

October 2017

Attitudes towards Lunch Out-of-home - UK

"Although lunch operators appear to be in good stead as consumers are eating this meal out of home more than a year ago, their drop in financial confidence may impact this over the coming months. If consumers do choose to cut back on lunchtime spending then it is likely they ...

Beauty Devices - US

This report will help you to uncover opportunities and understand the key issues affecting your market. How? By giving you instant access to analysis and critical recommendations. It will also challenge routine thinking by providing fresh, new perspectives that energizes your thought processes.

Beer and Craft Beer - US

"Beer has avoided dollar declines, despite volume decreases, due to the buffer of pricier craft, imported, and premium offerings. Category shifts may be stunting prices. Import activity favors affordable Mexican beer, and craft acquisitions by larger companies, with production/distribution efficiencies, may lower costs. While beer remains the most popular ...

Bread and Baked Goods - UK

"In terms of health, the very strong performance of the 'bread with bits' segment provides cause for optimism, with these products aligning well with both positive nutrition and 'foodie' trends. Health-boosting herbs and spices can also play in both these spaces and – as yet largely unexplored in this market ...

Busy Lifestyles - Brazil

"As consumers look for ways to adopt healthy eating habits, combat stress, and make better use of their time, there are opportunities for brands and companies to create products and services that help them achieve these goals. Offering assistance in these areas will probably enhance consumers' appreciation and potentially improve ...

Baby Supplementary Food - China

"Baby biscuits and snacks are well embraced by parents among the baby supplementary food category, which makes them perfect entry products to attract potential users. It is important to emphasise the naturalness of packaged baby food, while products designed for developing babies' skills are important for babies aged 4-6 months ...

Beauty Online - UK

"Slow growth is anticipated for the online beauty market as consumers still trust in the physical. Online trust can come through guiding shoppers via clear and helpful navigation, as well as positive ratings from real users. Shoppers are wary of product recommendations from famous influencers, and appreciate the ability to ...

Black Consumers and Shopping for Groceries - US

"Product prices and selection are key drivers for where and when Blacks shop, but they are proud of their ability to maximize their budget while buying the brands and products they want on their list. Retailers that offer a pleasant atmosphere and convenience are included in their shopping routine, but ...

Brexit - One Year Later - Ireland

"The depreciation of Sterling since the UK's vote to leave the EU provides significant growth opportunities for the NI tourism sector post-Brexit. Operators could therefore look to invest in growing their capacity and developing their offering to attract more visitors from RoI and key overseas markets. Value-for-money messaging ...

Car Purchasing Process - China

"The decision-making process of affluent 25-29-year-old first-time car buyers lasts for less than three months. They are more willing to gather information from social networks and other unauthentic channels like livestreaming apps and second-hand car platforms than other car buyers. But to convince them, brands' official websites and WeChat accounts ...

Cheese - Brazil

“The market of cheese is maturing in Brazil. In recent years, it has felt the impact of the economic recession and the high production costs, with a drop in retail sales in volume, so in this scenario is important to educate consumers, showing them new possibilities of consumption. Products with ...

Cheese - US

“The cheese category is expected to continue on its course of slow, steady growth. Natural cheese continues to set the pace for the category, boosted by consumer interest in natural foods, increased snacking occasions, and the perception that natural cheese can be part of a healthy diet. For category competitors ...

Clothing Retailing - Europe

“Clothing retailing is changing. Consumers are becoming more demanding and too many well established retailers have failed to respond adequately. New dynamic retailers are developing to take their place – some online only, but others combining online and stores. Clothing retailers of the future will have to be much more ...

Clothing Retailing - Germany

“Clothing retailing in Germany is changing and that is seen most clearly in the poor performance of so many of the longest established retailers. A more fashion-demanding consumer is not finding what they want in the likes of C&A and looking instead to younger-oriented retailers, such as H&M and Zara ...

Clothing Retailing - Spain

“While clothing specialists continue to dominate the Spanish fashion market, consumers are becoming increasingly confident shopping online and some of the main players in the market are facing growing competition from pureplays, such as Amazon, Zalando and ASOS, which are expanding their product offering in Spain.”

– Tamara Sender ...

Cheese - UK

“A focus on meals and cooking will be important for future sales of cheese as its most popular carrier product, bread, is in decline. Promoting cheese as an indulgent snack offers another route for keeping cheese on the menu. Highlighting provenance, artisan cheese-making skills and different taste experiences offer possibilities ...

