

December 2009

Gift Shopping Habits - UK

- Consumers are turning away from traditional gifts in favour of gift vouchers/cards and money. Six out of ten adults gave money in 2009 (4 million more than in 2005), while 37% bought gift cards/vouchers (an increase of 2 million).
- Retailers need their gift ranges to stand out and ...

iPhone Generation - UK

The world of new technology is by definition a fast-moving one, and there have been many new developments, especially in mobile technology, since Mintel's report The iPod Generation – UK, April 2007.

This report looks at consumer attitudes towards new technology, and the extent to which technology is changing the ...

November 2009

Advertising and Marketing in New Media - UK

Mintel's research shows that internet users pay nearly twice as much attention to ads via search engines such as Google compared to social networks. Given that sites such as Facebook remain popular places to spend extended periods of time, this is perhaps down to the fact that attentions are ...

October 2009

Web Aggregators - UK

- More than 24 million people have used a price comparison site to purchase financial products or to obtain quotes.
- Consumer loyalty is fairly low in the aggregator market - with more than 14 million people having used three or more different price comparison sites.
- Almost five million people use price comparison ...

Eating Out Meal Occasions - UK

- While around 24m consumers eat out for a special occasion, almost 19m do so just because they feel like it and 15m eat out as a regular treat. The rise of discounting in recent months has helped eating out to remain accessible to consumers during the recession, especially families.
- Although ...