

**November 2012**

## 对于全方位服务餐馆的态度和其消费情况 - China

中国全服务餐馆业增长减缓，成本日益上涨，迫使众多餐馆努力寻求自己的特色。虽然中国大陆消费者日益增长的购买力意味着机会相应增多，却同时也意味着顾客对全国各地餐馆所提供的食物的口味、质量与卫生的标准越来越挑剔。

## Affluent Investing - UK

“Historically, wealth management has been one of the most profitable areas within the banking sector. While it remains a lucrative business, with considerable untapped potential (particularly within the mass affluent sphere), private banks and wealth management firms are facing a number of regulatory challenges and cost pressures, as well as ...

## Astronomy and Natural Phenomenon Tourism - International

Astronomy and natural phenomenon tourism is not a new concept. People have been travelling for centuries to see the great Italian volcanoes of Vesuvius or Etna, or visit the ancient observatories at Stonehenge and Machu Picchu, and head into the Tuscan hills to see what Galileo saw through one of ...

## Attitudes Towards and Usage of Full-Service Restaurants - China

“Slowing growth in China’s full-service restaurant industry overall and rising costs are putting greater pressure on restaurants to differentiate themselves. Meanwhile, although increasing consumer spending power on the Mainland implies growth opportunities, it also means greater customer discernment in terms of taste, quality, and hygiene standards of restaurants throughout the ...

## Car Aftermarket - UK

“The replacement car parts market has in recent years been stubbornly affected by competitive pricing and reluctance by many motorists to invest in their vehicles. Overcoming this problem is vital for value to be added

## Accessories for the Home - UK

“In a situation where consumers’ focus has shifted to core priorities like food and energy costs, it is a tough task to rekindle their enthusiasm for their homes and for spending on items that may seem like non-essentials. Nevertheless, the internet and mobile technology offer opportunities to inspire consumers and ...

## Air Treatment - US

“The size of the air treatment appliance market can fluctuate from year to year based on the weather, the economy, or other external factors. In spite of post-recession gains, however, overall category sales have yet to reach their 2007 level. In order to sustain faster growth, marketers will need to ...

## Attitudes Toward Kids' and Teens' Snacking - US

“While kids still favor indulgent snacks and many buy their own, increasing efforts by all levels of government to encourage more healthful eating habits, coupled with parents’ desires to feed their children healthier foods, are continuing to put pressure on manufacturers. Therefore, by proactively developing new products with healthier nutritional ...

## Beer - Brazil

“The Brazilian beer market presents a paradox. On the one hand, it can be considered quite developed. Over the past decade the beer market has quickly expanded its volume to have one of the highest per capita consumption rates in all of Latin America (67 liters annually). If analyzed by ...

## Cerveja - Brazil

“O mercado brasileiro de cerveja apresenta um paradoxo. Por um lado, pode ser considerado bastante desenvolvido com uma das maiores taxas de consumo per capita da América Latina (67 litros) e índices de

back to the market as well as in preventing replacement parts increasingly becoming commodity items ...

## Cheese - China

“Economic growth, reform and soaring consumption over recent years have driven rapid growth in Western restaurants and patisseries, particularly in large- and medium-sized cities. Western fast food and Western desserts such as pasta, hamburgers, pizza and cheesecake are becoming more and more popular, and are in large part responsible for ...

## Cooking Sauces, Pasta Sauces and Stocks - UK

“With the number of over-65s set to rocket, healthier recipes present a viable means of generating usage among these older age groups. They are significantly more likely than younger cohorts to see low salt and low sugar as important considerations when choosing a cooking/pasta sauce.”

## Dentistry (Industrial Report) - 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.

## Desodorantes - Brazil

“O Brasil é um dos países com maior índice de utilização de desodorante / antitranspirante no mundo, com 95% da população afirmando que usa este produto. Este percentual é superior aos Estados Unidos, por exemplo, onde o índice de utilização chega a 92% da população.

## Dieting Trends - UK

“Despite rising levels of obesity and the large swathes of the population who are trying to lose weight, the diet and weight control food market is stagnating. Although the overriding perception that ‘light’ products are overpriced is undoubtedly limiting their appeal, consumers’ scepticism over their healthiness is also a major ...

frequência e penetração próximos a de culturas fortes no consumo de cerveja, como o Reino Unido e ...

## Concrete and Concrete Products (Industrial Report) - 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.

## Craft Beer - US

“Beer drinkers younger than 35 have come of legal drinking age during a time when craft and craft-style beers have become commonplace in the market. Yet, with another 1,200-plus breweries in planning, an already crowded landscape is at risk of becoming overpopulated. Even the most dominant craft and craft-style ...

