

**September 2011**

## **Adventure Tourism in Africa - Africa**

Adventure tourism is one sector of the tourism industry that has experienced considerable growth over the last ten years. It thrives in destinations that have a low population density, in those places where there are large wilderness areas, and where natural landscapes lend themselves to activities such as trekking, rafting ...

## **Alternative Retirement Strategies - UK**

“Alternative retirement strategies are not typically regarded as a replacement to traditional pension-based savings, but as a way of providing additional income and greater flexibility for those saving for retirement.”

## **Blacks and Food: Breakfast, Baking, and Beverages - US**

According to the U.S. Census Bureau, the Black population will reach 42.1 million by 2015, an 11.7% increase from 2005. Black buying power is continually on the rise and is expected to climb to \$1.1 trillion by 2014. Higher education levels, and the resulting higher-paying jobs ...

## **Children and Obesity - US**

According to the National Health and Nutrition Examination Survey, as recently as 2008 nearly 17% of kids in the U.S. are obese, which is triple the percentage in 1980 and amounts to no less than an epidemic. There are myriad reasons for the catastrophic rise in obese kids, but ...

## **Construction (Industrial Report) - UK**

Industrial market reports from MBD industrial (a recognised authority in these markets) have added a new dimension to the breadth of research offered by Mintel. These industrial titles complement Mintel's

## **Airlines - UK**

“Flight costs look certain to increase in future, however there remain opportunities for airlines to increase revenue per passenger by addressing consumer demand for greater efficiency and segmentation.”

## **America's Pet Owners - US**

With estimated 2011 total U.S. pet industry expenditures of \$50.8 billion, pet owners are not afraid to spend on their pets, even during a challenging economy. This is not surprising considering that more than three quarters of pet owners think of their companion animals as members of the ...

## **Burger and Chicken Restaurants - UK**

“Developments in the wider fast food market have broadened the range of convenience/grab-and-go products available to diners. However, on the whole, the term continues to be synonymous with traditional players such as chicken/burger bars which are currently trying to provide healthier options without distancing themselves from their established ...

## **Civil Engineering (Industrial Report) - UK**

Industrial market reports from MBD industrial (a recognised authority in these markets) have added a new dimension to the breadth of research offered by Mintel. These industrial titles complement Mintel's existing consumer range, covering sectors such as building and engineering, and now featuring new business and professional/office sectors ...

## **Dark Spirits - Europe**

Dark spirits have been more affected by the economic downturn than white spirits. Declining consumption of alcohol and an older age bias are behind the steady decline in volume sales. Dark spirits are performing better in value terms thanks to high levels of

existing consumer range, covering sectors such as building and engineering, and now featuring new business and professional/office sectors ...

## Digital Trends Autumn - UK

“In effect the era of the PC as the dominant method of accessing the internet is coming to an end, with mobile devices where the accent is on content consumption in the ascendancy. Content creation will still be done on a PC, in the short term at least, but this ...

## Domestic Tourism - UK

“Essentially, the industry faces two choices concerning the adverse impact of the UK weather: counter it or embrace it.”

## European Retail Handbook - Europe

This is the 15<sup>th</sup> edition of the European Retail Handbook. Like its predecessors, it is designed as an affordable, practical and manageable reference work, unparalleled in the breadth, depth and quality of its coverage. This year, we have expanded coverage to include 36 markets, with the recent additions of ...

## Fitness Clothing - US

At the crossroads of sports, fashion and popular culture, the fitness apparel market boasts some of the best-established brands in the world. This report explores how the macroeconomic landscape, national fitness activity and demographic changes are shaping the market. It hones in on the recent performance, sales, branding and marketing ...

## Fragrances - US

The recent declines in the U.S. fragrance market slowed significantly in 2010 and estimates point to 2011 posting the first market increases since before the recession. Led by growth in the men's fragrance sector, which

premiumisation. The recent decline in horeca consumption ...

