

June 2018

Atitudes e Hábitos em Relação a Mídias Sociais - Brazil

“Apesar de uma grande parcela da população brasileira ainda não ter acesso à internet, dentre aqueles que estão conectados as redes sociais têm um peso muito importante em seu dia a dia. Além de conectá-los com amigos e familiares, são fonte primária de informação para a grande maioria e ...

Attitudes toward Gaming - US

"While video games may serve the simple purpose of casual entertainment for most, a smaller share of dedicated gamers care a great deal about what they play. The casual nature of mobile gaming can appeal to a wider net of people, but console and computer gamers will drive trends and ...

Attitudes towards Online Security - UK

“As people use an increasing number of accounts across a range of connected devices, online security is becoming a more prominent issue. Consumers are willing to trade-off security for convenience to some extent, except when it comes to financial accounts. Smartphone manufacturers have increasingly used biometric technology to unlock phones ...

Attitudes towards Sports Nutrition - UK

“While the growing choice of high-protein food and drink is creating intensified competition, convenient formats and increasing availability in the mainstream are helping to make sports nutrition more accessible. Interest in products supporting gut health and those featuring health-boosting herbs and spices highlights these as areas ripe for innovation.”

Beverage Packaging Trends - US

"Innovation in format, functionality, design and customization have made beverage packaging a key feature of new product launches in the category. Packaging innovation can be an especially effective way

Attitudes to Cooking/M meal Preparation - Ireland

“Consumers struggle to find time to prepare meals every day and eat a healthy diet, nonetheless cooking from scratch continues to be enjoyed by Irish consumers despite the ongoing popularity of convenience snacking, ready meals and eating out. Scratch cooking is driven mainly by health benefits, better taste of self-prepared ...

Attitudes towards Lunch Out-of-home - UK

“The convenience of quick meals is a key driver for the lunch-to-go market amongst time-poor consumers. Operators should also consider the grey pound as a good long-term growth driver for leisurely eating out occasions, led by Baby Boomers who are more inclined to sit down for a lunchtime meal.” ...

Attitudes towards Sports Nutrition - China

“The Chinese sports nutrition market is still in the very early stage, not as mature as the Western markets. Consumers lack knowledge about sports nutrition. Manufacturers can penetrate the market by targeting mainly sports professionals and lovers. With growing knowledge of sports nutrition and professional level of doing sports/exercise ...

Beer & Cider - Ireland

“2017 saw the value sales of beer and cider increase on the back of improving consumer confidence in RoI. Moving forward into 2018 and beyond, premiumisation continues to drive the market, with craft being the key contributor.”

– Brian O'Connor, Senior Consumer Analyst

Books and E-books - UK

“The excitement of the print revival has died down slightly with print growth stalling in 2017 and 2018. The most intriguing sector of the book market currently is audiobooks; with the format likely to receive a boost

to engage with key consumers groups such as those aged 18-34 and parents. Challenges lie in creating distinctive packaging in this ...

Broadband Providers - Ireland

"Lower cost, faster download speeds and better connections and coverage are important considerations for Irish consumers when switching broadband providers. Emphasising their value-for-money messaging, continuing to upgrade to faster internet connections and improving the range and quality of internet access they offer will help internet service providers to attract new ...

Car Purchasing Process - US

"The household vehicle is typically the second most expensive purchase consumers make besides a home, and for American consumers it is often a necessary purchase. Consumers have a plethora of options available and must navigate those options to find the best vehicle for their budget and lifestyle. In an industry ...

Cleaning the House - US

"Most adults get involved in housecleaning on some level due to the functional need to clean. However, changes in household trends, such as the rise in pet ownership and decline of households with children, can impact how consumers clean their home. Although traditional gender roles for housecleaning are shifting, women ...

Colour Cosmetics - Face - China

"Consumers still value highly base make-up products, but focus has slightly moved to point make-up products as they are not only calling for nude look now as much as they were in 2017. The new trend found in 2018 is to achieve a delicate finish by using corresponding products for ...

Competing with Amazon - US

from the growing popularity of voice-controlled smart speakers".

Car Finance - UK

"The number of car finance contracts for new cars decreased in 2017, in the first period of real struggle since the market exploded at the start of the decade. In part, this is due to the cyclical nature of the product, with recent customers mid-contract and likely to return to ...

