

October 2009

Licensed Merchandise - US

“The Great Recession” may be nearing an end, but it has already impacted most segments of the licensed merchandise industry. Categories as diverse as character merchandise and licensed sports merchandise have been affected by the subtle changes in living and spending patterns that have been observed in virtually every facet ...

Exercise Trends - US

Only a small percentage of Americans meet the Centers for Disease Control and Prevention’s weekly recommendations for exercise—150 minutes of moderate intensity aerobic activity for healthy adults plus muscle strengthening two days per week—and this lack of compliance shows that there are significant opportunities for companies in the exercise category ...

September 2009

Star Power - US

As companies cut their marketing budgets amid recession and many others review their strategies carefully, it is becoming increasingly important to review the influence of star power and celebrity spokespeople.

August 2009

Attitudes toward Traditional Media Advertising and Promotional Marketing - US

The advertising industry is facing one of the most challenging environments in decades. Most forms of traditional media have been forced to re-examine their business models under pressure from the economic recession and the adoption of disruptive technologies. In this report, Mintel looks at how the rules of the game ...

Character Merchandising - US

The recession has had an extremely detrimental affect on the character merchandising industry, with estimated retail sales of \$8.5 billion in 2009, a 28% decline from the level observed in 2007. Given the current climate, it is especially important for character merchandisers to examine other possible streams of revenue ...

July 2009

Movie Theaters - US

While the recession has been bad news for most sectors of discretionary spending, revenues from domestic box offices have seen a large boost in early 2009. For the first time in years, theater operators find themselves in the position to take advantage of a potential trend reversal. In this report ...

June 2009

Leisure and Entertainment - USA

Health and Fitness Clubs - US

Revenues and memberships for the US health and fitness club industry continue to show growth on the surface, but a slowdown in real dollar growth belies a looming decline in industry demand. New downward pressure on average revenue per member comes from the nation's economic recession, as health clubs prepare ...

Leisure Travel - US

As noted in Mintel's *American Lifestyles—U.S., January 2009*, millions of Americans have made subtle changes to their lifestyles as a result of the recession. While Americans continue to travel in relatively large numbers, many are making greater efforts to locate travel bargains before purchasing while others are taking shorter ...

Weddings in the Recession - US

Mintel examines the impact of the recession on wedding plans from the engagement to the vows and delivers a detailed list of how couples are swapping or trading-down in order to make ends meet. This study also reveals how non-traditional businesses can make inroads towards the bridal market as a ...

May 2009

Alcohol Consumption in Bars and Restaurants - US

This report comes at a time when the bar and restaurant market is in flux, with Darwinian tactics elevating those that can be successful to the forefront of the pack. This report evaluates the current state of alcoholic beverage consumption at bars and restaurants, with a focus on what's driving ...

April 2009

Theme Parks - US

The domestic theme park industry has enjoyed several years of growth but is hitting a bump in 2009 with the global recession and cutbacks on vacation spending. Theme park operators have kept busy not only with new rides and attractions, but also with aggressive new pricing promotions. In this report ...

Market Re-forecasts: Leisure and Entertainment - US

Mintel has undertaken some bold initiatives that provide crucial insight into current market conditions and approaches to a range of markets moving forward. Most dramatically, Mintel conducted an exhaustive re-evaluation of consumer market forecasts of our reports.

March 2009

Family Entertainment on a Budget - US

Recorded Entertainment - US

The market for recorded entertainment has been on the decline since 2003, thanks largely to the advent of digital download technology and increasing broadband

Leisure and Entertainment - USA

Notwithstanding the deep recession, Americans are still spending on family entertainment. Yet they are more judicious and discerning in their spending, increasing it for some entertainment products and services, and decreasing it for others.

penetration. The landscape is constantly evolving, as brands try to reinvent themselves and extend into newly emerging market sectors such as digital movie downloads. In this ...

January 2009

Entertainment Venues - US

This report explores the entertainment venue market in the U.S., with a focus on the leading concert promotion companies, providing insight into the external and internal factors that are affecting future sales growth and industry innovations. Specific questions that are answered in this report include, but are not limited ...

Social Networking - US

Social networking sites are one of the most important components of online activity in the 21st century. The popularity of both broadband internet and smart phones increases the penetration of social networking sites. It is also clear that in upcoming years new media marketing, particularly on social networking sites, will ...