

March 2012

Artisan Foods - Ireland

The artisan food market throughout Ireland has the potential to help both NI and RoI recover from the recession. However, increased pressure is being placed on the industry due to an increasingly price-driven consumer who has not got used to heavy discounting within the food retailing sector, along with increased ...

Attitudes toward Beverage Sweeteners - US

Consumer health concerns are the top factor in shaping their attitudes toward sweeteners. Although obesity rates have nearly stabilized in the past five years at 68%, they still remain high. As a result, more than half of U.S. adults aged 18+ watch their diets and around 60% of these ...

Automotive Fuel - US

U.S. household expenditures on gasoline reached nearly \$400 billion in 2011, a 28% increase from 2006. Yet at the same time, demand for gasoline has continued to fall sharply, including a 10% decline in both 2009 and 2010.

Bathroom Equipment (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 ...

Bicycles - UK

The bicycles market had a difficult year in 2011 as a result of the squeeze on household incomes which

Asian Americans and Technology - US

Asian purchasing power is rapidly growing, currently at \$543 billion and expected to reach \$775 billion by 2015. Asians' higher than average household incomes enable them to afford a variety of top-quality and big-ticket electronics, including the latest and most comprehensive smartphones, tablets, cameras, MP3 players, PCs, and home entertainment ...

Attitudes Toward Fiber and Digestive Health - US

Studies have consistently shown that most Americans do not eat the recommended daily allowance (RDA) of fiber. According to many studies, high-fiber diets can promote cardiovascular health and help one lose weight, both of which are important to millions of Americans. Indeed, it is becoming increasingly clear that fiber provides ...

Babies' & Children's Personal Care Products - UK

"Children's wipes (targeted at 3-9-year-olds) are worth only 5% of the total wipes market. Parents are finding more reasons to use wipes on older children, such as on-the-go clean-ups after playtime and eating, and frequency of use is growing the fastest amongst these groups. Manufacturers could introducing a range positioned ...

Betting Shops - UK

Operators' increasing reliance on the rising profitability of gaming machines will pressure them to find new ways of sustaining that trend, which could in turn distract them from solving the long-standing problems of an OTC segment in which horseracing's decline continues.

Bleaches and Disinfectants - UK

"With only a limited number of possible selling points for bleach, offering longer protection against germs is an

affected discretionary leisure spending and also negativity surrounding changes to the Cycle to Work scheme, which suppressed demand from that source. Some manufacturers also had too much inventory left over from ...

Brazil Outbound - Brazil

Brazil is one of the fastest-growing economies in the world, home to a population of some 200 million citizens and a rising proportion of consumers enjoying employment and better incomes for the first time. A cornerstone of Brazilian lifestyle is enjoying life to the fullest, having fun and being able ...

Buy-to-Let - Investing in Property - UK

"Although the buy-to-let sector is a niche investment area, a higher number of people are hoping to become landlords or expand their current holdings than those that have left the market. Increasing demand for rental property and lower interest rates have made buy-to-let an attractive investment opportunity, and this should ...

Carpets and Floorcoverings - UK

"Tomorrow's flooring retailers will need to be more compelling places to shop, give a better customer experience and create a source of inspiration for people wanting to create the best results for their interiors. We expect to see more design literate sales people and more imaginative ways of illustrating the ...

Children's Personal Care - US

Despite an increase in the population of kids aged 6-11, most segments of the children's personal care (CPC) market have seen declines in the last five years and are projected to see declines in the next five years. It appears that this is partly due to the down economy ...

Department Store Retailing - UK

"As mobile devices become the key connecting point for cross-channel they will have a major impact on how

important product differentiator for market-leading brand Domestos. But consumers also want bleaches to remove stains and limescale, so these aspects of the product (including added ingredients) could also be promoted more heavily ...

Business Travel Worldwide - International

This report provides an overview of business travel worldwide and the trends that will influence future developments in the sector. The report is broken down by type of travel service (ie airlines, car rental, rail, hotels), as well as by major country travel market. There are also individual sections about ...

Carbonated Soft Drinks - China

"China's carbonated soft drink market is growing at a low-teen rate which is significantly faster than other global markets (US/UK). However, on a per capita basis, the consumption of carbonated soft drinks in China is still low at an estimated 10.34 litres per person in 2011 compared to ...