Cleaning for the Family - UK

“The continued blurring of gender stereotypes in society may be slow to manifest when it comes to family responsibilities, but coming years will see more of a balance between cleaning tasks conducted by mothers and by fathers. When it comes to keeping homes clean and hygienic, families still focus on ...

Clothing Retailing - France

“French clothing specialists are under pressure and the sector is undergoing significant structural change. Flat or falling spending has been compounded by the arrival of new international players, the rise of e-commerce, a keen focus on price and the arrival of new generations with different consumption habits. More and more ...

Clothing Retailing - Italy

“The Italian clothing sector is highly fragmented. But fashion is in the blood of Italians and spending on clothing has remained robust. Things are changing quickly – online and the fast fashion retailers are revolutionising how people shop. With the world at their fingertips, shoppers are increasingly choosy and retailers ...

Clothing Retailing - UK

“The way consumers shop for fashion is changing and their expectations are continuing to rise. In a tougher clothing market, it has become even more important for retailers to focus on standing out from the competition through a combination of better product, frequently changing collections, interesting stores, a seamless online ...

Cloud Computing - UK

“Cloud computing continues to grow strongly as more companies look to migrate IT activities, and early adopters increase the number of applications and processes using the cloud. Market penetration has considerable further potential, with both enterprises and SMEs increasingly adopting cloud computing solutions, which will be furthered as companies move ...

Consumer Attitudes towards Retail Home Delivery and Collection Services - UK

“Online retail shows no signs of slowing down and neither does the speed in which retailers are attempting to fulfil orders and how quickly consumers expect them to arrive. For leading players online, how they fulfil orders can be their defining quality, but there is evidence that speed is not ...

Consumers and the Economic Outlook: Quarterly Update - UK

“Consumers’ spending power is being hit by the squeeze on incomes as inflation continues to outpace average wage rises. In four of the last five months, people have been more likely to feel worse off compared to a year ago than to say that their finances have improved. This is ...

Content Consumption: TV and Movies - US

“The focus of both the mainstream press and much research on the video market is often negative, with projections of massive declines in pay TV subscriptions or losses to studio revenue as households subscribe to online services instead of buying individual movies. It is true that single transaction sales did ...

Dairy Milk - US

“Sales in the dairy milk category have declined since 2012 and are expected to continue this trend, as non-dairy milk gains momentum and consumers are faced with a myriad of nutritious, functional beverages to choose from. A bright spot in the category has been flavored and whole milks, especially among ...

Consumer Attitudes towards Beauty Services - China

“Relaxation and instant results are the perceived advantages of beauty services and should be further strengthened to compete against the rise of home-use beauty devices, which are considered better at saving time and being convenient to use. Perceptions of safety will be a key battle ground, with both markets achieving ...

Consumers and Direct Investment - UK

“Increasing numbers of people, from across the wealth spectrum, are choosing to invest directly rather than use an intermediary – and this trend is set to continue. Based on the findings of our consumer research, many consumers are planning to start investing over the coming year. Most of these expect ...

Consumers and the Economic Outlook: Quarterly Update - US

“The US economy remains strong and stable, maintaining most levels it held last quarter. Consumer outlook is still optimistic and positive, but differences in age and income level reveal different motivations for improving the current state of a consumer’s finances. Few predict that their financial situation will change much over ...

Current Accounts & Brand Loyalty - Ireland

“Despite the centrality of a current account to a consumer's financial life, it is not a product that provokes strong feelings or opinions. Rather, there is a distinct sense of apathy and inertia. Consumers don't feel any particular bond or connection with their provider, nor would they be ...

Digital Trends Quarterly: Online Security and Privacy - UK

“Although financial data being stolen is people’s biggest single online security and privacy concern, nearly one in 10 people rank personal information being used by brands for advertising as their top concern, and a

similar proportion cite government tracking of their activity. The fact that some people are choosing these ...

Dining out Dayparts - US

"Lunch and dinner are the key dayparts driving regular visitation, with lunch serving as the key weekday meal and dinner a core weekend meal. Millennials are driving less-traditional segments, such as snacking, happy hours, and brunch, and operators are striving to create menus that appeal to every daypart. With nearly ...

Estilo de Vida Ocupado - Brazil

"À medida que os consumidores continuam a procurar maneiras de fortalecer seus hábitos alimentares saudáveis, combater o estresse e aproveitar melhor o seu tempo, há oportunidades para que marcas e empresas criem ferramentas e recursos que os ajudem a atingir esses objetivos. Aqueles que podem oferecer assistência nessas áreas provavelmente ...

