

**May 2012**

## Adventure and Outdoor Tourism - Ireland

In both 2009 and 2010, Ireland has been ranked in the Adventure Travel Trade Association's Adventure Tourism Development Index as one of the top ten developed countries in the world with the potential to become a major adventure tourism destination. The natural environment of Ireland is suitable for a wide ...

## Automotive Innovation - US

The pace of automotive innovation continues to accelerate as car makers compete to remain competitive in an increasingly connected and digitally capable environment. New car sales have increased by over 10% for two consecutive years and the average age of vehicles in operation is at a record high level of ...

## Bottled Water - UK

"Awareness of the importance of staying hydrated has grown, with more than half of consumers saying that this is an influencing factor when drinking bottled water, either in or out of the home, but there remains a need to remind consumers to increase their consumption."

## Canadian Mobile Payments - US

The Canadian mobile payments market has been relatively slow to develop compared to other developed countries. To date, mobile payments, broadly defined, have been mainly centered around contactless credit and debit cards using near-field communications (NFC), although the technology is slowly migrating to mobile phones. This migration is likely to ...

## Charitable Giving - UK

"Even though charities are facing the perfect storm of public funding cuts and poor returns on investments, more aggressive canvassing alienates potential donors. Increased transparency of operations and an open conversation about how the donations are spent would result in more converts."

## Construction (Industrial Report) - UK

## Attitudes to Advertising - Ireland

The year 2012 continues to see traditional media losing ground to newer media, with Irish consumers increasingly exposed to web-based advertising, in turn lessening the effectiveness of TV and print advertising.

## Beer - China

"China represents the world's biggest beer market, but it is still growing much more rapidly than other developed national markets, and its importance to the global beer industry is evidenced by the increasing significance placed on China by the world's leading beer companies. The growth potential of the market is ...

## Bottled Water - US

In 2011, bottled water sales are estimated at \$12.1 billion, which is 3.1% growth in dollar sales over 2010. The market is beleaguered with a number of issues including attrition from some of the key consumer groups such as blacks, Hispanics, and teens; growth of cheaper-priced private label ...

## Car Purchasing Process - UK

"The much expected recovery of the new car market following the recent recession has failed to materialise. Cautious consumers have in many cases opted to delay the purchase of a vehicle or buy used. For manufacturers and dealers, the result is ever more intense pressure to ensure that they fully ...

## Chocolate Confectionery - China

"Chocolates are still very much regarded as a foreign product to Chinese consumers, despite the fact that chocolates have existed in China for many years. There are still people in the country that have not tasted a real chocolate, let alone gourmet chocolate. Average consumer incomes have risen in recent ...

## Cough and Throat Remedies - US

Industrial market reports from MBD industrial (a recognised authority in these markets) have added a new dimension to the breadth of research offered by Mintel. These industrial titles complement Mintel's existing consumer range, covering sectors such as building and engineering, and now featuring new business and professional/office sectors ...

## Critical Illness and Income Protection - UK

"There are a number of key challenges currently facing the protection industry. Providers will have to carefully position their products and brands in order to maximise the opportunities that lie ahead, such as the RDR, and to mitigate the potential pitfalls, such as those associated with Solvency II."

## Digital Cameras - UK

"As newer technology continues to improve the specifications of top-end equipment, these measurements will become meaningless to consumers best served by less expensive, middle-of-the-field devices. Camera manufacturers must choose to either invest in a web service that complements captured photos or video, or to focus on including new, innovative hardware ...

## Electrical Goods Retailing - France

Eurostat estimates France saw real-terms GDP growth of 1.7% in 2011, although this is expected to slow considerably, to 0.4% in 2012. Previous French government forecasts had been around 1.75% for 2012, indicating the impact of the eurozone crisis.

## Electrical Goods Retailing - Italy

Putting aside Italy's current financial predicament, the country has fundamental problems in terms of productivity and competitiveness, dragged down by small family companies, entrenched interests and closed-shop professions. The business landscape is dominated by small businesses, which have remained in family ownership and failed to expand, and this has resulted ...