Cereal and Snack Bars - US

Despite minimal growth in 2011, the cereal/snack bar category generated \$3.7 billion in total U.S. sales. Of the two segments—granola bars, and breakfast/cereal/snack bars—granola bars accounted for the largest share of the market with \$2.1 billion in sales for 2011. Breakfast/cereal/snack bars ...

Convenience Store Foodservice - US

While convenience stores have offered fresh, prepared foods for years, it's only over the last decade that the trend has accelerated. Today, convenience stores are capturing more dashboard-dining occasions, delivering the benefits of quick, easily accessible, one-stop shopping. Industry players have sought to increase consumer awareness and trust for c-store ...

Disposable Baby Products - US

The U.S. market for disposable baby care products has been severely impacted by the economic downturn,

companies communicate with their customers and how they foster loyalty, but they could become the perfect conduit for delivering more potent messages about the advantages of 'click and collect' services too".

Dry Pasta, Rice and Noodles - US

The \$5.1 billion dry pasta, rice, and noodles category is diverse, consisting of three segments: dry pasta and noodles, dry rice and rice mixes, and dry macaroni and cheese, all offering consumers a myriad of products that can be eaten as meals, side dishes, or snacks. Sales have fluctuated ...

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 ...

Green Lifestyles - UK

"Concerns about the economy continue to overshadow the environmental agenda and cost, rather than inconvenience or the amount of effort, is the primary deterrent to environmental habits in 2012. With an estimated 17.8 million people who are shunning being green in the coming year, there is a growing need ...

Instant Noodles - China

"Until recently, China's instant noodles market was facing the dilemma of having become a mature market with stagnant growth, despite the continued rapid economic growth of the country. The success of instant noodles in reaching this position was based on their convenience, but little had been done to maintain product ...

Marketing Financial Services to Small Businesses - US

Small businesses are a critical part of the U.S. economy, accounting for 50% or more of total employment in the U.S., according to the Small Business Administration.

suffering sales losses each year between 2006 and 2011, and forecasts into 2016 paint a similarly grim picture. Further compounding the slide is a declining birth rate in the U.S., stemming demand ...

Ethnic Restaurants - US

Ethnic restaurants have proliferated as Americans' palates have become sophisticated and diners have sought out new flavors and experiences. Italian, Mexican, and Chinese cuisines remain the most popular, with more than half of all respondents having visited one or more such restaurants in the past month.

Fashion Online - UK

"Fashion retailers are capitalising on the phenomenal popularity and influence of social networks and sites such as Facebook and Twitter have become prime advertising platforms. With users sharing their opinions, experiences and interests via social networks, this channel also provides valuable insight into customers' real wants and needs. Although the ...

Hispanics and Non-alcoholic Drinks - US

Both the number of Hispanics in the U.S. and their purchasing power are growing rapidly. With 51 million people in 2011, and purchasing power projected to reach more than \$1.48 trillion by 2015, Hispanics are a key consumer group for non-alcoholic beverage companies to court. But Hispanics are ...

Long-haul Holidays - UK

"Just over half of consumers say they would seek the advice of an expert if they were planning a long-haul holiday somewhere new. Once they have been to a destination, however, they are often more likely to do their own planning and booking next time. Travel companies specialising in long-haul ...

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

With these businesses having been hard hit by the challenging economic environment over the last several years, many are struggling to ...

Men's Attitudes Toward Clothes Shopping - US

After suffering sales declines throughout the recession, the men's clothing market is rebounding and is expected to grow in 2012 reaching \$57.4 billion. Many factors impact the market for men's clothing including the male population in the U.S., and particularly the growth in Hispanic men, levels of obesity ...

Mortgages - UK

"The mortgage market looks set to tread water for the time being with no major increases or decreases expected in mortgage take-up or property prices. Mortgage providers, however must brace themselves for a difficult time as the government looks to clamp down further on risky lending and potentially limit high ...

Occupational Health (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 ...

Online Retailing - Ireland

As a result of the continuing effects of the recession, trade association Retail Ireland reports that retail sales for RoI are down by 30% as of February 2012, when compared to the levels experienced during times of economic prosperity.

Personal and Stakeholder Pensions - UK

"It is an uncertain time for the personal and stakeholder pension market, in light of imminent new pension reform. Workplace auto-enrolment is seen as one of the main challenges but also one of the biggest

longer-term, generational shift in attitudes and expectations ...