Eyeglasses and Contact Lenses - US

"The eyeglasses and contact lenses market is projected to grow 4.6% in 2017, reaching \$32.1 billion after rebounding from softer sales in 2016. Sales of prescription corrective eyewear continue to drive the industry, fuelled by an aging population and the limited appeal of corrective surgery. Efforts to digitize ...

Fast Food - China

"As food delivery has changed what convenience means, fast food brands need to establish other competitiveness than speedy services or convenient locations. Premiumisation is now the key word in the industry, whether in terms of food offerings, store designs or ordering and payment process. In particular, high quality ingredients are ...

Free-from Food Trends - US

"Consumers are largely embracing free-from claims on foods, but not all claims are perceived or accepted equally or for the same reasons. The broader trend is being guided by those seeking sustained overall wellness rather than addressing an immediate nutritional or

Domestic Tourism - UK

"Brexit has presented opportunities for the domestic market. The latest data suggests that 2017 has been a good year for domestic tourism. Although growth in overseas holidays has remained strong, there is a chance that many consumers will be willing to swap their overseas short breaks for cheaper UK-based ones ...

European Retail Briefing - Europe

This month's European Retail Briefing includes:

Facilities Management - UK

"Integrated facilities management companies are looking to leverage data gathering and analysis to add value to their services, retain greater loyalty, and move beyond the intensely competitive and margin-squeezed single service supply, with the cloud and mobile data revolutionising access to management information."

– Terry Leggett, Senior B2B Analyst

Foodservice in Retail - US

"A strong foodservice program has become a differentiator within the highly competitive grocery retailing industry. Retailers are positioning themselves as foodservice destinations, offering trendy dishes or partnering with growing restaurant concepts for restaurants within a store. The lines between retailer and restaurant are continuing to blur, presenting an opportunity for ...

Health Insurance - US

"The health insurance industry is facing many challenges due to questions about the future of the Affordable Care Act (ACA). In addition, consumers' satisfaction with their coverage is not very high, and the

dietary need. Allergen-free claims appear to be mostly niche ...

Healthy Lifestyles (Sugar & smoking focus) - Ireland

"Almost half of Irish consumers believe they are healthier than they were a year ago, indicating the trend towards healthier lifestyles across Ireland. However, obesity rates remain high and physical activity is low among Irish consumers. This reflects that healthy habits are hard to adopt and even harder to maintain ...

Hispanics and Shopping for Groceries - US

"In an increasingly competitive landscape, value-oriented Hispanics shop at a variety of store types in any given week. As each grocery retailer defends its turf, the challenge is to keep shoppers in the store longer and make them notice categories they typically associate with other stores. Creating product-store-value associations is ...

Home, Auto and Pet Insurance - Canada

"The rising cost of vet medicine coupled with market maturity will propel growth in the pet insurance industry in Canada."

– **Sanjay Sharma, Senior Financial Services Analyst**

Hotels in South America - South America

"A reviving South American economy should give the region's hotel sector a lift. The important news is that the continent's two biggest economies, Argentina and Brazil, which together account for well over two thirds of South America's economy, are pulling out of recession in 2017 and are projected to embark ...

India Outbound - India

"India's outbound market is flourishing amid a strong economic and political climate, which is enabling more Indians to travel, perhaps for the first time. At 1.2 billion, India has the second-largest population in the

influx of technology into health care is forcing insurers to rethink their definition of "insurability." As ...

Healthy Lifestyles - US

"The majority of adults (90%) consider their overall lifestyle to be somewhat or very healthy. However, perceptions differ from reality as few hold themselves to strict health standards while weight-related health issues, such as obesity and diabetes, continue to rise. Though many adults say they have made drastic changes and ...

Home Meal Replacement - Canada

"HMR's growth reflects an increase in the importance of convenience in how Canadians get and prepare their food. This Report examines consumers' usage and perception of HMR in the Canadian market, helping retailers identify opportunities in the space. This Report also explores what foods consumers are more likely to eat ...

Hot Dogs and Sausages - US

"Although a commonly purchased food, the hot dogs and sausages category struggled in 2017. Consumers perceive products in the category to be too processed and unhealthy. Brands can try to combat negative health perceptions with product reformulation and free-from claims. However, players in the category may do better to communicate ...

Ice Cream & Desserts - Ireland

"In 2018, the Irish ice cream and dessert market is forecast for further growth, despite the growing national obesity concern and a general healthy living trend witnessed in recent years. Although many accept this category as a sweet treat for indulging, innovation lies in developing 'healthier' options and catering to ...