## Deodorants - Brazil

“Brazil is one of the countries with the highest penetration of deodorants and antiperspirants in the world, with 95% of the population stating they use deodorants. For instance, this percentage is even higher than in the U.S., where 92% of the population uses this type of product.

## Diet Trends - US

“The diet industry is expected to do well in light of the current obesity epidemic. However, with sales of certain products down, consumers are turning to products that provide long-term wellness solutions rather than a quick fix. Diet brands poised to help consumers make lifestyle changes will be effective.”

## European Retail Briefing - Europe

European Retail Briefing is a monthly briefing providing news and analysis that includes company results, store openings, cross-border moves, M & A activities, executive changes and property developments. Additionally each month, European Retail Briefing focuses on a key issue or specific European retail sector. The month's retail news is ...

## **External Wall Cladding (Industrial Report) - 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.

## **Fashion for the Over-55s - UK**

“A rapidly ageing population is not without its commercial opportunities but shopping must be made more enjoyable and easier for these consumers. Four in ten over-55s do not enjoy shopping for clothes in-store, highlighting that there are numerous obstacles that ruin the shopping experience for this age group. Retailers can ...

## **French Consumer Lifestyles: Technology and the Environment - France**

Mintel's Continental Europe Consumer Lifestyles reports analyse consumer data across four countries: France, Germany, Spain and Italy.

## **Gastrointestinal Remedies - UK**

“The outlook for the gastrointestinal market is lacklustre with value sales struggling to gain momentum hampered by low and declining usage, lack of targeted product development and own label activity. However, there are stimuli that could positively shape the market but brands need to radically review the orientation of launch ...

## **Hair Colourants and Home Perms - UK**

“Although 2012 hasn't seen much in the way of new technology, there have been innovations in advertising, with brands using technology apps and social media to engage consumers. With an ageing population however, and older consumers less likely to colour their hair, the market may need to adopt a different ...

## **Family Midscale Restaurants - US**

“Family midscale restaurants offer a sit-down experience at low prices with menus that tend to have something for everyone. However, over time, this segment has lost some excitement and is currently facing competition from segments with better pricing, more upscale items, and better overall dining experiences. Health initiatives, value, and ...

## **Football - UK**

“Football revenues will continue to be buoyed by the game's rising TV and commercial segments but, for perhaps the first time since the 1980s, direct consumer expenditure is under genuine pressure as a result of the straining wider economy.

## **Fruit Juice, Juice Drinks and Smoothies - UK**

“Health remains an issue within the soft drink category, with potential to drive value sales in the market. For example, almost three in five smoothie drinkers agree that they are willing to pay more for a drink with higher fruit content, while a third agree that it's worth paying more ...

## **German Consumer Lifestyles: Technology and the Environment - Germany**

Mintel's Continental Europe Consumer Lifestyles reports analyse consumer data across four countries: France, Germany, Spain and Italy.

## **Health and Fitness Clubs - UK**

“Health and fitness club brands are also obvious candidates to stand out within the crowded health and fitness apps market.”

## Hispanics and Household Products - US

“The likelihood of Hispanic consumers purchasing various types of household products and their attitudes toward these products are among the key issues discussed in this report. Hispanics seek dependability and trust when buying household products, and having past experience with an item is the leading factor in what leads them ...

## Hybrid and Electric Cars - US

“Youth culture and car culture used to be one and the same, though this linkage is certainly no more. Ask teens today what they are interested in and they will mention the iPhone 5 or Facebook, a far cry from drag racing, drive-in movies, or a new Mustang. The fact ...

## Innovations in the Insurance Marketplace - US

This report focuses on the many recent innovations that are being developed by the insurance industry. One primary focus is the significant activity occurring in the P&C sector in recent years. Telematics and other types of devices that allow for cost savings to the consumer along with potential benefits to ...

## Life and Protection - Intermediary Focus - UK

“The protection market from an intermediary’s perspective looks somewhat daunting over the next year. The large number of regulatory changes and the prevailing economic conditions mean that the months ahead will be a challenge. However, there is no reason that intermediaries cannot continue to prosper despite these challenges. By addressing ...

## Lighting Equipment (Industrial Report) - UK

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## Hotels - US

“While hotel industry revenues are increasing, the cost of overnight stays continues to be a concern among consumers overall, and the youngest that have the highest incidence of hotel use. There is incentive for hoteliers, owners, and operators to consider more ways to justify fee increases as being necessary to ...