## Dips and Spreads - US

Like other food markets, the \$7.2 billion U.S. retail market for dips and spreads has been challenged by the economic recession and subsequent slow recovery. Dips and spreads are further challenged by market saturation. However, growing consumer demand for more exotic savory and sweet flavors, and a focus ...

## European Retail Briefing - Europe

European Retail Briefing is a monthly briefing providing news and analysis that includes company results, store openings, cross-border moves, M & A activities, executive changes and property developments. Additionally each month, European Retail Briefing focuses on a key issue or specific European retail sector. The month's retail news is ...

## Events, Activities and Festival Tourism - Ireland

Festivals and events are a dynamic part of the tourism sector and appeal to a wide cross-section of the population due to the wide-ranging nature of the genres and interests that they cover. Festivals also have a strong appeal for tourists, both domestic and from overseas. Tourism stakeholders and organisations ...

## Foodservice Green and Sustainability Initiatives - US

There is an ever-increasing awareness of the environmental impact of the foodservice industry. That coupled with a growing consumer demand for source-verified, sustainable food offerings has created opportunity for increased efforts by operators to “green-up” operations and menus, both to benefit the planet and to appeal to consumers who want ...

## Functional Food and Drink - UK

Estimated value growth of 32% over 2006-11 saw the functional food and drink market reach £785 million. The market has benefited from consumers' efforts to be healthy but it also continues to face some sizeable

surpassed sales of the women's sector for the first time in more than five ...

## Glasses and Contact Lenses - US

U.S. sales of eyeglasses, contact lenses and eye care products formed an estimated \$23.3 billion market in 2011. Sales growth is flat due to poor economic conditions, downward price pressure on complete pairs of glasses, and infrequent replacement of frames/lenses. OTC sales of reading glasses are the ...

## Hybrid and Electric Automobiles - US

Automotive manufacturers are greatly concerned about meeting the different government regulations pushing them towards green. In the U.S. Automotive Industry, CAFE is forcing automotive manufacturers to invest in alternative technology. CAFE standards are so influential on the automotive manufacturers that nearly every automotive manufacturer is producing an electric vehicle ...

## International Hotel Industry - International

**Insight + Impact** - Mintel's commitment to its clients is encapsulated in this simple formula.

## Kitchens and Kitchen Furniture - UK

"Today's consumers are seeking a stylish solution to kitchen design, but also one which is clever in terms of storage and ways to organise the space in the room. Suppliers have been responding to these demands by continually releasing new styles and designs. They have also been adding in greater ...

## Magazines - UK

"Initial hope and hype that the iPad might prove to be the saviour of the magazine industry has been replaced by a healthy dose of realism. However, there is a growing belief, supported by Mintel's exclusive

challenges. There is a debilitating level of consumer cynicism towards functional health claims and 75 ...

## Hispanic Diet - US

The Hispanic population is large and growing (50.5 million and projected to be 58.9 million by 2015), young (nearly 50% of Hispanic households have children under 18), and represents significant buying power (purchasing power projected to reach more than \$1.4 trillion by 2013). This report looks deep ...

## In-store Bakeries - US

This report focuses on retail in-store bakeries (ISBs) in U.S. supermarkets and supercenters. Mintel estimates that this market will reach a sizable \$12.4 billion by the end of 2011. To funnel consumers into stores, retailers are placing increasing emphasis on providing shoppers with a range of offerings. In ...

## ISAs - UK

"ISAs are the best of a bad bunch in terms of saving and investing options for consumers at present. The low interest rate and high inflation environment makes saving whilst protecting the real value of the money a difficult job, however cash ISAs offer an excellent short-term savings option and ...

## Literary Tourism - International

Literary tourism is often described in different ways – perhaps because it embraces so many aspects of the tourism industry – from cultural activities and attractions to arts festivals and 'literary' destinations such as Paris, London and New York. In 2004, the United Nations Educational, Scientific and Cultural Organization (UNESCO ...

