

February 2014

Alcoholic Drink Packaging Trends - UK

“While information on the label can be influential, the actual feel of the product can also sway shoppers’ purchasing decision.”

Beauty Retailing - China

“Deals and discounting can be an entry point to attract new customers and personalisation and relevance in promotion will become the critical point for retailers in coming years. But in the long run, creating unique shopping experience remains essential.”

Beverage Packaging Trends - US

“New government regulations, fluctuating disposable income, and higher expectations for health and sustainability transparency are impacting the beverage packaging market. A balance of egoistic, altruistic, and ergonomic qualities is a must for successful packaging, with innovative ascetics allowing packaging to stand out.”

Car and Van Hire - UK

“We believe the car and van hire market offers considerable opportunities over the next few years. The sector is set to continue to recover from its recent difficulties with the number of hire days and the value of vehicle hire both forecast to rise. However, as with many markets coming ...

Chocolate Confectionery - Brazil

“Governmental pressure on the chocolate industry to make their products healthier or reduce portion sizes is likely to increase given the cost of obesity. A proactive approach in this respect can help brands to stay ahead of the “state stick” and avoid being targeted. This also has the potential to ...

Anti-aging Skincare - US

“Lines between the anti-aging and general facial skincare categories continue to blur, hampering sales growth for both markets. Offering shoppers more targeted solutions to anti-aging skincare concerns while also providing them with more informational tools will be essential in driving future growth while also better differentiating the two markets.”

Betting Shops - UK

“Gaming machines are now embedded within shops’ culture and all-round offering, contributing to the formation of social circles in shops, one of the few things that is difficult to replicate online. Any further legislation that limits machine play would see regular visitors spend less time and money in shops, which ...

Black Consumers and the Perimeter in the Grocery Store - US

“Black consumers are underserved in advertising and marketing as it relates to the perimeter of the grocery store. This consumer is prone to certain dietary issues that may be alleviated by incorporating more fresh produce, meat, and healthier dairy options in their diet. Their receptivity to advertising coupled with their ...

Chocolate - Brazil

“O mercado brasileiro de chocolate cresceu muito nos últimos anos, impulsionado pelas melhores condições financeiras da população brasileira, especialmente da “nova classe média”. O valor de vendas do mercado aumentou 69% entre 2008 e 2013, a um valor estimado de R\$9.231 milhões em 2013. A inflação foi parcialmente ...

Christmas Shopping Habits - UK

“It was a good Christmas and everything suggests that the strong retail trend will continue through 2014. And yet everything is built on expectations that could easily be disappointed. The income squeeze is as bad as ever and we need to see that disappear if Christmas 2014 is to be ...

Cider - Ireland

“The cider market in Ireland has endured the same issues as the larger alcohol industry, with dwindling value sales in the on-trade as consumers increasingly drink at home. Cider reaps both the advantages and disadvantages of being seen as a summer drink, being seen as more refreshing than beer by ...

Consumer Attitudes Towards Cooking in the Home - UK

“Men are markedly less likely than women to have responsibility for cooking and/or preparing foods in British households, and also cook meals from scratch far less frequently, showing that traditional stereotypes still ring true. So it is interesting to note that men (31%) are more likely than women (26 ...

Consumers and the Economic Outlook - US

“Consumers are a little more optimistic than they were last year but still wary. Many (but not all) are aware that they are not saving enough, both for the short term as well as for retirement. This presents a wonderful opportunity for financial services firms to take a holistic view ...

Dry Pasta, Rice and Noodles - US

“While respondents are very likely to say low price is an important factor in their selection of pasta and rice products, brands should do more to show that their products provide value beyond price. They can do this by offering more natural, whole grain, low sodium or some other healthful ...

Electrical Goods Retailing - France

For our report, we surveyed representative samples of consumers. This year our survey asked consumers in the French market:

Electrical Goods Retailing - Italy

Compact Cars and Crossovers - US

“Compact cars and crossovers are getting unprecedented attention from desperate consumer groups who are looking for fuel efficient vehicles that are easy to navigate in a dense urban environment. New compact car and crossover intenders include wealthier Baby Boomers and growing Hispanic families. How to cater to this more diverse ...

Consumers and the Economic Outlook - UK

“Many consumers are yet to experience the effects of an economic recovery, wages remain stagnant and disposable income is still being squeezed. There is a sense that things are ‘less bad’ for many people, rather than ‘better’. However, experiences and confidence vary across consumer groups, with regional, wealth and gender ...

Department Stores - China

“The department store and shopping mall sector is facing increasing competition for consumer attention, making it ever-more important for retailers to identify key consumer groups and their shopping habits to better adapt their offering to best suit consumers’ needs.”

Electrical Goods Retailing - Europe

The electrical goods market is very diverse, ranging from televisions and tablet computers to household appliances and personal care devices.

