

February 2013

Anti-aging Skincare - US

“New product launches and innovations are certainly important in growing the anti-aging skincare category, but the industry will experience ongoing pressure to stand out in an increasingly competitive and saturated marketplace.”

Attitudes Toward Sodium - US

“Despite consumers’ interest in eating healthier, they also want food that tastes good. While government, food manufacturers and restaurants try to provide healthier options to Americans, these organizations are up against several challenges, especially regarding how to market low/no/reduced sodium items.”

Bathroom Equipment (Industrial Report) - UK

This report provides market research and analysis on the critical issues affecting the market. Not only does it explain the trends and identify future scenarios, but contextualises it in clear and concise formats, illustrated with tables and charts.

Betting Shops - UK

“The upcoming point-of-consumption tax could provide relief for those with a strong mix of shop versus online business, but in the long term may restrict opportunities for further advertising and exclusive offers that would no doubt hit the industry as a whole.

The year 2012 injected the cyclical boost expected ...

Bicycles - UK

“The most surprising aspect to emerge from Mintel’s research into factors influencing bicycle purchase is the lack of importance attached to brand, with price, specification and styling/colour/décor being seen as more important than whether a bicycle is a brand that the potential buyer is familiar with.”

Architectural Ironmongery (Industrial Report) - UK

This report provides market research and analysis on the critical issues affecting the market. Not only does it explain the trends and identify future scenarios, but contextualises it in clear and concise formats, illustrated with tables and charts.

Babies' and Children's Personal Care Products, Nappies and Wipes - UK

“With the baby boom set to continue in the year ahead, and the average age of parents rising, this comes as good news to the category suggesting the market will continue to grow. A growingly multicultural environment offers opportunities to bring foreign influences into product innovations.”

Beauty Retailers - China

“Growth in beauty retailer sales is being driven mainly by people’s growing demand for beauty cosmetics and increasing consumer spending power. The rapid growth of the Chinese middle class has driven growth of the cosmetics retail market. Urbanisation, a prosperous commercial real estate industry, market segmentation and multi-channel growth models ...

Beverage Packaging Trends - US

“Despite beverage companies’ dedication to innovative and intriguing packaging designs, consumers continue to prioritize price and familiar brands when beverage shopping. As the U.S. rebounds from the economic recession, limited-edition designs have an opportunity to seize newly regained disposable income, especially among Millennials. Interactivity also presents an opportunity, in ...

Bottled Water - China

“In the future, bottled water companies that are able to do so need to look at entering the high-end market and finding their own water sources or acquiring small businesses with their own high-quality water source. Activity in this segment has been low-key and quiet to date, but as can ...

– ...

Breakfast Catering - UK

“Lifestyle branding is an increasingly prevalent tool in the eating out market as foodservice operators look to engage with consumers on additional levels than price and menu which are no longer the venue differentiators they once were.”

– **Helena Spicer** – Senior Foodservice Analyst

Café - Brazil

“O Brasil é o maior produtor e segundo maior mercado consumidor de café do mundo (com 1.230.000 toneladas vendidas em 2012). A importância do produto remete a questões históricas do país e seu consumo um hábito cultivado há muitas gerações. Com ampla penetração e frequência, o café apresenta ...

Car Buying - US

“The aging of one of the country’s largest generations, Baby Boomers, will have a lasting impact on the automotive market, especially because Millennials and Generation X are not taking to automobiles or the open road in as great as numbers as Boomers did. The silver lining here is that Boomers ...

Christmas Shopping Habits - UK

“Christmas 2012 could have been a lot worse, but consumer confidence picked up through the year and that was enough for consumers to spend more this year than last, in spite of a very demanding comparative from 2011. With a modest recovery in the economy in 2013 and continuing improvement ...

College and University Foodservice - US

“Successful university dining services of tomorrow will keep abreast of students’ opinions in terms of foods/ flavors as well as the direction of their interest in issues like health and sustainability. They will engage students with the use of events and technology and use every opportunity to prove to students ...

Buying for the Home Online - UK

“M-commerce is still in its infancy in the shopping for the home online market, but it has huge growth potential as almost three in ten shoppers would consider using their mobiles to buy home products in the future. The use of mobile devices for shopping online is growing rapidly from ...

