



## June 2012

### Shopping for Men's and Women's Footwear - US

Men's and women's footwear has fared well over the past few years and has proved to be fairly recession resistant. While sales growth slowed during 2008 and 2009, a rebound was seen in 2010 and 2011, and sales of men's and women's footwear grew by 4.6% in 2011, reaching ...

### The Budget Shopper - US

Popularized during the height of the recession, the term "budget shopper" referred to a consumer who was struggling to make ends meet by scrutinizing costs, weighing out the pros and cons of nearly every purchase, and making spending cutbacks wherever possible. Although the recession officially ended in 2009, consumer attitudes ...

## May 2012

### 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 ...

## April 2012

### DIY Retailing - US

This report builds on the analysis presented in Mintel's *Home Improvement—U.S., February 2011* and *DIY Home Improvement—U.S., May 2010*. The focus of this report is retail Do-It-Yourself (DIY) and decorating products purchased directly by consumers and installed by them. DIY activities include repairs or additions to the ...

### Shopping for Home Décor - US

The home décor market suffered sales declines during the recessionary years, yet has returned to growth in 2010 and 2011. The fortunes of this market are inherently linked to the rebound in the housing market as well as consumers' renewed optimism in the economy. These as well as other factors ...