## 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

consumer research, that the crucial 16-34 age group is more willing to spend money ...

## 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 ...

## Media Content On the Go - UK

“The once-obvious usage scenarios for particular devices are becoming ever more blurred. Portable media players have seen slower rates of take-up as multifunctional smartphones became more popular and cannibalised their market share. Tablet computers replicate to a large extent the features and functions of laptops, especially when considering the streaming ...

## Men's Fragrances - Europe

The big 5 European markets for men's fragrances put on varying performances in 2010. While France, Italy and Spain failed to return to growth after the economic recession, Germany and the UK managed to post value growth. The Brits were particularly keen to escape the harsh economic reality by treating ...

## Oil Change Retail - US

This report provides insight into the different factors that influence those who work and do not work on their vehicle themselves, and how it influences the retail sector. This report also covers factors influencing trends in consumption and how different campaigns and innovations will affect sales in the automotive parts ...

## Over-55s' Eating Habits - UK

“With health a concern and a priority for the ageing population, NPD which focuses on added benefits eg cholesterol-lowering spreads, as seen in functional food products such as Benecol would appeal to this group and could be a means of generating interest in new food products.”

provide for their families. Today's fathers prioritise working over family ...

## Meat-free and Free-from Foods - UK

“Meat-free food is criticised by two in five consumers for being artificial, bland and boring, yet the level of innovation in the category suggests the market is constantly evolving. Increased investment in above-the-line spend is necessary to communicate these improvements to consumers, while ongoing focus on new product development is ...

## Men's and Women's Fragrances - UK

“The men's fragrance market lags behind women's both in terms of product use and market size. This, in part, may be explained by the strength of the body spray category since such items are, in general, considerably less expensive than eau de toilettes and aftershaves and so keep the market's ...

## Men's Toiletries - US

Despite the fact that unemployment numbers are still high (9.1% as of September 2011) and household income is down in the U.S., interest in the men's grooming market is not waning. U.S. retail sales are estimated at \$2.4 billion in 2011, with deodorant/antiperspirants leading the ...

## Online Grocery Retailing - UK

“Some 13% of adults have never shopped online, but would like to, making for a sizeable pool of opportunity in the short term. There is also marked potential to grow sales among established users, with nearly one in three online shoppers spending less than 10% of their total grocery budget ...

## Pet Supplies - US

The pet supplies market has performed well in the challenging economic climate of the last several years, posting steady yearly gains between 2006 and 2011. Driving these results is most likely the central role that pets play in their owners' lives and the increasingly pervasive view among owners that pets ...

## Pizza - Europe

“Sales of pizza grew in the Big 5 throughout the review period with the one exception of France. Actual innovation, however, remains undynamic. Different toppings allow for easy innovation: the German market has definitely benefitted from this, even introducing ethnic flavoured pizza. However, genuine, market changing innovation is still lacking ...

## Prepared Meals and Meal Kits - Europe

“Prepared meals and meal kits seem to fit in perfectly with the lifestyle of today’s consumer. They are quick, convenient and hassle free, and so appeal to time-pushed consumers. They are an excellent alternative to restaurant meals, fitting in with the cocooning trend brought on by the economic recession. However ...

## Quick Service Restaurants - US

The recession may be officially over, but the recovery is proving to be nearly as challenging for quick-service restaurants (QSRs). Though QSR sales are expected to be up 3.3% from 2010-11, unemployment remains high, which drives more consumers to QSRs’ lower prices, but also limits how much consumers have ...

## Retirement Planning - Ireland

The global financial crisis has created unprecedented uncertainty for consumers on the Island of Ireland to plan for retirement. All stakeholders are faced with the quandary – ‘where best to invest’. Further to this consumers are finding themselves with less and less money after they pay their bills, leaving them ...