## Electrical Goods Retailing - UK

The incidence of suffering from a cough or sore throat becomes elevated during more severe cold and flu seasons. As a result, fluctuations in market sales correspond to the severity of flu seasons. The cough and throat remedies market is also driven by other factors, including key demographics such as ...

## Dairy Drinks, Milk and Cream - UK

"Strong endorsement of regional products, particularly among higher-earning households, suggests this is a powerful way to engage with users and build loyalty based on provenance rather than price."

## Electrical Goods Retailing - Europe

In euro-denominated terms, consumer spending on electrical goods across the countries covered by this report (excluding Switzerland) fell by an estimated 0.3% in aggregate in 2011.

## Electrical Goods Retailing - Germany

Germany has seen the strongest economic recovery in Western Europe, with 3.0% real-terms growth in 2011. Th

## Electrical Goods Retailing - Spain

Spain has been one of the weaker economies in Europe since the global financial crisis in 2008. While four consecutive quarters of economic growth have been recorded since the final period of 2010, the last quarter of 2011 slipped back into negative territory as world trade slowed and the impact ...

## Equity Release Schemes - UK

“The electricals sector is heading for further major changes. John Lewis and Currys are showing how it is possible to compete effectively against pure play online retailers, Amazon shows how an online retailer can prosper through the excellence of its fulfilment processes. But we are not convinced that a price ...

## European Consumer Lifestyles - Europe

This is the first in a series of nine reports analysing consumer data from four European countries – France, Italy, Spain, Germany.

## Facial Skincare - US

The U.S. market for facial skincare products is driven overwhelmingly by women, who report using facial skincare much more than men, who themselves are much more likely to maintain a daily regimen of merely soap and water as opposed to facial cleansers, toners, and assorted other specialized products. The ...

## Frozen Snacks - US

The \$1.6 billion frozen snacks market has been steadily growing during and after the recent recession, oscillating with food price increases, suffering to some extent from the unhealthy stigma associated with frozen products, and suffering from a lack of innovation. However, the versatility of frozen snacks, coupled with increased ...

## Healthy Dining Trends - US

Healthy dining initiatives have come to a head as consumers are demanding greater transparency from restaurants in terms of ingredients, processes, and preparation. These desires have been driven in part by the economy, calorie disclosure laws, wellness initiatives by associations, rising obesity rates and other health problems, as well as ...

## Household Polish and Specialist Cleaners - UK

“Owning a number of brands within household cleaning offers benefits when it comes to new product

“On first glance the recent downward trend in equity release sales suggests a market in decline rather than one with significant potential for growth. However, on closer inspection there are some positive signs which suggest that the recent challenges should not be overstated.”

## European Retail Briefing - Europe

European Retail Briefing is a monthly briefing providing news and analysis that includes company results, store openings, cross-border moves, M & A activities, executive changes and property developments. Additionally each month, European Retail Briefing focuses on a key issue or specific European retail sector. The month's retail news is ...

## Frozen Meals - US

In 2011, frozen meals generated an estimated \$7.9 billion in total U.S. sales and grew by a microscopic 0.6%. Nonetheless, this was a welcome change from the previous two years of declines. Given the importance of the category to both manufacturers and retailers, both sides will need ...

## Garden Products Retailing - UK

“Garden centre retailers are facing difficult times. Demand for garden products remains flat in today's tough economy and increasingly consumers are turning to the internet to search out better deals on price. This is putting margins under pressure and so limits the cash available for innovation and refurbishment. Yet, despite ...

## Holiday Car Hire - UK

“If there was any doubt that an increasing focus on older holidaymakers is necessary for the major car hire brands, it is these adults who are the most likely of any age group to say that they are ‘happy to use a smaller, local car hire company’.”

## India Outbound - India

India's rapidly evolving economy has brought about unprecedented growth in the Indian outbound travel market. As one of the fastest-growing nations in the

development and promotions. Multi-brand advertising and special offers can help to give greater exposure to smaller brands within the portfolio, while cross-branding in an area such as fragrance (eg Air Wick on Mr Sheen ...