Electrical Goods Retailing - Germany

For our report, we surveyed representative samples of consumers. This year our survey asked consumers in the German market:

Electrical Goods Retailing - Spain

For our report, we surveyed representative samples of consumers. This year our survey asked consumers in the Italian market:

Electrical Goods Retailing - UK

“Mid-market store-based retailers will have to come up with genuinely compelling reasons for shoppers to migrate back from pureplays: we think multichannel retailers need to imitate Amazon’s spirit of innovation, as their service and convenience advantages wane fast.”

Food Storage - US

“The food storage market is expected to grow slowly into 2018. However, the market does face some challenges. Companies and brands will have to continue exploring new innovation opportunities in order to accelerate market growth and stave off competition from private label, as well as better engage the growing Hispanic ...

Hispanic Consumers and the Perimeter of the Grocery Store - US

“Hispanics are far from being a homogeneous group; in addition to differences by country of origin, country of birth, age, and gender to name a few, the role that the American or Hispanic culture plays in the life of any Hispanic adds complexity to this market. However, something that Hispanics ...

Holidays - China

“Chinese travellers are now more complicated than they were in previous years; holiday operators/destinations therefore need to identify and map out the diverse needs and wants of Chinese travellers from different demographics and typologies in order to be able to offer them customised holiday products and services.”

Household Hard Surface Cleaning and Care Products - Brazil

“High levels of product usage and a cultural desire to maintain a clean home should buoy the household hard surface cleaners market over the coming years. However, in order to drive the market forward, brands

For our report, we surveyed representative samples of consumers. This year our survey asked consumers in the Spanish market:

European Retail Briefing - Europe

The European retail briefing provides commentary, data and news analysis from across Europe ensuring that you keep in contact with the latest retail news.

Grocery Retailing - US

“When it comes to shopping for groceries, the choices can be overwhelming. While an increasing range of different retailers sell grocery items, their offerings vary. In a crowded marketplace, retailers need to clearly define and communicate how they differ from the competition, stand out by offering customized promotions to retain ...

Holiday Rental Property - UK

“Further growth of specialist online intermediary rental companies and the increasing presence in the market of the established OTAs (Online Travel Agents) should help to feed growing demand. There is also a huge untapped supply of unused rental accommodation in the second homes market, because owners are unwilling or unable ...

Hotel Trends - International

This report provides an overview of current trends in the hotel sector, including branding, distribution, financing and technological developments. Brands continue to proliferate and there are an increasing number of distribution channels with the rise of metasearch and mobile devices. The financing of hotel properties in Europe has got a ...

Household Paper Products - UK

“While their position as essential household items means that sales of household paper products are protected to a certain extent, a high level of promotional activity by brands and consumer determination to get

operating the market can look to create new product innovations that cater more directly to ...

Household Paper Products - US

"In spite of low overall sales growth and universal household penetration, the household paper market holds opportunities for brands that emphasize quality and performance and that explore ideas that make it easier for consumers to use paper products in a wider array of occasions. At the same time, sustainability is ...

Lawn and Garden - US

"Technology is gaining importance in the lawn and garden sector, and it is particularly attractive to urban dwellers. This demographic tends to be made up of home renters, young adults, and the tech-savvy, which are all important targets for the sector. Brands and retailers must overcome consumers' frustrations in their ...

Leisure Venue Catering - UK

"Operators could look to more specific targeting of particular consumer groups to ignite interest. Investing in enticements such as healthier and faster payments options, both of which are of interest to households with children, would offer tangible benefits to parents, potentially encouraging them to spend more and feel that they ...

Marketing to Millennials - US

"Companies or brands that successfully market to Millennials are ones that recognize that there is no such thing as a 'Millennial'—just individuals or groups of individuals who are at a similar lifestage and have lived through similar experiences. They want to be treated for who they are, rather than be ...

Mobile Phones - UK

"Any properly modular phone would lose some of the sleek, slim dimensions of the most aesthetically pleasing and highly desired handsets currently on the market. This doesn't necessarily preclude the project from succeeding; rather it means that purchase of non-

the best deal have led to a decline in value sales. Brands looking to bolster sales of ...

Italy Outbound - Italy

Italy outbound travel is a mature market made up of experienced travellers, although the majority of Italians choose to stay within the confines of Europe. In 2012, over 80% of all trips abroad were to short-haul destinations in Europe. Italians like to explore countries closer to home, but within Europe ...

Leisure Centres and Swimming Pools - UK

"Technology (whether in the form of an app or wearable products) can be a powerful tool to boost motivation and increase retention levels, because it allows regular and accurate measurement of performance and fitness."