Car and Van Hire - UK

“Faced with tough times, operators in the car and van hire market need to look evermore at ways in which they can broaden their market presence. With generally high levels of satisfaction for the service being delivered, success will rest increasingly with those companies that look below the surface at ...

Cereals - Ireland

“The cereal market in Ireland has gone from strength to strength in the last few years, with its positioning as an easy-to-prepare and nutritious breakfast helping to sustain market growth. However, associations of some cereal types with childhood obesity represent a key challenge for the market, and moving forward we ...

Coffee - Brazil

“Coffee shops are an important channel that can be used to drive interest in the existing diversity among coffee varieties and drink types. While most consumers are not very adventurous, patrons of coffee shops are more open to experimentation.”

Consumer Attitudes towards Functional Food and Drink - UK

“While this greater regulation is intended to clarify the picture for consumers, as 58% of adults think that functional claims are exaggerated/misleading, it may in fact fail to do so in the short term, if brands continue to use consumer expectations of ingredients to their advantage.”

– **Chris ...**

Consumers and The Economic Outlook - US

“Mintel’s data show that consumers are aware that they do not have nearly enough saved for either short-term concerns or for long-term goals such as retirement. In addition, they are not overly optimistic about the housing market, and are not relying on their homes to appreciate in value. What this ...

Deodorants and Antiperspirants - US

“The deodorant/antiperspirant market can expect to see growth in the coming years due to near universal consumer usage of these products along with a lack of competitive alternatives. However, the market faces some challenges: the women’s segment has experienced a decline for the first time in years, consumers continue ...

Dry Pasta, Rice, Noodles and Ancient Grains - US

“Manufacturers and retailers alike need to have a clear grasp on positioning, and a clear understanding of their consumers. Price still remains a smart strategy to take in this category, but consumers’ value proposition goes beyond price, involving quality, indulgence, and health as well.”

Electrical Goods Retailing - France

This report will give you fast, easy access to robust information from analysis and critical recommendations – so you can make the right decisions, at the right time. It will challenge routine thinking by providing you with fresh, new perspectives that energize your thought process.

Electrical Goods Retailing - Italy

This report will give you fast, easy access to robust information from analysis and critical recommendations – so you can make the right decisions, at the right time. It will challenge routine thinking by providing you with fresh, new perspectives that energize your thought process.

Electrical Goods Retailing - UK

Contract Cleaning (Industrial Report) - UK

This report provides market research and analysis on the critical issues affecting the market. Not only does it explain the trends and identify future scenarios, but contextualises it in clear and concise formats, illustrated with tables and charts.

Department Store Retailing - US

“Department stores are a well-established component of the retail landscape in the U.S. and are favored for the ability to buy items in many different categories in one location. However, after suffering sales declines during the recession, department store retailers are making changes to regain shoppers who may have ...

Electrical Goods Retailing - Europe

This report will give you fast, easy access to robust information from analysis and critical recommendations – so you can make the right decisions, at the right time. It will challenge routine thinking by providing you with fresh, new perspectives that energize your thought process.

Electrical Goods Retailing - Germany

This report will give you fast, easy access to robust information from analysis and critical recommendations – so you can make the right decisions, at the right time. It will challenge routine thinking by providing you with fresh, new perspectives that energize your thought process.

Electrical Goods Retailing - Spain

This report will give you fast, easy access to robust information from analysis and critical recommendations – so you can make the right decisions, at the right time. It will challenge routine thinking by providing you with fresh, new perspectives that energize your thought process.

European Retail Briefing - Europe

“Apple stores have raised consumer expectations and provide a model – a Platonic ideal, perhaps – for the retailing of electricals. Retail experience – from store appearance and quality of service to merchandising of product – is arguably more important than ever: if consumers want pure functionality, they can shop ...

Facilities Management (Industrial Report) - UK

This report provides market research and analysis on the critical issues affecting the market. Not only does it explain the trends and identify future scenarios, but contextualises it in clear and concise formats, illustrated with tables and charts.

