

March 2013

Airport Retailing - Europe

“Airport retailing has been remarkably resilient because even when passenger numbers have fallen, sales per customer have continued to rise. And we expect that pattern to continue. Increased tourism and business travel, especially from Russia and China, should underpin any shortfall from recession-bound Europe.”

American Families and Dining Out - US

“Today’s families seek a more casual dining experience than they have in the past. The stresses of the recession have made families more price conscious, and they also want dining experiences that are comfortable. Because of the proliferation of options around foodservice ordering methods (to go, carry-out, drive-thru, and delivery ...

Biscuits, Cookies and Crackers - UK

“While users tend to turn to biscuits when they feel like a treat, half say it’s important to pay attention to the calorie content of biscuits while half would like to see more biscuits with added health benefits.”

Bleaches and Disinfectants - UK

“The prospects for further growth in sales of bleach are under threat from a trend towards lighter usage and consumer perceptions of bleach as a product too harsh for use as an everyday cleaner. Its strength is being seen as the most effective way of killing germs, but usage is ...

Bottled Water - US

“Bottled water has been able to rebound from declines showcased during the worst of the economic downturn, but it still faces challenges, such as consumers being more likely to drink tap water than bottled water. However, bottled waters have been able to appeal based on taste, convenience, and value-added products ...

America's Pet Owners - US

“America’s pet owners are feeling the pressure to be ‘good’ parents for their animals, and their spending behaviors reflect owners’ need to be emotionally connected and socially interactive. Their desire to do anything to keep their pets healthy informs their preferences for ‘premium’ brands and preventive healthcare. Advanced technology may ...

Beauty Devices - US

“The beauty devices industry has strong growth potential as consumers are motivated by getting professional results at home. However, the industry will face challenges in creating increased interest in and awareness of skincare devices as well as increased usage occasions for haircare appliances. Expanding the mass market skincare device segment ...

Black Consumers' Diet and Wellness - US

“Black consumers exhibit the highest incidence of obesity and related diseases, but they are doing little to address it. Cultural as well as economic elements play a big role in unhealthy dietary habits and sedentary lifestyle. Creating awareness about the link between diet and food is the key to restoring ...

Bottled Water - UK

“Features such as purity, low calorie content and sourcing/origins are all strengths for the bottled water market and operators should not marginalise these in their efforts to make water a more exciting and adventurous market.”

– Chris Wisson, Senior Drinks Analyst

Car Retailing - China

“The automotive industry is one of the pillar industries of the national economy, and plays a pivotal role in China's economic development. However, with the withdrawal of an auto consumption stimulus plan and slow growth in total car sales for two consecutive years, is the automobile market's golden age ...

Carpets and Floorcoverings - UK

“When compared to markets such as cookers and microwaves and kitchens and kitchen furniture, flooring appears to be the first out of the blocks in terms of the recovery of the bigger-ticket markets. Developments in cheaper synthetic carpets and laminate flooring have allowed consumers to make replacements at what they ...

Cereal Bars and Snack Bars - US

“Lackluster product innovation and expanding bar options from competing categories have challenged cereal/snack bar sales. Attracting the attention of consumers away from competing offerings will require the cereal/snack bar category to both emphasize its inherent strengths and enhance nutritional/performance positioning.”

Consumer Payment Preferences and Behavior - US

“Mobile payments have been ‘the next great thing’ for several years now, but with very low adoption rates for even the best-known products, the reality has yet to meet the promise. However, it seems that change is coming, as innovations in the mobile payment space are being announced and piloted ...

Cookies and Cookie Bars - US

“Consumers are paying more attention to their health due to a rising level of awareness regarding the poor nutritional state of our nation, most specifically among children. As consumers more actively engage with their need to eat healthy, the cookie market finds itself in a risky position; cookies, even so-called ...

Digital Trends Spring - US

“The rise of smartphones and tablets has pummeled sales of cameras, personal audio, desktops, televisions, gaming consoles, PC peripherals, and the companies whose brand names were staked on them. Convergence has been en route to the tech market for two decades, but now that it’s fully arrived, its overriding impact ...

