

### June 2010

#### Prepaid and Gift Cards - US

Although slowed somewhat by the recent recession, the gift and prepaid card business is starting to gain momentum again and is forecast to continue to show continued strong growth. Demographic trends in the United States are also benefiting the industry. The large number of un- and underbanked households in this ...

#### Annuities - US

This report discusses consumers' awareness and ownership of annuities, as well as perceived benefits and disadvantages when compared to other types of retirement savings products. Key trends are emerging in the industry because of the economic crisis. Because of this, marketing messages must do a good job of simplifying communications ...

### May 2010

#### Canadian Banks and Credit Unions - US

This report builds on several previous Mintel studies, including *Canadian Credit Cards – September 2009*, *Canadian Banks and Credit Unions – May 2008*, *US and Canadian Credit Unions – May 2007*, and *Canadian Banking – January 2007*. It examines the trends and opportunities within the Canadian financial sector. It also ...

#### Social Networking and Media and Financial Services - US

Online social networking usage is expanding rapidly. According to Mintel's proprietary consumer research for this report, 57% of internet users now have a profile on at least one social networking site, up from 41% a year ago. More than half of social networking site users visit these sites daily. It ...

### April 2010

#### Brand Perceptions of Financial Services Companies - US

The landscape for financial services providers has changed radically in the last few years. Although "big bank" conglomerates are still the dominant channels that the majority of consumers turn to for financial products and services, consumers are increasingly interested in purchasing financial products and services from institutions that they consider ...