



## April 2011

### Digital Media Marketing in the Automotive Industry - US

This report explores the use of digital media marketing in the automotive industry. It provides insight into the external and internal factors affecting trends and technology innovations in digital media marketing and what they mean for future sales, promotional campaigns, and industry innovations. Specific questions that are answered in this ...

## February 2011

### Mobile Phones - US

This report discusses both smartphones and standard phones that are used primarily for portable communication through both voice and data. It builds on Mintel's *Mobile Phones—U.S., June 2010*.

### Online Banks - US

Online banking is by far the preferred method of banking in the U.S. A quarter of respondents to Mintel's consumer survey for this report say they have an account at an internet-only bank, but only 3% bank exclusively at online-only banks.

### Printers, Monitors and PC Accessories - US

This report explores the market for printers, monitors and PC accessories. It provides insight into the external and internal factors affecting printer, monitor and PC accessory sales, consumption, trends, and what this means for future sales, promotional campaigns and industry innovations. Specific questions that are answered in this report include ...

## January 2011

### Televisions - US

Despite the recession, the television market has enjoyed steady growth in unit volume as flat panels reached mainstream adoption over the last five years. However, stalling momentum in 2010 suggests that macroeconomic forces are finally catching up to the industry. Manufacturers are under pressure to generate new sources of premium ...

### PCs - US

Over the past few decades, PCs have transitioned from expensive tools found only in workplaces and universities to become an essential component of U.S. consumers' homes. Currently 82% of U.S. consumers live in households that own a PC, and more than 50% of these households own multiple PCs ...