## Lawn and Garden Products - US

The market for lawn and garden products is in a state of post-recession recovery, and is forecast to reach \$45.1 billion in the U.S. by 2016—a 20% increase over 2011. Lawn and garden product sales are impacted by a variety of economic and social factors including: the U ...

## Marketing Financial Services to Millennials - US

The vast array of financial products and services offered by insurance companies, banks and investment firms often seem just out of reach for the average Millennial, although their interest in all things financial makes them an eager audience. However, they are also an ambivalent one as they watch the fallout ...

## Marketing to Multicultural Young Adults - US

This report examines the dynamic, multicultural young adult population, offering insights into their priorities, interests, hobbies and activities. Given that this generation is at the forefront of digital connectivity, focus is given to their ownership, use of and attitudes towards technology. This report probes how the internet is shaping how ...

## Mortgage Intermediary Focus - UK

“Mortgage intermediaries are set to face yet more challenges over the next few years. The current mortgage market environment is lacklustre although there is positivity to be found in its increasing stability. The threat from direct sales is set to adversely affect the intermediary business in the short-term. Moreover, the ...

## Pricing and Promotions in Food and Drink - UK

world and home to a population of 1.2 billion, India's economy continued to strengthen even during the global recession. Amid the backdrop of this economic prosperity ...

## Lunch Meat - US

Sales in the \$12.6 billion lunch meat category grew by only 1.8% in 2011 (only 0.2% when adjusted for inflation). The slowed growth is likely due to a slowdown in volume sales due to product price increases, a failure of new product innovation to resonate with consumers ...

## Marketing to Black Parents - US

According to the U.S. Census Bureau, the Black population is expected to reach 42.6 million by 2016, an 11.3% increase from 2006. Currently at \$957 billion, Black spending power is expected to climb to \$1.25 trillion by 2015. Black households are more likely than White households ...

## Mobile Phone and Tablet Accessories - US

Mobile phones have become an essential tool that U.S. consumers rely on to navigate their lives, and following the breakthrough success of the iPad, tablets have taken on a similar role for millions of owners. Given how personal these devices are, it's not surprising that many consumers seek to ...

## Movie Theaters - US

Movie theaters fared well throughout the recession years (2007-09), being one of the few leisure markets to post gains as Americans cut back on discretionary spending. However, after a slight increase in 2010, total revenue declined by 1.2% in 2011 with the fewest tickets sold since 1995 as nearly ...

## Pub Catering - UK

“Consumers are becoming increasingly savvy about promotions and are aware of what represents value and what does not, something which means that retailers may have to give greater consideration to the specific mechanics and objectives of their promotional strategies.”

## **Rail Tourism Industry (The) - Europe**

Rail tourism in Europe covers journeys made by train for the purpose of tourism. These may be for leisure/holiday, business, or to visit friends and relatives (VFR). What is excluded is regular travel between two places, typically persons commuting between home and their place of work.

## **Sanitary Protection and Feminine Supplies - US**

Women continue to search for reliability, effectiveness and comfort when purchasing sanitary protection and feminine supply products. However, changes in the marketplace including increased trust in private label offerings and a desire by consumers for more open and honest communication is changing the landscape. National brands are finding ways to ...

## **Social Media and Networking - UK**

“Brand presence on Google+ will benefit the social network as consumers are enticed to join it to connect with brands they like, as well as using it for promotional offers ahead of other social networks. Indeed, if more internet users were to join Google+ to subscribe to offers and updates ...

## **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 ...

## **Sports Goods Retailing - UK**

“There is no doubt that pubs have to work harder to keep up with trends in the wider eating out market in order to stem the decline in visitor numbers. Actively chasing footfall is a must which can be approached through strategies such as targeting specific consumer groups more directly ...

## **Sanitary Protection and Feminine Supplies - UK**

“The market for sanitary products is an essential item among women, and yet it has struggled to deliver on growth, because unlike other personal care items, this is a category which offers little in the way of indulgence and luxury, with consumers instead focused solely on performance.”