## Specialty Foods - The NASFT State of the Industry Report - The Market - US

Specialty foods are broadly defined for this report as products that have limited distribution and a reputation for high quality. These items continue to gain in popularity—and are easier to find in all kinds of outlets—as the American consumer has developed a more sophisticated and discerning palate.

## Premium and Affluent Banking - UK

“For premium accounts, qualifying for the account itself is a benefit: there is a feelgood factor to be had from knowing that you’re affluent enough to merit special treatment. For some, it will be the most valuable benefit of all, even though it costs the bank nothing to provide, and ...

## Private Label Beverages - US

Private label beverages have performed relatively well in recent years as Americans turned to the category in search of value. However, it is also apparent that the category faces stiff competition from branded beverages and the global beverage giants that spend hundreds of millions a year to promote their brands ...

## Residential Mortgage Lending - US

Since 2006, the U.S. housing market has lost more than 30% of its value, reducing consumers’ home equity wealth by more than \$7 trillion. That has made it difficult for people to buy new homes or to refinance existing debt, despite the lowest interest rates in decades. Until home ...

## Shopping for Children's Clothing - US

The children’s clothing market has proven to be relatively recession resistant. Despite consumers’ reining in spending to reduce family budgets, many parents opted to hold off on purchases for themselves to continue spending on their children—but with a more cost-strategic and price-sensitive approach to buying clothing for their kids. As ...

## Spirits: The Consumer - US

This report covers the spirits market, specifically the consumer, building on *Spirits: The Consumer—U.S., August 2010*.

## Sports and Energy Drinks - UK

“There is likely to be increasing price-competition between brands within the energy/sports drink category, especially with recent entrants such as Monster and Relentless retailing at competitive prices, and an opportunity for more premium own-label variants as the market becomes more reliant on the major multiples.”

## Televisions - UK

“Some 57% of TV owners have purchased a new television in the past two years despite the recession, encouraged by the 2010 World Cup as well as the digital switchover. Television sales will be muted for the remainder of this year, as economic recovery remains rocky. The London 2012 Olympics ...

## Toilet Cleaning and Care - UK

“Underpinning the strength of the market is the large and growing number of toilets in UK households and the strong desire among consumers to maintain high standards of toilet care. The market has some strong brands, but the leading three brands in specialist toilet care are facing increased competition during ...

## Vitamins and Supplements - UK

“Over a half of adults do not take vitamins and supplements as they feel they get all the vitamins and minerals they need from their diet. Perhaps supplements manufacturers could expand their brands into foods such as vitamin and mineral enhanced cereal bars and yogurts in order to boost usage”.

## Women's Fragrances - Europe

European value sales of women's fragrances were negatively affected by the economic recession, with consumers placing increasing emphasis on value for money and cutting their spending on prestige offerings. During 2010, however, women started to return to their pre-recessionary spending habits, taking value sales back to growth. While France remains ...

## Supermarket Retailing - Ireland

The supermarket retailing market has faced its share of challenges since the recession hit in 2008, with consumer spending patterns shifting, production prices increasing and a more competitive environment. However, the downturn has also provided supermarket retailers with a number of opportunities for growth.

## Toilet Cleaning and Care - Europe

“Toilet care products are essential items and enjoy high usage rates. However, the economic recession has hit consumers hard, and in turn market value has suffered. According to Mintel research, in all the Big 5 European countries except France, promotional offers are now regarded as a more important purchasing factor ...

## UK Retail Briefing - UK

UK Retail Briefing is a monthly briefing providing news and analysis that includes company results, store openings, cross-border moves, M & A activities, executive changes and property developments. Additionally each month, UK Retail Briefing focuses on a key issue or specific UK retail sector. The month's retail news is then analysed sector by ...

## Watches and Jewellery Retailing - UK

“There are numerous factors at play which are encumbering the growth of the precious metal jewellery sector. The volatility of the price of gold, the declining rate of marriage and intensifying competition from costume jewellery are all challenges that the market faces. These are compounded by the gloomy economic outlook ...