

December 2012

Marketing to Baby Boomers - US

“Boomers face a host of financial challenges as they near retirement, which these may cause them to postpone as they build up funds. Boomers are using their resources to care for aging parents and adult children. Increases in human longevity necessitate greater funds to prevent outliving resources while increases in ...

November 2012

Marketing to Teens - US

“Expecting to catch any significant volume of time from a teen is unrealistic as they bounce between media, and as a result companies that recognize and embrace the transient nature of teens’ attention will be best placed to engage with this audience. However, at the same time, an environment of ...

Diet Trends - US

“The diet industry is expected to do well in light of the current obesity epidemic. However, with sales of certain products down, consumers are turning to products that provide long-term wellness solutions rather than a quick fix. Diet brands poised to help consumers make lifestyle changes will be effective.”

The Golf Consumer - US

Participation in golf has been steadily declining since its peak in 2003. While the economic recession foots some of the blame, the fact that annual rounds had been declining prior to the downturn indicates a loss of interest in the sport itself. As with most leisure activities, a lack of ...

October 2012

Exercise Trends - US

“The recession caused many Americans to reevaluate how they were spending their money. One of the things to be cut was usually gym memberships or workout plans. Consumers adopted ways to save money on fitness and have carried these practices through into recovery. Additionally, consumers continue to seek new and ...

Marketing to Kids - US

“The primary concern for any marketer targeting kids is that they do not inadvertently offend parents or children’s advocacy groups with cleverly designed campaigns that may be deemed ‘too effective’ or exploitative of impressionable kids—particularly for products that are not seen as beneficial for kids. Aside from this key issue ...

Cooking Enthusiasts - US

“Cooking at home is an activity that many Americans have accepted as a part of their weekly routines. However, despite being interested in taking an experimental approach to cooking, most are likely to

stick to what they know. The key to increasing overall enthusiasm for cooking is likely to lie ...

September 2012

Marketing to Pet Owners - US

Pet ownership in America is widespread, with 64% owning any pet. Being a pet owner often means more than providing the basic necessities for an animal. In fact, Mintel finds that pets are considered members of the family to nearly nine out of 10 pet owners; however, this view is ...

Attitudes Toward Corporate Social Responsibility - US

Corporate social responsibility (CSR) has evolved from its origin of a suggestion that corporations earmark a portion of their profits to put toward philanthropic initiatives, to becoming a basic component of the way that many companies operate their business. Along with increasing financial status, many companies now address social and ...

August 2012

Marketing to Millennials - US

Millennials are taking increasingly prominent roles as consumers and in the workforce, and in so doing have captured the attention of retailers, employers and government officials who are growing more cognizant of these young consumers' preferences and overall market potential. Millennials are in large part the driving force behind incorporating ...

July 2012

Buying the Family Car - US

According to the U.S. Census Bureau there were over 115 million households in the U.S. in 2011 and this number is growing. As most households need a vehicle that can accommodate the many needs of a family, how automakers market family cars is crucial to their ability to ...

Living Online - US

Over a relatively short period of time, internet use has steadily evolved from a mere curiosity for many, and an interest for only the tech savvy, to a mainstream tool for news, research, communication, transactions and entertainment.

June 2012

The Budget Shopper - US

Popularized during the height of the recession, the term "budget shopper" referred to a consumer who was struggling to make ends meet by scrutinizing costs, weighing out the pros and cons of nearly every purchase, and making spending cutbacks wherever possible.

Marketing to Sports Fans - US

Sports continue to be a staple of American culture that attracts fans of each gender, all ages, ethnicities, and backgrounds. Sports fans have largely come to show their enthusiasm for professional and college-level athletics in two principle ways—by developing

Although the recession officially ended in 2009, consumer attitudes ...

allegiances to specific sports stars and teams, as well as a ...

May 2012

Social Networking - US

Global sales of ads on Facebook alone grew 69% in 2011, reaching \$1.7 billion in the U.S., and are expected to reach \$3.7 billion in 2012. The leading network also reported 37% growth in ad sales in the first quarter of 2012, based on its increasing membership ...

April 2012

Marketing to the Green Consumer - US

Improving economic conditions indicate that demand for green and sustainable products will grow in 2012. During the recession years (2007-09) and the subsequent slow recovery, the green consumer base stagnated as financial concerns outweighed environmental concerns. However, current macroeconomic data shows that a reversal of fortunes may be in the ...

March 2012

Marketing to Dads - US

Dads are playing a more active role in many aspects of family life once considered to be the exclusive domain of moms. While the recession can be credited for some of the blurring of gender roles, it is also the result of a longer-term, generational shift in attitudes and expectations ...

Planned At-home Events - US

Considering that more than six in 10 respondents to Mintel's survey say they've planned and hosted at least one winter holiday dinner at their home within the past three years, and more than half have hosted an adult event (eg, a dinner party or adult birthday party), are indicators that ...

Marketing to Moms - US

For today's moms the pressure to "do it all" is as strong as ever. Not only are they more likely to be primary earners in their households, they continue to hold primary responsibility for most parenting duties and household upkeep. As they try to balance the many priorities in their ...

February 2012

Single Lifestyles - US

With fewer Americans marrying overall, those who do so are waiting longer to wed, and with an increasing divorce rate among older marrieds, singles are a growing population to consider in product positioning and marketing decisions.

The Photography Consumer - US

This report covers the use of dedicated cameras, camcorders and digital frames, as well as the use of smartphones and tablets for taking photos. Coverage includes a comparison of photo and video usage in multi-function devices versus dedicated devices. The role of video features on digital still cameras is also ...

January 2012

Gluten-free Foods - US

The retail gluten-free food market has grown to an estimated \$6.1 billion in 2011. While this figure includes all food labeled gluten free (including products that are inherently gluten free such as scallops or tomato sauce), sales of gluten-free food products that are alternatives to gluten-containing, grain-based products (e ...

American Lifestyles - US

In 2012, America is a country facing steep challenges. The economy still tops the list of personal concerns, but a range of other difficulties directly affect businesses across a spectrum of categories. Continuing high unemployment, declining median household incomes, decreasing disposable income, and listless consumer confidence are all factors contributing ...

The Drug Store Shopper - US

Retail sales at drug stores grew by 3.6% in 2011, reaching \$230 billion, and are expected to increase by a further 5% in 2012. Growth is driven by the aging population, rising levels of obesity and obesity-related illnesses and conditions such as diabetes and heart disease. As these groups ...