Ceramic Tiles (Industrial Report) - UK

This report provides market research and analysis on the critical issues affecting the market. Not only does it explain the trends and identify future scenarios, but contextualises it in clear and concise formats, illustrated with tables and charts.

Cereal, Energy and Snack Bars - UK

“Despite high promotional activity, the market continues to struggle with a weak value perception. Marketing initiatives that focus around the quality and nutritional benefits of the bars may therefore offer the most potential for operators to enhance the category’s value image.”

Consumers and The Economic Outlook - UK

It is now more than five years since Northern Rock collapsed. Since then, the UK economy has experienced once of the steepest recessions on record, and one of the most anaemic recoveries. Consumers’ purchasing power has been eroded by inflation, and wages haven’t been rising enough to compensate.

Digital Trends Spring - UK

“More than half of consumers now use a smartphone to access the internet, whilst a third have a tablet in their home. Already this is having a significant impact on behaviour, as entertainment and commerce activities continue to shift towards mobile”.

– Paul Davies, Senior Technology Analyst

It appears Christmas ...

Estilo de Vida da Classe Média - Brazil

“A nova classe média representa atualmente um pouco mais da metade da população do país e, a previsão para 2014, é que 56% dos brasileiros façam parte desse novo perfil socioeconômico.

Ethnic Restaurants and Takeaways - UK

“Operators looking to leverage consumers’ significant interest in niche cuisine types such as Malaysian, South American, Caribbean, Indonesian and North African should ensure that they are offering clear advice and assistance to consumers as to what the cuisine type is, how they should order it and when they should visit ...

Fitted Kitchen Furniture (Industrial Report) - UK

This report provides market research and analysis on the critical issues affecting the market. Not only does it explain the trends and identify future scenarios, but contextualises it in clear and concise formats, illustrated with tables and charts.

Hispanic Consumers’ Diet and Wellness - US

“The Hispanic population has the second highest rate of being overweight or obese in the U.S., falling second to African-Americans. This is leading to health conditions like diabetes and hypertension, which are causing more Hispanics to search out foods and health services that can help manage illness. Hispanics are ...

In-store Bakeries - US

“A growing movement that calls for consumers to limit their intake of a number of key food ingredients, such as fat, sugar, sodium, and carbohydrates, thought to be harmful to one’s health, threatens in-store bakery sales as consumers feel pressure to cut back on indulgence. However, in-store bakeries have the ...

Long-haul Holidays - UK

“Private sector investment at Heathrow will likely see passenger charges rise from £19.33 in 2012/13 to as much as £27.30 in 2018/19, pending approval from the Civil Aviation Authority. Landmark rulings by the European Court of Justice in favour of passengers receiving compensation from airlines for ...

Marketing to Sports Fans - US

European Retail Briefing - Europe

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.

Food and Drink Retailing - UK

“Fortunately, horse meat is not poisonous – unlike the adulteration of olive oil scandal, which hit southern Europe a couple of decades ago. The issue is that trust in labelling has been seriously undermined because some, perhaps many, meat suppliers had been using cheaper product and then passing it off ...

Homeopathic and Herbal Remedies - US

“Though sales of homeopathic and herbal remedies continue to increase, the market is up against several challenges. This includes low awareness among consumers, limited product availability, and consumer perception of safety and efficacy.”

Instant Noodles - China

“As an increasing number of snack options in China continue to snare consumer interest, the image of noodles as first and foremost a convenience product poses a challenge. However, there is scope for premium and healthier instant noodles to support growth if they can meet the demands of the growing ...

Lotteries - UK

“Although the UK lotteries market is dominated by the National Lottery, it is more diverse than share data would suggest. Players have a widening range of choices in games to play, and operators have plenty to think about in a sector in which interests and preferences vary significantly between the ...

Marketing to the Green Consumer - US

“While many Americans are drawn to professional sports, leagues and marketers have an ongoing opportunity to make sporting events more accessible to a wider array of fans. They should develop more ways for fans to socialize through on-screen viewership, make it easier for ads to share the screen with more ...