Food and Service Management (Industrial Report) - UK

This report provides market research and analysis on the critical issues affecting the market. Not only does it explain the trends and identify future scenarios, but contextualises it in clear and concise formats, illustrated with tables and charts.

Fragrâncias para Homens e Mulheres - Brazil

“O Brasil conquistou o maior faturamento mundial do mercado de fragrâncias, ultrapassando os Estados Unidos. Contudo, a diferença no faturamento entre os dois países ainda é pouco expressiva e, se por um lado, a alta penetração da categoria no Brasil, 92%, demonstra o grande potencial deste mercado consumidor, por outro ...

Healthy Lifestyles - Brazil

“Although a busier life makes people more likely to develop unhealthy habits, Brazilians are making some effort to combine healthy options with convenience. And, it is likely that this is being caused by continuous health campaigns by the government and partner organizations”

Hotels in Russia - Russia

This report will give you fast, easy access to robust information from analysis and critical recommendations – so you can make the right decisions, at the right time. It will challenge routine thinking by providing you with fresh, new perspectives that energize your thought process.

Food and Drink Packaging Trends - UK

“The food and drink industry suffers a bad reputation for excessive packaging, with most consumers deeming a lot of packaging to be superfluous. There is scope for manufacturers to overturn this negative perception by communicating to consumers the positive impact packaging can have on the environment by extending the shelf ...

Food Colours - International

The Food Colours - Market, Technical and Regulatory Insights report combines technical science and on-shelf product information, providing analysis and critical recommendations. It will save you time and provide you with fresh, new perspectives that energize your thought process.

Grocery Retailing - US

“The composition of primary grocery shoppers is skewed toward Baby Boomers and Gen Xers. Only half of Millennials take sole responsibility in grocery shopping, and this cohort is likely to look for an efficient shopping experience and instant gratification, more so than their older generational counterparts due to their high ...

Holidays to France - UK

“By offering products that are built around Eurostar, Eurotunnel or cross-Channel ferry services, companies can largely insulate themselves against shifts in consumer sentiment towards other European destinations. Similarly, marketing campaigns that focus on France’s unique culinary and cultural offerings would serve to differentiate it from rivals such as Spain and ...

Household Paper Products - UK

Over the past decade, Russia's two main cities of Moscow and St Petersburg have been the chief target of the international chains that have entered these markets mainly with their luxury and upscale brands. Now Russia's hotel development is becoming more broad-based as midscale and budget brands make their appearance ...

Household Paper Products - US

"Continued improvements in product quality and leading manufacturers' efforts to shift to more sustainable sources of paper pulp have the potential to change the size and shape of the household paper market. Stronger products that allow consumers to do more with fewer sheets may help to increase value without driving ...

Laundry Products - Brazil

"Brazilians spend more on laundry products than their Latin American neighbors. The recent rise in income has increased the penetration of washing machines, which in turn has made consumers adopt more sophisticated laundry methods and products. This trend should continue to influence the market in the coming years."

— ...

Men's and Women's Fragrances - Brazil

"The challenge that newcomers to the market face is huge; it is extremely important for companies to be prepared to adapt in order to meet Brazilians' unique demands and preferences, with competitive prices. It is also crucial for international companies not to underestimate the quality and strength of national brands ...

Millennials' Leisure Trends - US

"Compared with older generations, more Millennials want to spend leisure time connected to the internet, and can as such be dubbed the 'online generation.' However, marketers can make more inroads among these young adults by making them more comfortable in offline social situations as well as giving them opportunities ...

While household paper products are essentially staple items that are mostly bought with the groceries when shoppers are focused on saving money, toilet tissue, kitchen towels and facial tissues all still offer opportunities for adding value to sales through product development. Consumers have shown themselves to be willing to pay ...

Ice Cream Houses - China

"There is unmet demand for better-for-you ice cream products, with consumers wanting to strike a balance between health and indulgence when they consume ice cream. Ice cream houses could tap into this segment by actively offering and promoting their better-for-you ice cream products or alternatives."