LSR: Ethnic Concepts - US

"With an increase in interest for exotic and authentic cuisine, Latin, Asian, and Mediterranean concepts are entering the marketplace in abundance. This rapid growth of ethnic limited-service restaurants is due in part to the success of the fast casual assembly-line model. This operational strategy helps deliver the level of authenticity ...

Mechanical Lifting and Handling Equipment (Industrial Report) - UK

"Trading conditions in the mechanical lifting & handling equipment market have started to improve during 2013 and into 2014, supported by economic growth, increased construction activity and signs of improvements in the manufacturing sector."

Mobile Phones - US

"Smartphone manufacturers are expected to know what consumers want before they themselves know it, and to provide bleeding-edge technology at prices for all income brackets. Risks of missteps are very high, but in the absence of taking those risks, brands take on a greater peril: a stodgy image and irrelevance ...

modular phones will need to be reframed in the public consciousness ...

Mobile Phones and Apps - China

"China is the number one market in terms of mobile phone volume sales. The market also exhibited very positive growth in 2013. The strong annual increment was fuelled by enthusiastic consumers with a strong demand for mobile phones, and smartphones in particular."

Optical Goods Retailing - UK

"This is a highly competitive market place, with three major chains dominating distribution and now facing intensifying competition from growing chains of supermarket opticians. So the big three are competing hard with special offers, intensive advertising campaigns, some online services and by growing their store chains. Indeed Vision Express has ...

Package vs Independent Holidays - UK

"Package brands generally have a lot of buying power and are able to offer significant discounts against topline prices, should the need arise. However, such negotiations are largely impossible online, and consumers might be unwilling to pick up the phone or haggle in person. Package brands need to both encourage ...

Produtos para Cuidado e Limpeza de Superfícies Duras de Casa - Brazil

"O mercado de limpeza de superfícies dura de casa apresentou um aumento no valor de vendas de 2008 a 2013, de R\$ 4,5 bilhões. O mercado é impulsionado por um alto índice de uso de produtos por consumidores que se esforçam em manter suas casas limpas.

Road Haulage (Industrial Report) - UK

"The anticipated increase in demand from passengers together with growth in the rail freight sector

Nursery and Baby Equipment - UK

"Sales of baby and nursery equipment are driven by the development of new products. Innovation can also create new reasons for parents to buy, even if they are second or third time parents. Given that the most affluent parents see multi-purpose products as important, there is scope to combine nursery ...

OTC Sleep Aids - US

"Despite positive growth of OTC sleep aids, the category is still up against several challenges. Consumers are concerned about side effects, and usage of other ways to help them fall asleep is more prevalent than OTC sleep aids. The growth of fitness devices to track sleep patterns could also negatively ...

Pasta, Rice and Noodles - UK

"The current interest in high protein food presents significant opportunities for the pasta market, given that a sizeable four in ten users would like to see more pasta which is high in protein, rising to half of 25-34s."

Retail Banks and Credit Unions - US

"Now that the banking industry is recovering from the financial crisis for which it was blamed several years ago, it can begin to tackle the new challenges it faces. One challenge is to attract new customers, especially young ones, and banks and credit unions are fighting it out, competing on ...

Small Format Grocery Stores - Brazil

"In Brazil, small format grocery retailing, which consists of gas station convenience stores, minimarkets, and

will put additional strain on the UK's rail system over the coming years, with the network already nearing its capacity limits. Thus continued investment in the rail infrastructure will be necessary over the coming years. Investment will also be supported by government plans to ...

Smoking Cessation and E-cigarettes - UK

"The rise in popularity of E-cigarettes has hampered growth in the value of the smoking cessation market, which saw modest growth of less than 2% in 2013. Although E-cigarettes are largely marketed as an alternative to smoking, smokers have been using them to cut down or quit smoking. Changes in ...

Sweet and Savoury Spreads - UK

"Despite the openness to jam as part of a healthy snack among families, few brands have actively targeted this occasion with marketing or through specific product formats. Examples from markets such as cheese, where snacking formats have posted rapid growth, show how more specific targeting can help brands drive standout ...

The Locavore: Attitudes toward Locally-sourced Foods - US

"As local claims become more widespread, product marketers will need to develop a means to authenticate provenance. Exploring a system of official certification and communicating a transparent path to market information to interested buyers will be necessary to stand apart from the competition."

Travel and Tourism - Algeria

It is 52 years since Algeria became independent, and today the country is hardly recognisable from the troubled nation it was in those early decades – years that were marked by a fragile economy, political upheaval and bloody violence. A strong hydrocarbon industry has been the main driver behind Algeria's ...

Travel and Tourism - Iraq

Around the same size as the US state of California, the oil-rich nation of Iraq lies in the Middle East, bordering

bakeries, has a strong convenience positioning. Retailers can succeed in the segment through outlets that are well-located, with good presentation and a limited range of products of good quality and price."