## Inbound Tourism - UK

“Amongst Olympic visitors, the European proportion was slightly lower than the ‘normal’ inbound visitor profile, the North American proportion was significantly higher than normal and the proportion from other countries also higher. The Games, relatively speaking, gave more of a boost to inbound long-haul travel. This may offer UK tourism ...

## Italian Consumer Lifestyles: Technology and the Environment - Italy

Mintel's Continental Europe Consumer Lifestyles reports analyse consumer data across four countries: France, Germany, Spain and Italy.

## Lifestyles of Young Adults - UK

“Being financially responsible is a must-have for today’s 16-24-year-olds. Economic uncertainties are forcing young adults to jump through more hoops to be able to afford education, get a job matching their qualifications, and get on the property ladder. Going forward, it can be expected that parents will play an increasingly ...

## Make-up and Colour Cosmetics - China

“Make-up for women has a long history in China, tracing back to thousands of years ago. The traditional style of Chinese make-up for women is best exemplified in classic Beijing Opera, where both actors and actresses wear heavy make-up when they perform. However, since 1949, especially during the Cultural Revolution ...

## Marketing Financial Services to Women - US

“Women’s financial needs are not really any different from men’s. Everyone needs to save money, plan for long-term goals, and make investment choices that fit their own needs and personalities. What many women do need, however, is a greater understanding of the financial opportunities that exist for them. Financial institutions ...

## Marketing to Teens - US

“Expecting to catch any significant volume of time from a teen is unrealistic as they bounce between media, and as a result companies that recognize and embrace the transient nature of teens’ attention will be best placed to engage with this audience. However, at the same time, an environment of ...

## Online and Streaming Video - US

“The seven years of YouTube’s history have made evident that there is a startlingly large demand for videos showcasing cats engaging with Roombas, amateur performers taking a spill off or on stage, and babies dancing to Beyoncé. While interest in homegrown entertainment may continue indefinitely, both ad sellers and ad ...

## Personal Loans - Ireland

As with other facets of the finance market, the personal loan market in Ireland was hugely disrupted by the 2008 financial crisis and subsequent economic downturn. Aside from the sharp decline in the number of suppliers, lending criteria were severely tightened as lenders sought to protect themselves from defaults and ...

## Poland Outbound - Poland

Poland is the sixth-largest economy in the European Union (EU) and one of the strongest Eastern European markets to emerge from Communist rule in the late 1980s. The country has gradually transformed into a democratic free-market economy, cultivating private enterprise and attracting foreign direct investment (FDI). Over the past two ...

## Poultry - US

## Marketing to Children - China

“China’s ‘Little Emperors’ are the youth of the country’s nascent emerging middle class. Growing up in families with higher-than-average discretionary incomes, no siblings and active grandparents, they are the beneficiaries of rising expenditure on children. However, a rigid education system and a heavy burden of expectation means that they are ...

## Men's Toiletries - China

“Men were ignored for a long time in the toiletries market. Fragrances and toiletries were not things usually associated with the traditionally macho image of a man in China. However demands on men’s personal image have increased – due to climbing incomes and social and professional demands – and men ...

## Ovens and Microwaves - UK

“Although tight finances are creating opportunities for own-label manufacturers and retailers to aggressively target the bargain hunter, the era of austerity holds an opportunity for manufacturers to secure a long-term relationship with consumers that delivers on quality, assurance and outstanding customer service.”

## Pet Insurance - UK

“Although price comparison websites have made it easier for consumers to compare the costs of policies and find the cheapest policies on the market, a higher number of pet insurance holders still choose policies based on the level of cover rather than just on the cost. Rather than competing on ...

## Portable Media Players - UK

“The growing popularity of streaming services may lead to a market where in two to three years, a substantial portion of consumers pay an average monthly fee in order to gain access to a huge cloud-based library of content, without necessarily storing the content on their own devices.”

## Premium Alcoholic Drinks - UK

“Nearly half of respondents say they would like to see more recipes on poultry packaging, but such interests might be better served if healthy recipes were offered at point of sale. This entails brands cooperating with retailers.”

## **Quantity Surveyors (Industrial Report) - 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.

## **Residential Window and Door (Industrial Report) - UK**

Industrial market reports from MBD industrial (a recognised authority in these markets) have added a new dimension to the breadth of research offered by Mintel. These industrial titles complement Mintel's existing consumer range, covering sectors such as building and engineering, and now featuring new business and professional/office sectors ...

