



June 2011

Gift Registries - US

The U.S. gift registry market is driven by a range of factors, most notably the number of weddings and childbirths in the U.S., although the rate of marriage has been in decline in recent years and the birth rate has remained static. Furthermore, the market is beset by ...

Back to School Shopping - US

Back to school (BTS) shopping is an important time in the lives of millions of kids and parents and a season in which companies around the country launch innovative marketing campaigns, as well as new clothing fashions and school supplies. As such, it is important for BTS marketers to explore ...

May 2011

Attitudes Toward In-store Promotion at FDM Outlets - US

During the recession, consumers honed their discount shopping skills, using digital deals, traditional coupons and in-store sales to get the best prices. Although the recession is over, the down economy is still affecting buying behavior and now, with gas and food prices on the rise, the search for the best ...

April 2011

Beauty Retailing - US

The color cosmetics and facial skincare categories continued to grow through Q4 2010 despite the slow economic recovery, but these segments are not recession proof. Unemployment was still high and consumers remained careful about spending. The retailers that reported the strongest performances were the ones that combined savvy merchandising and ...

Green Marketing - US

The number of consumers whose shopping or investing decisions are influenced by corporate behavior continued to grow in 2010. Despite ongoing financial pressures, consumers remain committed to ethical and green shopping.

Attitudes Toward Convenience Store Shopping - US

The convenience store industry is becoming more complex, increasingly facing competition from a number of other types of retailers, fast food restaurants and even financial service providers. The vast majority of convenience stores (c-stores) rely on gasoline sales—and indeed many consumers cite in Mintel's custom consumer survey conducted for this ...