Marketing to Hispanic Moms - US

"From figuring out how to provide nutritional meals on a budget or determining what is 'nutritional,' Latina moms want additional information from the media. Whether it is editorial content or branded advertising, brand messages are not influencing Hispanic moms' purchasing decisions. This begs the question: Do brands understand how ...

Mexico Outbound - Mexico

Outbound travel is not widely practised and is largely undertaken by its well-educated, affluent consumers in addition to a rising number of middle-class Mexicans. These individuals make up the 14.8 million outbound travellers, that visited foreign countries in 2011, and in total represent only 13% of the Mexican population.

Mobile Phones - UK

"Mobile wallets are of importance to smartphone take-up not because they ignite consumers' imaginations, but rather because they present arguably the first truly relatable service that older consumers and those otherwise uninterested in smartphones and smartphone applications have a genuine incentive to engage with."

— Samuel Gee, Technology Analyst ...

Mobile Service Providers - US

“There are few industries where products are more indistinguishable than communication services. As a result, the cellular brands are hard at work tinkering with what they can alter most easily: prices and plans.”

On-premise Alcohol Consumption Trends - US

“When it comes to on-premise alcohol trends, the recessionary spending habits of consumers are continuing. These consumers are being deterred from purchase due to price, health, and fear of public intoxication. To draw out these consumers, operators must create the right balance of offerings that meet the specific needs of ...

Package vs Independent Holidays - UK

“In a highly volatile world, large tour operator brands have benefited from associations of security and reliability in the consumer mind, despite the recent high profile difficulties of Thomas Cook.”

– John Worthington, Senior Analyst

Some questions answered in this report include:

Pet Food and Supplies - UK

“Introducing more sophisticated recipes could also support value growth, considering one in five cat/dog owners agree there are not enough gourmet cat and dog foods...Taking cues from human food markets, such as using regionally sourced ingredients, traceability of meats or ethnic-style recipes, could translate into wet food for cats ...

Property and Casualty Insurance - US

“In an industry as highly competitive as insurance, price—although important— is not necessarily the only important feature for the customer. What the company brings to the table in the form of customer service and

Natural and Organic Toiletries - UK

“Although consumers are keen to make the right choices when it comes to their own health and the wellbeing of the planet, they find the natural and organic toiletries market difficult terrain to negotiate, causing many to revert to making their product choices based on the tried and tested values ...

Optical Goods Retailing - UK

“When retailers start discounting they grab market share, but continued use of the same tactics quickly becomes tired and less effective. In the future the best optical goods retailers need to use a more innovative range of techniques to inspire customers to buy through understanding their lifestyles, style aspirations and ...

Parents’ Attitudes Toward Kids’ and Teens’ Snacking - US

“Consumers have a love-hate relationship with snacking. Snack foods provide convenient fuel for an increasingly busy populous and also may provide welcomed indulgence. But with so much media attention on the obesity epidemic, today’s consumer may feel more pressure to reduce snacking and eat more healthy snacks.”

Produtos para Lavar Roupas - Brazil

“O gasto per capita dos brasileiros com produtos para lavar roupas é maior do que em qualquer outro país latino-americano. A melhoria de renda do consumidor brasileiro tem impulsionado a penetração de máquinas de lavar roupas, com a adoção de métodos de lavagem e produtos mais sofisticados. Estas mudanças têm ...

Salty Snacks - China

“The plethora of brands and products in the salty snacks category has meant that brands often find it difficult to get the attention of shoppers on the crowded supermarket shelves. The emergence and popularity of salty snack food speciality stores as a sales channel has given brands a one-stop platform ...

ease of transaction is, for many people, at least as important as price. Companies that see ...

Saving and Investing for Children - UK

"Even during a period when the Bank of England base rate is at a historical low, only 4% of parental savers show an increased interest in non-traditional products, such as equity-based investments. These attitudes are reflected on a wider level among British investors, with very few adults actually confident to ...

The Food and Drink Shopping Experience - US

"Securing longstanding patronage will come from creating a sense of investment in the food and drink retailer brand. This can come from developing a two-way relationship with consumers, allowing shoppers to feel as if stores are catering to their specific shopping lists and providing affordable products that meet their individual ...