## **Shopping for Plus Size Teens' and Women's Clothing - US**

“The plus size teens' and women's clothing market will continue to be a significant part of the overall clothing market, due to the sheer number of obese and overweight women and teenage girls. However, there are fewer choices for clothing in this category compared to those in standard sizes, which ...

## **SME Banking (Business Banking) - Ireland**

Small to medium sized enterprises (SMEs) continue to play a key role in the NI and RoI economies, with SMEs in NI accounting for almost 99.9% of all businesses, while in RoI some 99.7% of businesses.

## **Sun Protection and Sunless Tanners - US**

“Premium brands would be ill-advised to follow a strongly promotional driven strategy as a means of appealing to more drinkers. However, this is not to say that they should not promote at all in order to preserve their exclusive status, as infrequent price cuts are undoubtedly an effective way of ...

## **Ready Meals - Ireland**

The ready meals category within Ireland is experiencing growth led by the popularity of ready-to-cook products and increasing product development within chilled ready meals. However, the category still suffers from an unhealthy image and as Irish consumers become increasingly concerned about their health, future growth within the category will centre ...

## **Sandwiches and Lunchtime Foods - UK**

“Product innovation based around added-value attributes (eg contains one of your five-a-day) and an offering differentiated from at-home foods should help operators to better compete with packed lunch options. A focus on fresh products offers one avenue of exploring such differentiation, also coming across in the consumer research of this ...

## **Smartphone Purchasing Habits - UK**

“M-commerce is accelerating at such a rate that many organisations are struggling to keep up. As mobile starts to justify focus that is equal to, if not greater than more conventional channels, those who dedicate investment and sufficient attention to the channel are likely to benefit.

## **Spanish Consumer Lifestyles: Technology and the Environment - Spain**

Mintel's Continental Europe Consumer Lifestyles reports analyse consumer data across four countries: France, Germany, Spain and Italy.

## **Suncare - China**



“As skin cancer and sun protection awareness campaigns continue to warn consumers about the dangers of UV exposure and the FDA continue to propose tightened product regulations, manufacturers will need to stay ahead of the curve in order to maintain consumer confidence in the category.”

## Sunglasses - UK

“Heightened awareness of the importance of wearing high-factor sunscreen to protect the skin has seen usage in the UK climb. However, the same high-profile media attention has not been devoted to eye safety in the sun. There is an opportunity for sunglasses brands to lead media campaigns to raise public ...

## Supermarkets: More Than Just Food Retailing - France

This report series covers the 19 leading economies of Western Europe. In total these countries account for around 95% of all European retail sales, excluding Russia. The remaining ten countries are either too small (e.g. Luxembourg) or are not sufficiently well developed to warrant detailed coverage (e.g. Romania ...

## Supermarkets: More Than Just Food Retailing - Italy

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## Supermarkets: More Than Just Food Retailing - UK

“The dominance of the major food retailers is still developing. Their offer is being refined – both in store size and product offer. There is still scope for growth in non-foods and services and the next decade will see all the majors seek to enhance their store portfolios and the ...

## The Laundry Consumer - UK

“The suncare segment has been a star performer in the skincare market for the past few years with sales growth consistently outstripping the beauty and personal market as a whole. As they get richer and are increasingly exposed to Western technology and ideas, Chinese people are paying more attention to ...

## Supermarkets: More Than Just Food Retailing - Europe

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## Supermarkets: More Than Just Food Retailing - Germany

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## Supermarkets: More Than Just Food Retailing - Spain

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## The Golf Consumer - US

Participation in golf has been steadily declining since its peak in 2003. While the economic recession foots some of the blame, the fact that annual rounds had been declining prior to the downturn indicates a loss of interest in the sport itself. As with most leisure activities, a lack of ...

## The Role of Trust in Financial Services - UK

“Laundry patterns continue to evolve in response to product developments in both appliances and detergents, with a move towards more washing on low temperatures and quicker cycles one of the biggest trends over the last few years. New product marketing will continue to focus on changing the wash patterns of ...

## Travel and Tourism - China

China’s economy is weakening. Unemployment and inflation rates have risen, but tourism – particularly domestic – remains remarkably unaffected by the slowdown. International tourist arrivals dipped following the recession of 2007-09, but they quickly recovered. Foreign tourists accounted for 57.6 million arrivals in 2011, making China the third most ...

## Travel and Tourism - Fiji

Fiji is one of the 15 small developing island states in the South West Pacific and is located in the Pacific Ocean approximately 3,000km off the east coast of Australia. The country is comprised of 322 islands, most of them very small. The majority of people live on Viti ...