Carbonated Soft Drinks - UK

"Driven by a growing focus on healthiness, consumers are increasingly looking to limit their sugar intake, the Soft Drinks Industry Levy exacerbating this issue. This focus has led to many people switching to diet or no-sugar variants of CSDs, pushed by heavyweight players such as Coca-Cola and PepsiCo through their Coca-Cola ...

Colour Cosmetics - Eye and Eyebrow - China

"Eye and eyebrow colour cosmetics are usually harder to apply and require more make-up techniques to create a delicate look, highlighting the importance of NPD (New product development) in easy-to-use products in this category. Eyeshadow holds the greatest growth potential in the next few years, supported by consumers' growing interests ...

Commercial Property - UK

"The short-term outlook for the UK commercial property market remains cautiously optimistic, with growth of 1% in real terms predicted for 2018. However, there is some disparity between major sectors, with industrial and alternative assets expected to outperform, while sentiment in the retail sector continues to weaken."

– Claudia ...

Consumers and the Economic Outlook - Quarterly Update - UK

"Amazon is top of mind with online shoppers and other retailers and with good reason. Amazon's popular Prime membership boasts over 100 million members worldwide and keeps those members coming back with perks like free shipping and streaming video in exchange for a monthly or annual fee. Meanwhile, Amazon keeps ...

Creditor and Travel Insurance - Canada

"The combination of an aging population, a boom in international travel and soaring health care costs are a confluence of factors that will strongly drive travel insurance sales in Canada."

Customer Loyalty and Reward Schemes - UK

"Retailers need to increasingly evolve their loyalty schemes so that they are not just focused on points and monetary rewards, but on engaging emotionally with customers by offering them unique experiences or services. Given that membership of rewards schemes is currently skewed towards consumers aged 45 and over, this is ...

Deposit and Savings Accounts - UK

"Most people have an unstructured approach to saving, doing so as and when they can afford to. However, affordability constraints mean people are saving less of their disposable income than they previously have. Innovative digital savings tools can help people to establish better saving habits and ensure they meet their ...

Ethical Lifestyles - UK

"Press headlines and popular TV shows such as Blue Planet II have helped to raise people's awareness of the extensive harm mankind has wreaked on the Earth. However, plateauing recycling rates and rising food waste levels show that, despite their increased awareness, people are failing to make the lifestyle changes ...

Food Packaging Trends - US

"The increase in confidence that we discussed in Consumers and the Economic Outlook – UK – March 2018 clearly wasn't a one-off. Our confidence data has been running for almost a decade now, and people's assessments, both of their current financial situation and how they expect their finances to shape ...

Cultured Dairy - Canada

Cultured dairy products are a mainstay for Canadians, with yogurt proving to be the most popular. From a broad perspective, there has been an evolution around yogurt and cultured dairy. Over the past decade, the categories that fall within the cultured dairy space have leveraged health claims and the continued ...

Dentistry - UK

"With rising fixed costs in the industry, the last decade has seen a period of sustained consolidation through acquisition. Strategic investors and private equity see the market's underlying growth drivers as an opportunity - offering scope to acquire, consolidate, improve efficiencies, and sell practices at greater multiples."

– Lewis Cone ...

Driving Holidays in Africa - Africa

"A driving holiday to the African continent is often regarded as a once-in-a-lifetime trip, a real adventure that allows total independence and freedom to dictate where to go, what to see, when to go and how long to stay. More challenging than many other destinations common for driving holidays, it ...

European Retail Briefing - Europe

This month's European Retail Briefing includes:

Fruit - US

32% of food launches tracked by Mintel GNPD (Global New Products Database) from May 2018-April 2018 featured new packaging, and new packaging experienced the highest gain among launch types from 2013-18. 62% of shoppers claim on-pack information is important to food choice, suggesting that consumers are reading labels. 58% of ...

Gambling Review - UK

"A fall in lottery sales and a forthcoming cut in gaming machine stakes are presenting significant challenges to the retail gambling market's most valuable segments."

– **David Walmsley, Senior Leisure Analyst**

Holiday Car Hire - UK

"Holidaymakers are highly cautious when dealing with car hire companies – many worry about the possibility of hidden/additional costs. However, technological innovation is creating some exciting developments in this mature market, and brands will need to move towards a more transparent, customer-friendly way of operating."

