

March 2012

Marketing to Dads - US

Dads are playing a more active role in many aspects of family life once considered to be the exclusive domain of moms. While the recession can be credited for some of the blurring of gender roles, it is also the result of a longer-term, generational shift in attitudes and expectations ...

Marketing to Moms - US

For today's moms the pressure to "do it all" is as strong as ever. Not only are they more likely to be primary earners in their households, they continue to hold primary responsibility for most parenting duties and household upkeep. As they try to balance the many priorities in their ...

February 2012

Single Lifestyles - US

With fewer Americans marrying overall, those who do so are waiting longer to wed, and with an increasing divorce rate among older marrieds, singles are a growing population to consider in product positioning and marketing decisions.

The Photography Consumer - US

This report covers the use of dedicated cameras, camcorders and digital frames, as well as the use of smartphones and tablets for taking photos. Coverage includes a comparison of photo and video usage in multi-function devices versus dedicated devices. The role of video features on digital still cameras is also ...

January 2012

Gluten-free Foods - US

The retail gluten-free food market has grown to an estimated \$6.1 billion in 2011. While this figure includes all food labeled gluten free (including products that are inherently gluten free such as scallops or tomato sauce),

Planned At-home Events - US

Considering that more than six in 10 respondents to Mintel's survey say they've planned and hosted at least one winter holiday dinner at their home within the past three years, and more than half have hosted an adult event (eg, a dinner party or adult birthday party), are indicators that ...

American Lifestyles - US

In 2012, America is a country facing steep challenges. The economy still tops the list of personal concerns, but a range of other difficulties directly affect businesses across a spectrum of categories. Continuing high unemployment, declining median household incomes, decreasing disposable income, and listless consumer confidence are all factors contributing ...

The Drug Store Shopper - US

Retail sales at drug stores grew by 3.6% in 2011, reaching \$230 billion, and are expected to increase by a further 5% in 2012. Growth is driven by the aging population, rising levels of obesity and obesity-related



Lifestyles - USA

sales of gluten-free food products that are alternatives to gluten-containing, grain-based products (e ...

illnesses and conditions such as diabetes and heart disease. As these groups ...