Hotels - Ireland

"Moving forward into 2016 the hotel sector in both NI and RoI will likely see its average hotel occupancy levels increase as consumer confidence helps to drive more visitors to the island – while the impact of the marriage equality legislation introduced to RoI in 2015 will help to attract ...

Household Cleaners - All Regions

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Ice Cream - All Regions

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Juice & Juice Drinks - All Regions

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Lifestage Marketing in Financial Services - US

There are many ways to define a lifestage, including by age, marital status, or parental status. The financial needs of each lifestage are unique and financial institutions are always seeking ways to appeal to the needs of each one. While the recent recession affected everybody, it may have permanently altered ...

Marketing to Men - UK

"Half of all men admit that they are largely apathetic towards advertising, reflecting how many find themselves unable to identify with the men they see in ad campaigns. There is now an opportunity for brands to change this, with brands using advertising to more fully identify with the average man ...

Meat, Fish & Poultry - All Regions

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Nail Color and Care - US

"Although growth in the nail care and color market has slowed since 2013, interest in gel polish manicures, nail

Ingredients & Additives - All Regions

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Laptops and Desktops - US

"Leading computer brands have struggled to grow their consumers computing revenue, and the market is increasingly influenced by innovative interfaces, such as touchscreen. However, opportunities remain, particularly as more resource-intensive digital content is released. The challenge for many brands moving forward will be to strike an ideal balance between the ...

Managing Your Health - US

"Several factors are impacting healthcare, including an anticipated shortage of primary care physicians, resulting in an increased focus on managing one's own health, as well as growing reliance on retail health clinics and pharmacists. At a time when the US population is experiencing significant growth among the older population, a ...

Marketing to Millennials - Canada

"Millennials are seeking new ways to define themselves (not necessarily rooted in traditional expectations). Taking pride in being unique from others of their generation, brands will need to be respectful of their individuality and sense of responsibility. From brands, Millennials seek a collaborative, authentic relationship."

Mobile Phones - China

"To stand out and attract purchases in China's saturated mobile phone market, brands need to dedicate themselves to satisfying consumers' unmet needs, building premium brand perceptions and differentiating brand identities."

Noodles - China

"The instant noodle market is forecast to stay flat over the next five years – declining a little due to

treatments, and more natural nail care represent key opportunities. Effective outreach to Millennials, moms, and Hispanics via product offerings, digital technology, and targeted marketing can help revitalize the market."

Nutrition, Health & Wellness - All Regions

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Oral Hygiene - All Regions

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PC and Mobile Use - UK

"Of the three core devices, the smartphone is the most versatile when it comes to the number of locations in which it is used. However limitations such as screen size, a lack of signal and high connection costs mean that it is the least versatile when looking at the range ...

Pharmacy Retailing - Brazil

"In order to afford medicine, seniors and soon-to-be seniors may be forced to work beyond retirement. But beyond that, retailers and brands can educate consumers on how to best budget their money and continue preparing for their future. Price plays an important role and with planned cuts from the government ...

Plant Protein Drinks - China

"Compared with beverages in other categories, plant protein drinks in China are usually positioned as traditional and nourishing. However, as usage occasions have expanded beyond breakfast, manufacturers should add new elements into the products to make PPDs more suitable for broader, casual usage occasions."

consumers' increasing health consciousness. In order to drive business growth in the future, brands need to target the core users (people in their 20s) and take action to meet consumers' evolving eating ...

Oil Change Retail - US

"Oil-change retail shops aren't the only game in town when it comes to maintenance and repair, and changes in the economy and to the automobile industry will have an impact on these types of businesses going forward."

Pasta, Rice & Noodles - All Regions

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Pet Food - All Regions

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Pizza - All Regions

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Prepared Meals & Meal Centres - All Regions

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– Ching Yang, Research Analyst

Produtos Farmacêuticos - Brazil

“A fim de ter dinheiro suficiente para comprar medicamentos, idosos e quase idosos podem precisar trabalhar depois da aposentadoria. Diante disso, varejistas e marcas poderiam educar os consumidores sobre a melhor forma de administrar seu dinheiro e de se preparar para o futuro. O preço de produtos e serviços desempenha ...

Retirement Planning - UK

“It is too early to judge whether pension freedoms has had a generally positive or negative impact on consumers. However, there is no doubt as to the scale of the impact they have already had on the retirement industry. Product providers and advisors are developing new offerings, while regulators are ...

Savings - Ireland

“After a prolonged period of time in which consumers’ motivation to save far exceeded their financial capacity to save, consumers now finally have far greater capacity to start saving or add to existing savings. This is particularly true of RoI consumers, who felt the effects of the recession far more ...