Soap, Bath and Shower Products - UK

"Lifestyle factors present long-term considerations for the soap, bath and shower market with bathing habits changing. A daily shower is becoming increasingly popular as consumers move away from time- and money consuming bathing, despite its relaxing appeal."

Tea Drinks - China

"The RTD tea drink market enjoyed a strong performance over 2008-10, with double-digit annual growth. This was fuelled by consumers' increasing awareness of the negative health implications of drinking CSDs, and heavy investment in tea drinks by the established and new operators."

The Snacking Occasion - US

"As consumers continue to adopt a snacking culture, choosing to snack anywhere, anytime, and on practically anything, the format and function of snacks will need to evolve to meet their needs. Snacks with healthy claims and natural ingredients are still important; however, snackers still want to indulge responsibly from time ...

Travel and Tourism - Egypt

Egypt is the most popular destination in the Middle East but the last couple of years have not been the best of times for the country's tourism industry. No sooner had international arrivals started to recover from the 2008-09 global recession than they fell victim to the negative publicity engendered ...

Travel and Tourism - Jordan

Jordan has the potential of being the most visited tourism destination in the Middle East. It is well

the Persian Gulf, between Iran and Kuwait. The country itself is not an obvious holiday destination, and for many would-be travellers, tends to conjure up images of war and ...

Travel and Tourism - Kuwait

Kuwait is not usually thought of as a tourism destination. With a lack of internationally recognised attractions, and Kuwait City dominating the country (there are few destinations of note outside of the capital city), there is limited appeal for leisure tourists from outside of the Middle East. However, Kuwait City ...

Travel Insurance - UK

“Rising medical claims costs is one of the main challenges currently facing travel insurers. Although a stronger Pound will help to mitigate the effect of medical inflation, so too would greater awareness and usage of EHICs.”

Varejo Alimentar de Pequeno Porte - Brazil

"O varejo alimentar de pequeno porte no Brasil é amplo, composto pelas lojas de conveniência de postos de combustível e também por outros canais não formalmente denominados “de conveniência”, como os minimercados e as padarias. Este último é o canal mais frequentado pelos brasileiros, já que cerca de 60% dos ...

Vitamins and Supplements - Brazil

“While the VMS market has posted strong historical sales growth, the pace begins to slow to 2018 as economic growth stalls. Brands can focus on creating more targeted products to inspire a higher spend per product and encourage new consumers to the category.”

旅游度假 - China

中国消费者旅游度假市场增长显著，这主要归功于中国政府对出境游限制的放宽、增加国民休闲时间政策的出台、中国中产阶级的崛起，以及中国居民可支配收入的提高。

美容品零售 - China

connected to Europe and beyond, has a good transport infrastructure and an abundance of attractions that allows visitors to mix heritage with culture, beaches, fine dining and luxurious spas, all in a ...

Travel and Tourism - Lebanon

A small nation a stone's throw from Europe, Lebanon, a Middle Eastern country with a Mediterranean flavour, possesses the potential to become a major leisure destination. Here, visitors can ski in the morning and be at the beach for the afternoon, sample a rich cultural Roman and Phoenician heritage, trek ...

UK Retail Briefing - UK

Each month Mintel's UK Retail Briefing concentrates on a particular sector or market. This month's focus is on the clothing and footwear retail sector.

Vitaminas e Suplementos - Brazil

"Apesar do mercado de VMS ter apresentado um crescimento bem significativo nos últimos anos, haverá uma desaceleração a partir de 2018 com a queda do crescimento econômico. As marcas podem concentrar-se em criar produtos mais específicos para seus públicos-alvos, a fim de gerar um maior gasto por produto e atrair ...

手机及其应用程序 - China

就销售额而言，中国是头号手机市场，且2013年该市场显示了积极的增长。在稳健的年度增长背后是热情高涨的消费者，他们对手机、特别是智能手机的需求旺盛。

百货商店 - China

百货商店和购物中心行业在吸引消费者目光上面临日益激烈的竞争，在这一背景下，零售商能否确定主要消费群和他们的购物习惯，从而更好地改善产品，迎合消费者需求，变得越来越重要。

茶饮料 - China



美容品零售市场在2013年继续延续前所未有的强劲增长势头，销售额突破1,670亿元人民币。科技创新（如移动购物、平板电脑和互联网普及率的提高）带动了在线美容零售业的增长。同时，大型零售商（如屈臣氏和丝芙兰）入驻低线城市也促进了市场的繁荣发展。

2008年至2010年间，即饮茶市场表现强劲，实现两位数的年增长率。这得益于消费者逐渐意识到碳酸饮料可能有害健康，同时成熟企业和新创企业的大力投资同样刺激茶饮料市场快速增长。