## Travel and Tourism - Mongolia

Mongolia’s economy is heavily based on its rich natural resources of gold, copper, coal and a number of other rare earth minerals. However, the country has identified tourism as a sector that can be developed in an attempt to diversify its economy and create jobs. While almost half a million ...

## UK Retail Briefing - UK

UK Retail Briefing is a monthly briefing providing news and analysis that includes company results, store openings, cross-border moves, M & A activities, executive changes and property developments. Additionally each month, UK Retail Briefing focuses on a key issue or specific UK retail sector. The month’s retail news is ...

## White Spirits and RTDs - US

“With volume sales of 6 million 9-liter cases, the RTDs segment is the smallest in the category. This can be

“Mintel’s research for this report shows that people are perfectly prepared to bank with an organisation that they don’t trust to treat them fairly. Marketers would be forgiven for asking whether this more emotional element of trust actually matters. Should they just give up on making people like them, and ...

## Travel and Tourism - Cook Islands

Located almost right in the centre of the South Pacific Ocean, the Cook Islands are remote, and at best, can be considered as a medium-haul flight from any of its major source markets. However, despite this geographical inconvenience (in tourism terms), they offer a developed and attractive destination to visitors ...

## Travel and Tourism - India

India’s economy has been growing at a robust rate, enjoying an average annual gross domestic product (GDP) of 8.5% throughout the mid-2000s, while the country’s emerging middle class (around 300 million strong) – better educated and with a higher disposable income than previous generations – is fuelling the demand ...

## Travel and Tourism - South Korea

South Korea (officially known as the Republic of Korea and referred to throughout this report as Korea) has one of the most dynamic economies in Asia, but it has not been immune to the global economic downturn or the crisis in the Eurozone. The country’s tourism industry, however, has proven ...

## Water Filtration - US

“The water filtration market can expect to see growth in the next few years due to the cost, health, and environmental benefits that consumers associate with this market. However, the market faces strong competition from bottled water and tap water. Water filtration companies should look to how to make their ...

## 奶酪 - China

“多年来的经济增长，改革开放和人民消费水平的提高推动了西式餐饮和西点店在中国市场上的迅速增长，特别是



attributed in part to the relatively new nature of these products, compared to the longstanding white spirits options. Declines seen in the segment are likely due to rising concerns over ...

## 彩妆品 - China

“在中国，女性化妆品历史悠久，可以追溯到几千年前。京剧中的女艺人所化的浓妆就是传统中式风格女性妆容的最好例证。但是，自从1949年起，尤其是1966到1976年间的文化大革命时期，女性化妆被谴责为腐朽的资本主义行为。直到1978年中国实行改革开放后，化妆才再次风靡起来。如今，中国都市中的大多数女性只有在出席一些特殊场合的时候，才会化妆，并且多以淡妆为主。但是总的来说，从事相关服务性行业及工作或者职业的中国女性如今需要带妆上班。”

## 针对儿童的营销 - China

“中国的‘小皇帝’是中国正在崛起的中产阶级家庭中的青少年子女。他们成长在高于平均家庭收入，没有兄弟姐妹和祖父母积极关爱的家庭中。他们是儿童支出增加的受益者。但是，僵化的教育体系和望子成龙的强烈愿望意味着他们是在压力下争取成功。而没有‘做家长的第二次机会’导致很多家长通过购买他们认为会保障孩子未来的商品和服务来保护他们的孩子。”

在大中型城市。意大利面条、汉堡、披萨、芝士蛋>糕等西式快餐和西点为越来越多人所喜爱，并很大程度上培养了中国人对奶酪的兴趣与口味。在此背景下，零售奶酪的销售近年也出现了强劲的增长。”

## 男士护理品 - China

“在中国护理品市场上很长一段时间，男性是一个被忽略的角色。在中国传统男人的词典里，男人似乎只与‘悍马’，‘牛仔’相近，而与‘香水、护理品’无关。然而进入21世纪后，随着中国人均收入水平的提高，日常社交、生活和工作的需要，男性消费者对于个人形象的要求也逐渐提升。这个被忽略的性别角色一下走到护理品舞台的聚光灯下，成为名副其实的男主角。”

## 防晒品 - China

随着经济水平的提高和西方科技、观念的浸染，中国消费者对自身的健康和外在的形象关注度越来越高，并且也有了更强的经济实力追求和满足这方面的需求。这强烈地驱动了个人护理产品品类，尤其是护肤品市场的增长。而在护肤品市场中，防晒化妆品的表现更加抢眼，其近年来的销售增长率超过了总体护肤品市场的增长，成为了护肤品市场中的明星品类。