

March 2011

Marketing To Women - UK

Consumer behaviour can be complicated and bewildering. What makes women think, feel and reason in a certain way? How do they choose between different product alternatives (eg brands, products and retailers) and equally what influences their purchase decisions (eg culture, family, media)?

Christmas Shopping 2010 and Planning for 2011 - UK

Consumers had an easy time of it in 2010, or perhaps it would be fairer to say that they should have cut back on spending, but instead they chose to cut back on saving. The year ended with a remarkably strong performance over Christmas. But where next?

February 2011

Consumers and The Economic Outlook - UK

In this report, Mintel reveals the current state of consumers' household finances, their expectations for 2011, and how their situation has changed over the last year or so. Their spending priorities are assessed, and the potential impact on the broader economy is considered. Mintel's consumer research results are compared against ...

Healthy Lifestyles - UK

This report explores consumers' health habits and issues; it examines attitudes towards living healthily and identifies key drivers that prompt a change in lifestyle and popular sources of health advice and information. The level and type of employer participation in encouraging staff to live healthier is also examined.

Marketing to Men - UK

Consumer behaviour can be complicated and bewildering. What makes men think, feel and reason in a certain way? How do they choose between different product alternatives (eg brands, products and retailers) and equally what influences their purchase decisions (eg culture, family, media)? Identifying an individual's personality type makes it easier ...

January 2011

Trendsetters - UK

Mintel has predicted eight key consumer behaviour trends for 2011, examining how consumer behaviour is changing in the wake of the recession.