Shave, Deodorants & Depilatories - All Regions

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Soup - All Regions

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Produtos para Cuidados com o Corpo - Brazil

“O mercado de produtos para cuidados com o corpo sofreu uma grande redução nas vendas no varejo em 2015 por causa das novas medidas de ajuste fiscal impostas pelo governo e pela forte recessão pela qual passa o Brasil. Apesar disso, as marcas ainda têm diversas oportunidades de crescimento no ...

Salty Snacks - All Regions

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Shampoo, Conditioner & Styling - All Regions

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Soap & Shower - All Regions

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Spirits & RTDs - All Regions

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Sports & Energy Drinks - All Regions

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Sweet & Savoury Spreads - All Regions

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Tea, Malt & Other Hot Drinks - All Regions

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The Black Apparel and Footwear Consumer - US

"The retail industry is highly competitive, and for each retailer to get its fair share of the pie, marketers will need to invest in the Black consumer market. Black consumers are more likely than the total population to keep up with fashions, and are very passionate about shopping."

UK Retail Briefing - UK

Vitamins & Supplements - All Regions

Sugar & Gum Confectionery - All Regions

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Table Sauces, Seasonings & Sweeteners - All Regions

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The Arts and Crafts Consumer - US

"Crafting is a popular activity for US adults, with more than half participating in at least one type of craft in the past year. The market is steadily gaining, with an increase in store visits for major craft retailers and the development of social commerce on popular sites such as ...

The Hispanic Apparel and Footwear Consumer - US

With projected expenditures of \$49.4 billion, Hispanics enjoy shopping for apparel and footwear not only for themselves but for other adults and children as well. Despite this, growth in the category is projected to be moderate, as Hispanics continue to look for value in the purchases they make.

Unsecured Loans - UK

"The unsecured personal loans market is expected to have grown by 12% in 2015, with easing credit conditions and growing consumer confidence leading to an increased demand for credit. However, peer-to-peer lending platforms are making waves in the market, with consumer awareness and consideration growing for these products. This will ...

Wine - All Regions

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Yogurts & Desserts - All Regions

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手机 - China

“为了在饱和的手机市场脱颖而出，鼓励消费者加大消费力度，品牌需要致力于满足消费者尚未被满足的需求、构建高端品牌，并打造与众不同的品牌形象。”

洗发护发产品 - China

“消费者坚信头皮护理的益处。47%的消费者认为头皮健康是秀发保持健康光泽的一大主要原因。品牌下一步战略是整合头皮护理市场和抗衰老以及防污染市场。例如，品牌可以考虑与科技公司“联姻”，推出检测头皮健康应用程序（原理：基于空气或水质量，每日对头皮进行及时检测），从而给出实时解决方案。”

面条 - China

“方便面市场预计将在未来五年基本持平，在消费者健康意识增强的情况下出现小幅下滑。为了推动增长，品牌需要瞄准核心用户群（20多岁的消费者），各尽其能迎合消费者的饮食偏好（如为零食场合提供更多的小包装方便面，推出原料更好更考究的方便面）。同时，区域差异也是品牌在全国各地推广不同的面条产品时应该予以重视的关键因素。”

— 李宇静，高级研究分析师

Mintel's Annual Overviews take a look back at 2015 and provide a detailed overview of the key issues faced by key categories through the year. Including; a full market overview, an in-depth review of the big stories from the year as well as our forecast for the future of these ...

全服务餐厅 - China

“放之四海而皆准的万全之策在中国餐饮行业已不适用。消费者对各式美食的偏好、异域风味和综合消费体验已经为餐饮市场开辟了全新的市场动态。英敏特已确认出全服务餐厅的四大类用餐者，餐饮经营者可以针对这四种类型来谨慎地定制菜单和进行店内设计，以增强餐厅的吸引力。这四种类型是：寻求熟悉和价值至上者；菜单创新寻求者；富有的国际美食迷恋者和大致中立者。”

— 刘欣琪，研究分析师

植物蛋白饮料 - China

“中国市场上的植物蛋白饮料通常被定位为具有滋养功效的传统饮品。但鉴于使用场合已延伸到早餐之外，厂商应在产品中增添新的元素，以使植物蛋白饮料的饮用场合更加休闲与多元。”

— 杨晴，研究分析师

酒店 - China

“在低端经济型酒店和高端豪华酒店的拉动下，中国酒店行业近年来增长迅猛，未来增长前景也相当乐观。各公司竞争激烈，尤其是经济型连锁酒店和在线旅行社。