– **Fergal McGivney ...**

Household Care Packaging Trends - UK

"It is clear that recent coverage of plastic and the state of the oceans is impacting on how consumers think about packaging for household care products. Sustainable alternatives, recycled plastic and recovered ocean plastics are all likely to be welcomed by consumers as they seek to live more ethically. However ...

Juice - Brazil

"Brazil's juice market is on the rise, as it appeals to both consumers looking for more healthful drink alternatives and those who are seeking more affordable beverage options. The category, however, is very competitive. In addition, Brazilian consumers prefer freshly squeezed juice, which means brands need to innovate in terms ...

Lawn and Garden Products - US

"With current sales of just over \$50 billion, fruit is a widely popular and growing category, even if that growth is a relatively slow 2-3% annually. Within the category's largest segment – fresh – there is a relative lack of brand power, as private label options dominate in terms of ...

Garden Product Retailing - UK

"The outlook for garden products retailers is tough, as competition intensifies, both in-store and online. B&Q will build on its strengths as a place where novice gardeners can get something to cheer up their plots easily and will pick up market share because of the disruption at Bunnings-owned Homebase. Meanwhile ...

Holiday Shopping - Canada

Virtually all Canadians are shopping for the holidays (93%). While Christmas is a primary driver of holiday shopping activity for consumers, retailers should be mindful that non-winter holiday celebrations such as Valentine's Day and Mother's Day are also major shopping events that Canadians shop and plan ahead for. Canadians lean ...

International Travel (Canadian Outbound Travel) - Canada

Canadians are travel-savvy, with the majority having visited an international destination on a leisure trip in the past two years. Notable regions that Canadians have travelled to include the US, Europe, the Caribbean and Mexico. Consumers are more likely to have travelled during the winter months, likely to escape the ...

Juice and Juice Drinks - US

"Total sales of juice are in decline due to falling sales of 100% juice and bottled smoothies paired with flat juice drink sales. Changing perceptions around the healthfulness of juice and competition from other drinks is causing consumers to choose other drinks over juice. New juice products that better target ...

Live Streaming - China

"The US lawn and garden market grew steadily over the review period. Yet the segment represented by MULO (multi-outlet) sales, which is comprised largely of lawn and weed products, is on the decline. Consumers still buy most lawn and garden products at big box stores like The Home Depot, but ...

Luxury Cars - China

// // <p>&#8220;Chinese luxury car buyers have divided opinions towards cabin interior designs. Although they will welcome creative designs, they fail to reach an agreement on a specific direction. 30-39-year-olds prefer those sophisticated cabin designs having a driver-facing central console and real buttons; while younger generations ...

Marketing to Black Millennials - US

"Black Millennials are a tenacious group who are grounded in their faith and belief that they will be the change they want to see – within their family, community and most importantly, themselves. This generational group looks among and within themselves to control and define their identity and image on ...

Marketing to Millennials - US

Millennials are the largest generational group in the US and as they age they are only becoming a more important part of the consumer economy. Millennials are growing their incomes and entering new markets as they buy homes and start families. Marketers interested in reaching this group will need to ...

Online Travel Aggregators - UK

"Online travel aggregators have maintained their dominant position in the travel industry, though they are struggling to promote brand loyalty in a market where consumers are willing to shop around to find the best deals. These sites are therefore pushing to improve organic site visits and the customer-brand relationship by ...

OTC Pain Management - US

"Consumers are eager to learn about new things via livestreaming shows. The content is the key. Livestreaming shows should be a way for brands to be real to consumers, and also to impress by offering something new."

Luxury Holidays - China

"Novel experiences are more valued than luxury ones among wealthy Chinese travellers. Therefore, unique local experiences are the key differentiator of a travel product to pique consumer interest. In terms of ways of travel, customised tours can be the future growth point as it caters to the rising need of ...

Marketing to Hispanic Millennials - US

"The Hispanic Millennial generation accounts for the largest share of the Hispanic population. Due to their significant influence on older and younger Hispanics, understanding Hispanic Millennials provide hints about the future direction of the Hispanic market as a whole.

- **Juan Ruiz, Director of Hispanic Insights**

MICE Worldwide - International

"Conference attendees are no longer content to sit passively through endless lectures, presentations and roundtables. Especially with the rise of the Millennial cohort, participants demand to play a more active role in the events that they attend."

