September 2011

Marketing to Mums and Mums-to-be - UK

"With women putting a higher priority on their education, careers and financial stability, the average age of becoming a mother has gone up to 29.5 years. With 2.8 million breadwinner mothers in the UK, partners play an increasingly important role in the upbringing of their offspring, even though ...

British Lifestyles - UK

The cost of living is rising and we are changing the way we shop as a result. Forced to evaluate our spending, we are increasingly becoming savvy shoppers with half of us no longer wanting to pay full price for anything. Brand loyalty is one of the biggest victims of ...

Marketing to Dads - UK

"Despite the fact that more women than ever have careers, fathers still assume the traditional role as breadwinner. However, economic uncertainty and instability in the job market, compounded by the rising cost of living, puts fathers under significant pressure to provide for their families. Today's fathers prioritise working over family ...

August 2011

Marketing To Young Couples - UK

There are almost 16 million adults aged 16-34 living in the UK of which almost three in ten (4.6 million) are either married or living with their partner. The length of time that they have been together as well as the commitment that they have made to one another ...

July 2011

Marketing to the Modern Family - UK

Running analysis on Britain's parents, Mintel has identified four mutually exclusive groups based on how close-knit their relationship with their children is. These groups will be analysed in greater detail within this report. This report identifies the key characteristics of each family typology and helps understand their relationship with their ...

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 the potential impact of the government's austerity measures.