

June 2017

Marketing to Millennials - US

"The Millennial generation is aged 23-40 in 2017, with many on the precipice of major life decisions. As this generation contemplates buying a home, getting married, and having children, these lifestyle changes will likely have them reconsidering their purchase habits. At this stage, Millennials provide fertile ground for marketers looking ...

May 2017

Marketing to the iGeneration - US

Although there are no official start or end dates for a generation, Mintel uses the rise and fall of annual births to demarcate one group from the next. The iGeneration, named for the influence that technology (particularly Apple technology) and the customization of goods and services has had on this ...

American Lifestyles: Finding Common Ground - US

"Americans may be questioning what lies ahead with a new administration in the White House, but any uncertainty they may have hasn't significantly changed their outlook on spending. Most agree that their financial situations will stay the same, or even improve in the next 12 months. Even with a majority ...

April 2017

Consumers and the Economic Outlook: Quarterly Update - US

"With a new administration, a growing economy, and a relatively healthy jobs market, this Report addresses how consumers are feeling about their current financial situation. Through a series of questions that will be asked throughout 2017, Mintel has aggregated consumer opinion on their current finances, how they hope to improve ...