

July 2010

Marketing to Millennials - US

Millennials, the children of the Boomers, are the next generational bulge, and as they move through their career stages, the impact of their buying power will reflect their numbers and be immense. Tapping into this generational segment as they begin their adult lives is important for brands hoping to establish ...

April 2010

Consumer Attitudes Toward Luxury Goods - US

The poor economy has influenced US consumer attitudes and their purchasing behavior for all consumer products and services. The word luxury is used so often that its meaning has become diluted. The terms affluent luxury and aspirational luxury are also blurring as premium brands trade down and mid-priced brands trade ...

March 2010

Automotive Sponsorships and Lifestyle Marketing - US

Automotive sponsorships can drive sales, according to Mintel's exclusive consumer research, so automakers are advised to leverage this marketing tactic to their advantage. However, doing so requires an understanding of what appeals to consumers.

Active Lifestyles - US

According to the Centers for Disease Control, roughly one third of the American population is considered obese. Obesity and related health issues are having a profound effect on the overall population, as well as with individuals struggling with weight issues. At the same time, it is almost impossible to separate ...

Social Networking - US

Online social networking is expanding. In December 2009, there were 248 million unique monthly users on the top eight social networking sites (SNS) in the US, an increase of 41% from January 2009. Mintel finds that 61% of internet users have a profile on at least one SNS, up from ...

February 2010

Green Living - US

Marketing to Moms - US

Before the beginning of the recession, the “green” marketplace was one of the fastest growing sectors of the US economy. Though economic factors have slowed growth in this sector, consumers remain committed to green shopping. In this report, Mintel examines the size, scope, and growth of the “green” consumer marketplace ...

The well-established notion that moms control or strongly influence most of a household’s spending is taking on even greater significance as the Great Recession continues to motivate American families to re-evaluate what’s truly important in their lives. Understanding moms’ perspectives and priorities has never been more important to brand marketers ...

January 2010

American Lifestyles - US

A variety of measures indicate that the economy did not significantly improve in 2009, as many had hoped. Unemployment rose steadily throughout the first three quarters of 2009 and reached a 28-year high of 10.2% in October. Consumer confidence climbed from the unprecedented lows observed in Q1 but remained ...