Travel and Tourism - Pakistan

This report will give you fast, easy access to robust information from analysis and critical recommendations – so you can make the right decisions, at the right time. It will challenge routine thinking by providing you with fresh, new perspectives that energize your thought process.

Travel and Tourism - Singapore

This report will give you fast, easy access to robust information from analysis and critical recommendations – so you can make the right decisions, at the right time. It will challenge routine thinking by providing you with fresh, new perspectives that energize your thought process.

Travel and Tourism - Vietnam

This report will give you fast, easy access to robust information from analysis and critical recommendations – so you can make the right decisions, at the right time. It will challenge routine thinking by providing you with

Sweet and Savoury Spreads - UK

"Concerns about health are a key factor inhibiting sweet spreads consumption, with two-fifths (39%) of users expressing concern about sugar content, whereas only one in eight has cut back their usage because of cost (13%). Yet only 6% of new products launched in 2012 made a low/no/reduced sugar ...

Travel and Tourism - Bangladesh

This report will give you fast, easy access to robust information from analysis and critical recommendations – so you can make the right decisions, at the right time. It will challenge routine thinking by providing you with fresh, new perspectives that energize your thought process.

Travel and Tourism - Papua New Guinea

This report will give you fast, easy access to robust information from analysis and critical recommendations – so you can make the right decisions, at the right time. It will challenge routine thinking by providing you with fresh, new perspectives that energize your thought process.

Travel and Tourism - Sri Lanka

This report will give you fast, easy access to robust information from analysis and critical recommendations – so you can make the right decisions, at the right time. It will challenge routine thinking by providing you with fresh, new perspectives that energize your thought process.

Travel Insurance - UK

"Despite being an essential product for consumers, purchasing travel insurance is a minefield for consumers; with complicated small print and hundreds of different policies to choose from. The industry should

fresh, new perspectives that energize your thought process.

UK Retail Briefing - UK

This report will give you fast, easy access to robust information from analysis and critical recommendations – so you can make the right decisions, at the right time. It will challenge routine thinking by providing you with fresh, new perspectives that energize your thought process.

冰激凌店 - China

虽然乳制品自古以来并不是中国人饮食中的必需品，但近年来接触西方乳制品的人群对此类产品的需求却大量增长。冰淇淋屋在中国的历史并不短，早在二十世纪80年代后期和90年代初，中国市场就出现国外冰淇淋餐饮服务门店，但直到二十一世纪初中国主办各种国际活动后，冰淇淋屋才迅速扩张。

瓶装水 - China

包装水在中国仅有三十多年的历史。由于发展时间短，中国包装水市场的增速在世界上显得独领风骚。中国包装水市场的消费量过去五年来保持了24.4%的年复合增长率。从2007年的181.19亿升增长到2011年的将近478.9亿升，2012年预计将会达到540.48亿升。预计今后五年内，中国包装水市场的年复合增长率虽然呈现微弱放缓的态势，但仍将保持13.5%的双位数增长。

use innovations to make cost savings, simplify products and engage better with consumers.”

Water Sports and Leisure - US

“Addressing consumers’ lack of access to waterways for water sports participation could translate to more water sports parks and other artificial waterways. Suppliers to the water sports market could pool their capital and collaborate with municipalities/developers to develop more parks in areas without access to waterways to help increase ...

咸味零食- 中国 - China

2012年中国咸味休闲食品的零售市场销售量达到了18.854亿公斤，销售额为人民币1,808亿元。2007至2012年间，该市场的销售量年均复合增长率(CAGR)为12.6%，而同期销售额的年均复合增长率为14.7%。支持该市场强劲销售业绩的是消费者对咸味休闲食品的旺盛需求，尤其是中国农历新年（也称为春节）时对坚果和炒货的高消费量。

美容零售 - China

在2007-2012年间，中国美容品零售渠道的年均复合增长率（CAGR）达到14.5%，从2007年的336亿元增长到2011年的将近600亿元，2012年预计将会达到660亿元。就需求方面而言，在生活水平提高、东西方文化融合和形象日益重要的影响下，人们对美容化妆品的需求增长和消费能力增长是美容品零售渠道销售额逐年增长的主要推动力。