Kitchens and Kitchen Furniture - UK

"Kitchens have become a home hub, used for cooking, eating, leisure activities and entertaining. This is driving

world, in addition to the fastest-growing economy in the world. The Indian economy is rapidly ...

Live Events - Canada

"Canadians are active attendees of live events, with many reporting having gone to at least one event in the past year. Availability to tickets is perceived to be an issue, with affordability and tickets selling quickly being cited as barriers preventing consumers from attending events. Positively for marketers, FOMO (fear ...

Luxury Cars - US

"Luxury brands will need to gain market share for growth in a stagnant market, and Millennials will be the key demographic for success. Brands will need to not only compete with each other but also compete with entry-level brands as they become increasingly sophisticated and advanced driver safety systems gain ...

Mobile Network Providers - Canada

"The market for mobile network providers has seen moderate growth in the past five years. Operators in the category are facing a changing environment of evolving technology and consumer preferences for mobile data as well as budget-conscious service plans. To retain customers and preserve an excellent reputation, service providers will ...

Premium Brands - UK

"Brands considered innovative tend to generate a stronger reputation for being worth paying more for among consumers, suggesting that being noted for innovation can help to add value not only to individual products, but also to the brand as whole. Investing in research and development can be a valuable tool ...

Private Medical Insurance - UK

"While the corporate market has advanced, personal contracts have lost ground as prices have continued to

a fashion for larger kitchens, often combined with eating areas, seating and patio doors opening to the garden. Consequently, households will invest to create a stylish room, enhanced with lighting, decorative touches and ...

Logistical Services - UK

"Businesses in the sector need to embrace new and innovative technological solutions to traditional challenges in order to reinforce business efficiency and remain competitive in an increasingly time-pressurised environment. Adopting new technologies can help move goods as efficiently as possible and companies could suffer if they fail to integrate new ...

Manned Security - UK

"The manned security market showed resilience in maintaining growth over the past year despite the wider climate of uncertainty. The custodial services sector remained the strongest performing area as it continued to benefit from public outsourcing, though it came under great scrutiny amid a number of front-page scandals about private ...

Movie Theaters - US

Movie theaters face stiff competition from other content providers for consumers' leisure time and dollars. However, total movie theater revenues are estimated to reach \$17.2 billion in 2017, representing a 23.1% increase from 2012-17. As ticket prices rise and theater menus expand, Mintel forecasts total movie theater revenues ...

Price Comparison Sites in Financial Services - UK

"Price comparison sites have struggled to emulate the success they have had within insurance in other financial markets. Now that regulators are looking to reduce the barriers to switching in the retail banking industry, aggregators should consider ways in which they can adapt to suit markets where many people are ...

Queijo - Brazil

"A categoria de queijos, que vinha em um processo de amadurecimento, sentiu o impacto da crise econômica e

rise. Expanding the market will remain an uphill battle in the current economic environment and as some potential customers consider topping up NHS services with private self-pay. Older Millennials represent a key target group ...

Renewable Energy - UK

“Renewables are set to continue to play an increasingly important role in UK electricity supply, but the deployment of more mature technologies, such as onshore wind and solar PV, is currently slowing significantly amid reduced government support. However, with costs rapidly falling, more mature technologies are expected to experience a ...

Solo Holidays - UK

“As living arrangements, social norms and lifestyles become increasingly diverse, and both men and women explore avenues for recreation and self-realisation as individuals, as well as members of a couple or family unit, the market for solo short breaks and longer holidays looks likely to expand. At the same time ...

Sportswear Retailing - China

“Sportswear retail sales are on the up, but are moving relatively slowly, competing as they do with other fashions, and the attention of consumers in a market limited by a significant number of people never or rarely getting involved in sports. To appeal to more people, including sports enthusiasts, sportswear ...

The Connected Consumer - UK

“The continued growth in consumer connectivity is impacting every stage of the transaction process, from pre-purchase information gathering to reviews and social media interaction. This has created strong opportunities for brands to communicate on a more personal, engaging level and offer relevant, timely information and promotions.”

– Adrian Reynolds ...

TV Viewing Habits - UK

dos altos custos de produção no seu volume de vendas nos últimos anos. Diante disso, para continuar amadurecendo é importante educar o consumidor, mostrando-lhe novas possibilidades de consumo. Benefícios extras como saudabilidade ...

Seasonal Shopping (Spring/Summer) - UK

“Despite a distinct lack of enthusiasm among UK consumers, the market value of the major spring/summer retail events continued to rise in 2017, with spending reaching an estimated £2.2 billion. The growth in consumer spending was driven by increased average spend per customer, with Valentine’s Day shoppers in ...

