



December 2011

Attitudes to Traditional Advertising - US

There has been a seismic shift in consumer attitudes toward traditional advertising and in the way that marketers spend money on traditional ads. The growth of the internet as a substitute/supplement to TV and widespread DVR use has resulted in a viewer that is often distracted and able to ...

November 2011

Social Network Gaming - US

Based on Mintel's consumer research about one in five adults played online games in the 30 days prior to their interviews in 2011, and according to Nielsen, an estimated 10% of time spent online is devoted to playing games—proof that online gaming is a source of entertainment for many adults ...

Baby Boomers Across Seven Categories - US

Companies must have a clear understanding of the Baby Boomer demographic in order to market products and serve their needs better. Mintel has compiled information from multiple Oxygen reports and Mintel Inspire to give you a holistic view of today's Baby Boomer consumer.

Media Usage and Online Behavior - US

In the context of a rapidly changing, fast-evolving digital landscape, media usage is in a period of major transformation. While use of more traditional media (broadcast TV, radio) and communication devices (landlines) remains widespread, a wide range of consumers are embracing new technologies that give them greater access, flexibility and ...

In-Car Electronics: Entertainment and Navigation - US

This report explores the in-car electronics and entertainment market in the U.S. The report provides insight into the different factors which influence sales of automotive in-car electronics, navigation, safety, and security products and systems. It will also explore factors influencing trends in consumption and how different marketing campaigns and ...

October 2011

Pay TV - US

Consumers desire to cut costs in a struggling economy, in addition to the expansion of free and lower-cost content options, present challenges to the \$100 billion pay TV industry, and fears of cord-cutting abound. As new technologies develop, consumers continue to shift or cancel subscriptions, spelling a slowdown in revenue ...

September 2011



Social Networking - US

The fast-growing, fast-evolving social networking phenomena continues to expand in terms of users and ad revenues, projected to reach \$3.1 billion in 2011. In defiance of uncertainty in the wider economy, advertising on social networking sites (SNS) increased 705% from 2006-11. Growing use of smartphones, tablets and laptops have ...

August 2011

Console Gaming - US

Sales of video game console hardware and software (including digital downloads) are expected to reach \$22.7 billion in 2011. In spite of the industry's history of rapid growth, sales in the near future will slow as the current generation of consoles ages; the next-generation consoles are not expected to ...

Online and Mobile Shopping - US

While the recession and persistently low consumer confidence levels have dragged down sales in many sectors of the U.S. retail market in recent years, online and mobile shopping have been bright spots. Throughout the recession and recovery, ecommerce sales have grown at a significantly faster pace than offline retail ...

Mobile Phone Service - US

In recent years, mobile phone services have expanded far beyond voice and texting to offer a rich array of communications, information and entertainment offerings to millions of consumers. According to the CTIA, as of December 2010 there were approximately 303 million wireless subscribers, representing 96% of U.S. consumers. These ...

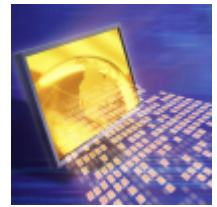
July 2011

Attitudes to Internet Advertising - US

Advertisers are steadily shifting their attention and money from traditional channels, like TV and newspapers, to online formats. At the same time, rapidly evolving technology is changing how consumers behave online, increasing consumption of video and encouraging a socially-networked experience. In this environment, advertising companies must stay on top of ...

June 2011

Mobile Gaming - US



Between 2005 and 2010, revenue from mobile phone and tablet games more than doubled to reach \$886 million. Three key factors spurred this rise: the introduction of smartphones; the opening of app stores which make it easy for consumers to find and download games; and the establishment of the tablet ...

May 2011

Movie Consumption at Home - US

The market for home movie viewing is in trouble. Sales coming from rentals and sell-through have been on the decline for more than five years, plagued by pricing pressure from disruptive business models like Netflix and Redbox. Hollywood studios are under pressure to create new value for the consumer and ...

April 2011

Mobile and Home Broadband - US

The introduction of 4G mobile broadband speeds represents another potential game-changer for the intensely competitive consumer broadband industry. Cable operators are under pressure to satisfy the needs of consumers for faster speed and increased mobility, while telephone companies see mobile as an opportunity to regain lost DSL subscribers. Close monitoring ...

Tablets and eReaders - US

With high degrees of interactivity, flexibility and portability, digital media has quickly gained popularity and become an important factor in how U.S. consumers spend their time. Electronics manufacturers have accordingly sought to capitalize on this trend by creating a range of new devices to access these media, which in ...

Digital Media Marketing in the Automotive Industry - US

This report explores the use of digital media marketing in the automotive industry. It provides insight into the external and internal factors affecting trends and technology innovations in digital media marketing and what they mean for future sales, promotional campaigns, and industry innovations. Specific questions that are answered in this ...

February 2011

Mobile Phones - US

This report discusses both smartphones and standard phones that are used primarily for portable communication through both voice and data. It builds on Mintel's *Mobile Phones—U.S., June 2010*.

Online Banks - US

Online banking is by far the preferred method of banking in the U.S. A quarter of respondents to Mintel's consumer survey for this report say they have an



account at an internet-only bank, but only 3% bank exclusively at online-only banks.

Printers, Monitors and PC Accessories - US

This report explores the market for printers, monitors and PC accessories. It provides insight into the external and internal factors affecting printer, monitor and PC accessory sales, consumption, trends, and what this means for future sales, promotional campaigns and industry innovations. Specific questions that are answered in this report include ...

January 2011

Televisions - US

Despite the recession, the television market has enjoyed steady growth in unit volume as flat panels reached mainstream adoption over the last five years. However, stalling momentum in 2010 suggests that macroeconomic forces are finally catching up to the industry. Manufacturers are under pressure to generate new sources of premium ...

PCs - US

Over the past few decades, PCs have transitioned from expensive tools found only in workplaces and universities to become an essential component of U.S. consumers' homes. Currently 82% of U.S. consumers live in households that own a PC, and more than 50% of these households own multiple PCs ...