- **Jessica Kelly, Senior Tourism Analyst**

Oral Health - US

"Oral care sales generated \$8 billion in 2017, a modest 0.6% increase from 2016 driven by slowed growth in the toothpaste and mouthwash segments. Oral hygiene routines remain unchanged for most consumers, but around one fifth are working to improve their regimens. While they are relatively minimal, some frustrations ...

Party Planning and Home Entertaining - US

"A majority of consumers turn to some form of OTC (over-the-counter) pain management product to treat pain, with OTC internal analgesics remaining the dominate choice for pain relief, though external analgesics continue to experience faster growth. Looking forward, consumers' need for pain treatments is not expected to change, and a ...

Personalisation in Beauty - UK

"The concept of personalisation in beauty is far from saturation. With consumers often unsure of their requirements, brands can be a source of inspiration or offer suggestions and assistance via their customisation options. Many demographics remain underserved by personalisation services, as well as those who require more tailored ingredients. However ...

Prepared Meals - Frozen and Refrigerated - US

"The prepared meals category has returned to growth as category competitors have responded to consumer interest in less-processed offerings and greater cuisine variety. Brands and retailers can help maintain the momentum by catering to the diverse needs of a new generation of users with products that offer greater flexibility, new ...

Residential Windows and Doors - UK

"There are now strong signs that the important replacement market, initially promoted on the basis of the superior thermal properties of double glazing, has reached saturation point. The direct sell sector is struggling to keep pace with overall repair, maintenance and improvement expenditure with second-time replacement of products sold 30 ...

Smart Homes - US

Smart home hardware can be divided into two categories, those that provide convenience (eg thermostats, pet feeders, smart lighting, cleaning robots) and those that provide security (eg alarm systems, smoke and leak detectors). Both segments carry interest in ownership among the majority of the US population, and both are also ...

Social Media Overview - Brazil

"Most adults say they enjoy entertaining people in their home—an attitude that has remained constant for more than a decade. In the last three years, a substantial 77% of adults have hosted a party in their home. Informal gatherings are far more prevalent than formal parties, with 44% participation compared ...

Pet Supplies - US

"Americans are spending more on their pets than ever before. Pet parents increasingly look for products that align with their own personal preferences and beliefs, and are willing to spend a bit more to provide their fur babies with safe and healthy products."

- **Rebecca Cullen, Household Care Analyst**

Private Healthcare - UK

"An efficient and cost-effective private healthcare sector would lead to greater benefits for patients, providers, healthcare professionals and insurers, while also easing pressures on the NHS and wider healthcare industry."

Shopping Centres - UK

"The major shopping centres are undergoing a lot of change as the retail scene evolves. Many are turning their focus away from pure retailing and striving to become both shopping centres and leisure destinations for people to visit for a day out. This is particularly true in the centres that ...

Social Media in Foodservice - US

"More than half of consumers have seen restaurant content on social media in the past year, reflecting the impact social media has in the foodservice space. Social media experiences in restaurants generally drive a positive association among consumers and create memorable moments, but social media isn't a one-size-fits-all strategy. Every ...

Soup - US

“A large portion of Brazil’s population doesn’t have access to the internet. Among those who are connected, however, social networks play a very important role. In addition to connecting people with friends and family, social networks are the primary source of information and an entertainment option for the majority of ...

Sucos - Brazil

“Com opções que agradam desde os consumidores ávidos por alternativas saudáveis até aqueles que buscam opções de bebidas acessíveis, os sucos estão em alta no mercado brasileiro. Todavia, a grande concorrência entre as diferentes marcas e segmentos dentro da categoria, além da preferência do brasileiro por sucos frescos, exige que ...

The Changing Dynamics of Group Travel - Europe

“The group-travel sector has become very dynamic in recent years, growing and diversifying to include virtually every kind of trip and catering to travellers of all ages and from varied backgrounds. The variation of the group-travel sector has occurred in tandem with socioeconomic change and the expansion of the global ...

Travel Booking - US

The US travel industry looks rosy overall, with Mintel projecting a 4-5% annual increase in the booking industry alone through 2023, reaching revenues of \$57.6 billion in the next five years. With vacationers spending more and looking for more experiential travel, booking providers are trying a variety of tactics ...

Underwear (incl Loungewear/ Nightwear) - UK

“Growth in the UK underwear, nightwear and loungewear sector has been strong, with sales boosted by an increase in the amount of time people are spending at home, which has in turn driven a new demand for nightwear and loungewear products. The market is highly competitive, with a broad assortment ...

