

December 2011

Canadian Mass Affluents - US

Canada may be a small country in terms of population, but a relatively high percentage of them are quite affluent. About one-third of Canadian households earn C\$100K+, and 22% earn C\$150K+. An outsize percentage of the most affluent are new immigrants, mainly from Asia, who are driving population ...

November 2011

Marketing to the Mass Affluent - US

The effects of the economy on the mass affluent have been both psychological and behavioral. Certainly the prolonged recession and high unemployment rates have made many people pessimistic about the future of the economy, and the mass affluent are no different. The state of the economy has mass affluent investors—like ...

Premium Credit Cards - US

Prospects for premium credit cards look more positive than they have in many years. The surge in borrower defaults has dropped sharply, increasing issuer profitability. New government limits on debit card swipe fees make credit cards much more attractive for consumers to use. As a result, competition in the market ...

Baby Boomers Across Seven Categories - US

Companies must have a clear understanding of the Baby Boomer demographic in order to market products and serve their needs better. Mintel has compiled information from multiple Oxygen reports and Mintel Inspire to give you a holistic view of today's Baby Boomer consumer.

October 2011

Property and Casualty Insurance - US

Property & Casualty Insurance—US—October 2011 focuses on the industry's reaction to an increasingly price-driven and competitive market. The shifts in market share between the more traditional insurers and those focused on price advantages are discussed, as is the move away from agency writers to direct writers as more customers use ...

Retirement Planning - US

The retirement planning industry is in a state of flux. For the past several years, much of the focus has been on Baby Boomers and helping them save enough to retire. Now that they are beginning to retire, the Baby Boomer focus is less on accumulation than it is on ...