## **Snowsports - UK**

“The physically energetic/high-tempo or challenge aspects are important drivers, but secondary to the ‘softer’, emotional/spiritual experience of a landscape transformed by snow. Emphasising the latter theme is the key to maintaining and growing mainstream appeal. Offering a greater contrast of snowsports and other activities can also attract new ...

## **Social Media: Household Care - UK**

“The household care market is one where the products are pushed to the back of the cupboard until they need to be used and chores are pushed to the back of mind until they can no longer be ignored. However, this dislike of chores offers household care brands the greatest ...

## **Soup - UK**

“There are clear opportunities through which soup manufacturers can encourage usage among the 16-24 age group, such as introducing more soup variants with ‘fillingness’ claims, which should appeal to the 48% of them who would eat soup more often if it filled them up.”

## **Sugar Confectionery - China**

"Stores will be repositioned to act as places where people can go to be fitted for, try on and try out products prior to ordering them online."

## The Fresh Floral Consumer - US

The fresh floral market experienced sales declines during the recession as consumers cut back on non-essential spending, a category that many people consider fresh flowers to fall into. However, the market rebounded beginning in 2010, growing by 3% after a 10% decline in 2009, and is poised for growth over ...

## Travel and Tourism - Barbados

Barbados is an island nation and part of the Lesser Antilles, located in the southern Caribbean. The island is twice the size of Washington DC, or one third of the size of London. The nation has a well-developed infrastructure and English is the official language. The former British colony has ...

## Travel and Tourism - Grenada

In 2004, Hurricane Ivan devastated the island nation of Grenada, destroying 90% of its structures, levelling its agricultural base and most of its tourism facilities. Hurricane Emily followed in 2005, further damaging the island. The cost of rebuilding from the twin catastrophes deepened the government's debt to international lenders and ...

## Travel and Tourism - Trinidad and Tobago

Trinidad and Tobago is a small player in the Caribbean tourism industry. The economy is dominated by the energy sector (oil and natural gas) and the country attracts fewer than half a million international visitors annually. Well over half of these, however, head for Tobago, with its beaches and coral ...

## Whole of Life Insurance - UK

"Mintel's research has found that consumers' interest in sugar confectionery remains strong, and growth opportunities still abound in China's sugar confectionery market. The challenge facing manufacturers and suppliers is to understand consumers' inner needs for sugar confectionery and gum, particularly in the aspect of emotional fulfilment, in order to bring ...

## Travel and Tourism - Bahamas

Tourism has been the main pillar of the economy of the Bahamas since the beginning of the 20th century. In most recent years, two thirds of the gross domestic product (GDP) has been generated by tourism (directly and indirectly), which employs half of the active workforce on the islands. The ...

## Travel and Tourism - Dominican Republic

Since it first embraced tourism in the early 1970s, the Dominican Republic has become synonymous with affordable all-inclusive holidays. This tourism model has served the country well and arrivals figures have remained buoyant in recent years when world tourism has been grappling with the global economic slowdown. However, the Dominican ...

## Travel and Tourism - Puerto Rico

Along with the Dominican Republic and Cuba, Puerto Rico ranks among the top three destinations in the Caribbean for tourism. In 2011, it welcomed 4 million international tourists – a notable increase over 2010 (3.68 million), representing around 18% of the total inbound market to the region. International tourism ...

## UK Retail Briefing - UK

UK Retail Briefing is a monthly briefing providing news and analysis that includes company results, store openings, cross-border moves, M & A activities, executive changes and property developments. Additionally each month, UK Retail Briefing focuses on a key issue or specific UK retail sector. The month's retail news is ...

## Women's Fashion Lifestyles - UK



“Guaranteed acceptance plans are suitable for over-50s adults looking to plan the cost of their funeral, as they have now become almost synonymous to funeral plans. Product development and partnerships between insurers and funeral providers have blurred the lines between the two products over the years. The fact that many ...

“With consumers’ disposable incomes under constant pressure, almost half of women are mainly buying clothes which are on sale or special offer. With competition rife in the women’s fashion market, retailers need to differentiate themselves from the pack for reasons other than slashing prices, in order to maintain their margins ...