Mobile Network Providers - UK

"Initial enthusiasm for mobile network issued bank cards appears to be subdued, with only 14% of mobile phone users saying that they would use a debit or credit card issued by their mobile network operator. However, network operators are in a good position to provide payment services in addition to ...

Motor Insurance - UK

"Interest and awareness in telematics-based motor insurance will increase during the next 12 months. Whether or not this type of policy can transfer to the mainstream will depend largely on how well the industry resolves issues surrounding data usage."

Online and Mobile Shopping - US

Changes in consumer electronics ownership and cellular data services are creating scenarios that promote online sales: smartphone apps allow consumers to scan barcodes when at brick-and-mortar retailers and help them determine whether immediacy is of sufficient value to incur the price difference; tablets present a larger screen for mobile shopping ...

Pasta, Rice and Noodles - UK

"Despite the wealth of cookery programmes on the television and internet, the level of knowledge in some of the more basic areas of cuisine is rather lacking in the UK. Just over one in ten (12%) pasta users agree that it is difficult to cook pasta to the correct texture ...

Pet Food - US

In spite of the recession and subsequently slow recovery, consumers continue to dote on their pets, making this category—if not quite bomb-proof—at least able to withstand the shellacking suffered by many other categories. The pet food market experienced sales of more than \$18 billion in 2011, and is projected to ...

opportunities that pension providers will face over the next few years.”

Pet Food and Supplies - UK

“Children have a major influence on the pet food market, and can be an important source of ‘pester power’ therefore it is vital for brands to engage directly with families to maximise their potential.”

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 ...

Refrigerated and Frozen Dough - US

The refrigerated and frozen dough market grew by 8.1% between 2006 and 2011. The market grew during the recession, but it faces challenges going forward, including increased competition from bakery products and restaurants as the economy recovers. To maintain the market, dough makers and retailers will need to adapt ...

Shopfitting (Industrial Report) - UK

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Sweet and Savoury Spreads - UK

“With almost half of consumers enjoying trying new flavours/varieties of sweet spreads and more than two fifths of consumers agreeing that own-label savoury spreads taste just as good as branded, flavour innovation can help to maintain engagement by refreshing this long-established and traditional category.”

Pizza and Pasta Restaurants - UK

“One of the key challenges in this market is maintaining engagement with consumers as they age. There is a gap in the market to cater to these less frequent diners who are looking for more special occasion dining opportunities.”

Private Label Food and Drink - UK

“Brands remain the most widely used type of product (89%) and outperformed the own-labels in terms of sales in 2011. However, consumer sentiment indicates that brands may in fact be most at risk in 2012 with own-labels well placed to benefit from a growing pool of users.”

Residential Flooring - US

With the economy strengthening and the potential for significant pent-up demand in the home renovation market, the flooring market may at last be emerging from five years of declining sales. At this key juncture, this report offers a comprehensive evaluation of the state of the market, examining underlying drivers, segment ...

Soap, Bath and Shower Products - UK

“The soap, bath and shower category straddles two worlds – at once it falls into the arena of must-have consumer goods, which consumers see as integral to their everyday wellbeing, while at the same time it has an opportunity to tap into a consumer desire for escapism and fantasy. Close ...

The Financial Advisor Channel - US

The strengthening of the economy has been a boon for the advisor market. Assets under management have rebounded to levels not seen since before the 2008 crisis and most advisors expect to keep growing their

businesses. Baby Boomers are beginning to retire and will require financial assistance to help manage ...

The Retailing of Food and Drink - UK

“The market for food is changing. We are seeing the beginnings of a shift away from the superstores and towards online retailing and convenience stores. That is not to say that the superstores are in trouble, but the days when they swept all before them are now over.”

Video on Demand - UK

“The VoD market is in a spasm of growth, with the BBC’s iPlayer continuing to drive awareness of the market as a whole, and a raft of new commercial services set to launch over 2012. What remains is for the wider transaction- or subscription-based VoD market to capitalise on the ...

White Spirits and RTDs - UK

“The new types of RTD have revived a flagging market and could potentially lead the overall RTD market back to the £1 billion mark. Its main obstacles at the moment are that people are put off by the lack of freshness inherent in this product and that – for older ...

UK Retail Briefing - UK

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Wedding and Honeymoon Tourism - International

Crude marriage rates in several countries around the world are in decline. In addition, many people are still dealing with the fallout from the current global economic crisis. For many, this translates as less disposable income, higher domestic bills, tighter household budgets and worries about job security. Perhaps surprisingly, the ...