Spectator Sports - UK

“Live streaming shows growing potential to open spectator sports to a wider range of demographics, while stadium operators can turn to good old-fashioned atmosphere to help event attendance stand out from the leisure crowd.”

– David Walmsley, Senior Leisure Analyst

Still, Sparkling and Fortified Wine - UK

“There is clear consumer interest in seeing more wines from regions such as Eastern Europe and Asia. Operators may also benefit by tapping into interest in other formats like cans and pouches which are becoming more credible alternatives to bottles.”

The Role of Travel Technology in Tourism - International

“Keen to connect with an online marketplace of millions of prospective customers, many tourism enterprises have begun to explore the potential of new and developing technologies within the travel industry. The Internet and mobile platforms aside, those technologies that are garnering the most attention include: artificial intelligence (AI), augmented reality ...

UK Retail Briefing - UK

This month's UK Retail briefing includes:

“While mobile devices are being used more frequently to view TV, few people are using their smartphone to watch content outside of the home. The introduction of zero-rating data offers, such as mobile network Three’s Go Binge, while controversial, could significantly boost the ability of people to watch high-quality TV ...

Vacuum Cleaners - US

"Vacuum cleaners are a household staple, with most of consumers currently owning one and many planning to make a purchase within the next year. High penetration and long purchase cycles can challenge growth, but innovations that answer the need for convenience can encourage premium spending. In addition, improving maneuverability, enhancing ...

Water Filtration - US

Despite consumer interest in healthy living and concerns about water quality, the water filtration category declined 3% from the year prior, reaching estimated sales of \$785 million in 2017.

婴幼儿辅食 - China

“婴幼儿饼干和零食是深受父母喜欢的婴幼儿辅食种类，使其成为吸引潜在用户的理想入门产品。强调包装婴幼儿食品的天然性举足轻重，而有助培养宝宝技能的产品对4-6个月的宝宝至关重要。”

— 倪倩雯，食品和饮料研究分析师

快餐 - China

“由于外卖送餐服务已经改变了便利性的意涵，因此快餐品牌需在快速出餐或便利的地理位置之外打造其他竞争优势。无论是食物、店面设计，还是点餐和支付流程，高端化都是目前快餐行业的关键词。使用高质量食材是消费者最乐见的改变。”

— 陈杨之，研究分析师

葡萄酒 - China

Watches & Jewelry - US

"Mintel predicts temperate growth for the watches and jewelry market in 2017 and beyond. Since the last issuance of this Report, jewelry stores have slipped behind jewelry departments in terms of where people buy items, while Amazon has risen to the top as a primary competitor; the percentage of smartwatch ...

Wine - China

“The retail value market growth remains slow but is slight faster than its volume growth. Mid-range wines are triggered and could be the next big thing. This does not mean consumers are avoiding premium wine, but means trading up for quality is as important as value-for-money from consumers’ perspective. Online ...

对美容服务的态度 - China

“能放松和见效快是被访者认为美容服务所具有的优势，品牌应该进一步予以强化以抗衡崛起的美容仪器，后者被视为在省时和使用方便性上更胜一筹。安全认知将是双发角逐的主战场。目前，消费者对这两个市场的安全认知不分上下。”

— 金乔颖，研究副总监

汽车购买过程 - China

“高收入的25-29岁首次购车者做出购车决定花费时间不超过三个月。相比其他购车者，他们更乐于从社交网络和其他非官方渠道收集信息，如视频直播APP和二手车平台。但他们在做出最终购买决定时，品牌官网和微信公众号发挥着关键作用。他们会在这些信息平台和试乘试驾活动中关注那些能够展现其生活方式的科技特性，包括科技功能本身以及品牌呈现这些特性时的科技感。”

— 过人，高级研究分析师，中国

运动服装零售 - China

“中国葡萄酒市场的零售额增长率保持低迷，但仍快于销售量的增速。中档系列葡萄酒开始流行，未来大有市场潜力——这并非意味着消费者拒绝高档葡萄酒，而是说明消费者既看重趋优购买更优质的葡萄酒，也看重其性价比。葡萄酒商和零售商更紧密无缝地合作，线上购物渠道日益流行，都促进了这一趋势的加快发展。”

— 李蕾，研究分析师

这份报告将帮助您发掘机会，了解影响您所处市场的关键因素。我们可以让您即时获取市场分析和建设性意见。报告还将通过提供新颖的观点激发您的思维过程，从而挑战您的常规思维。