What Children Drink - UK

“The soup category struggled to increase sales significantly. There were some bright spots. Growing segments – including refrigerated fresh soup/frozen soup, wet broth/stock, and dry soup – made up some ground. But these gains weren’t enough to compensate for stagnant RTS (ready-to-serve) wet soup sales and declines in ...

Term Assurance - UK

“Life insurers are working hard to engage consumers and broaden the appeal of their products. Despite their best efforts, large swathes of people still have no life cover, and yet Mintel’s research shows there is considerable latent demand among the non-insured. Substantially increasing product take-up – by effectively nudging more ...

The Leisure Outlook - Quarterly Update - UK

“Consumers cut back on spending and put more focus on their health at the start of the year. As we approach summer peoples’ priorities appear to be shifting. A quality over quantity mind-set is still apparent but intention to spend on drinking and dining out is on the rise. Leisure ...

UK Retail Briefing - UK

This month's UK Retail briefing includes:

Waste Management and Recycling - UK

“The UK continues to edge towards a more circular economy, marked by huge growth in energy-from-waste and the move away from landfill. However, energy-from-waste capacity remains somewhat off that required to ultimately replace landfill, while the UK continues to rely on EU exports to fulfill this deficit; a relationship that ...

Winter Holiday Shopping - US

“A wide range of drinks are bought by parents for children. With parents looking for healthier drinks when shopping for their kids and with school policies promoting them, healthier drinks remain a key area for brands to focus on. Single-serve drinks could come under pressure in the coming years, though ...

Workplace Pensions - UK

“In many respects, the real challenge of auto-enrolment has just begun as increases to minimum contributions help consumers build up more meaningful funds. However, the opt-out rate will almost certainly rise, as hard-up workers find that they cannot afford the higher deductions taken from their salary. Minimising this rise will ...

对运动营养的态度 - China

“中国运动营养市场仍处于起步阶段，不如西方市场成熟。消费者对运动营养缺乏了解。制造商可重点吸引专业运动人士和健身爱好者以渗透市场。随着人们的运动营养知识和运动/健身专业水平不断提高，长期而言，对中国运动营养市场可以保持乐观。”

彩妆-面部 - China

“由于消费者不再如2017年时那样仅追求裸妆妆效，因此消费者虽然仍然高度重视底妆产品，但是焦点却稍微转移至重点部位彩妆产品。因为消费者使用彩妆产品的需求和信心日益增高，在每一个彩妆步骤使用相对应的产品打造精致妆容成为了2018年的新趋势，这也显现出腮红在近期的发展潜力。”

豪华车 - China

“中国豪华车用户对于汽车的内饰设计偏好不一。虽然他们大多欢迎富有创意的设计，但是在具体的细节方向上却无法达成统一。30-39岁的用户偏好复杂精密的驾驶座舱设计风格，以及面向驾驶员的中控台和实体按键；而年轻一代则更喜欢简单简洁的中控台和触摸屏。鉴于车门操作按钮布局在所有的内饰设计特性中提及率最高，车门饰板设计可以作为汽车广告中的亮点。”

— 过人，研究副总监

“Winter holidays continue to be an important occasion, which most consumers celebrate and spend for, and spending is expected to remain steady, aiding sales growth. But shopping behavior has changed, affecting how, when and where consumers fulfill their holiday needs, with most seeking and expecting deals and many preferring to ...

奢华假日 - China

“新颖体验比纸醉金迷的奢华更受到中国高端游客的青睐。因此，独特的本地体验是一款旅游产品吸引消费者兴趣的杀手锏。在旅游方式上，定制游可能是未来的增长引擎，因为它迎合了日益显著的个性化需求，同时在此基础上融合了旅行社的行业专长。”

— 陈杨之，高级研究分析师

彩妆-眼部和眉部 - China

“眼眉部彩妆通常更不容易化，需要更高的化妆技巧以打造精致的妆容，显示出方便易用的产品特征在该品类的新品开发中的重要性。未来几年，眼影的增长潜力最强劲，动力来自消费者日渐增长的兴趣、美妆博主引领的彩妆趋势，以及强劲的新品发布。”

— 李玉梅，高级研究分析师

网络直播 - China

“消费者希望能从网络直播中学到新知识。网络直播的关键在于内容。品牌可借助网络直播的方式巩固品牌的真实性，也可借助新奇内容给消费者留下深刻印象。”

— 英敏特研究分析师