Marketing to the Middle Classes - Brazil

“This group is often called ‘emerging,’ in the sense that these consumers have a great potential for purchasing value-added products and services in addition to regular ones. However, with so many possibilities of making their ‘consumption dreams’ come true, the majority of Brazilians today are in debt, with big ...

Menswear - UK

“Shopping online for clothes via mobile devices is still a small market, but there is real potential for growth for menswear as male users of smartphones and tablets do not see security as an issue and fewer than average have experienced slow loading times or had problems paying. Consumers are ...

Molhos de Mesa e Temperos - Brazil

"A categoria de molhos e temperos/ condimentos está presente hoje em 97% dos lares brasileiros, o que representa uma grande oportunidade para a indústria aumentar a frequência de consumo de alguns produtos. Além disso, também existe a oportunidade de gerar experimentação e futuramente, adoção de novos produtos aos quais os ...

Mortgages - UK

“There is a high degree of pent-up demand among prospective first-time buyers, with nearly 4 million UK adults looking to buy their first home over the coming year. However, with house prices still high relative to average earnings and tighter lending controls, for example in relation to income multiples and ...

Nut-based Spreads and Sweet Spreads - US

– **Fiona O'Donnell, Senior Lifestyles & Leisure Analyst**

Meat - Ireland

“The meat market in Ireland has seen strong value growth year on year despite the downturn, and although the horsemeat scandal of 2013 is likely to have a lasting impact on sales of processed meat products, it has been to the overall advantage of sales of unprepared meat products, and ...

Mobile Network Providers - UK

“Breaking down customer contracts into a modular structure will allow consumers to build their own packages, optimised for their own particular needs. This will also allow operators to add a wider variety of add-ons, such as video streaming bandwidth, chatting services, large file messaging or application download allowances. Operators that ...

Mortgages - Ireland

Although the Irish mortgage market has been hit hard by the events of recent years, there are signs that the market is beginning to show some more positive signs of activity – though nothing like the level reached during the economic boom years. This is due primarily to the growing ...

Motor Insurance - UK

“Telematics insurance is the most innovative development in the motor insurance industry for years. As a result, the majority of insurers are focusing some resources on developing telematics offerings and trying to find ways to reduce upfront costs of installing the technology, such as mobile application development. However, before this ...

Occupational Health (Industrial Report) - UK

“Four in 10 respondents to Mintel’s survey say they would be interested in gourmet nut and fruit spreads, but most gourmet producers are small brands with little to no advertising clout. Leading brands should spend more time and effort in the category, backed by established processing plants and bigger ad ...

Online and Mobile Retailing - Ireland

“Online and mobile retailing will continue to grow as an industry due to Irish consumers increasingly purchasing goods and services via these mediums to save money. As such, these channels will become ever more crucial to the success of retailers throughout Ireland.”

Pasta, Rice and Noodles - UK

“Although pasta and rice dishes are well known for their accessibility to even the most novice cooks, judging how much to cook is a widespread problem, affecting over four in ten consumers. There is scope for the boil-in-the-bag concept to be introduced into the UK pasta market, having gained traction ...

Pet Food - US

“According to the American Veterinary Medical Association (AVMA), pet ownership is on the decline since 2006. Due to a waning number of end users, marketers must consider ways to encourage pet food buyers to feed their pets a variety of new food/treats, tap into the underdeveloped elderly pet owner ...

Prepared Meals - Brazil

“Despite prepared meals being used by 80% of consumers, they are not considered by Brazilians as an option for frequent consumption. Their price is high; they can cost twice or even three times more than homemade meals. Strategies that target low-income consumers can support sales growth. Meanwhile, given the still ...

Railway Engineering (Industrial Report) - UK

This report provides market research and analysis on the critical issues affecting the market. Not only does it explain the trends and identify future scenarios, but contextualises it in clear and concise formats, illustrated with tables and charts.

Online Grocery Retailing - UK

“Without a hike in delivery charges or perhaps substantially higher minimum order values, online retailing for multichannel grocers is never likely to yield margins comparable to store-based shopping. But we think retailers can focus marketing communications on higher socio-economic groups to help mitigate the inherent financial disadvantages of retailing online ...

Personal and Stakeholder Pensions - UK

“With RDR-related reforms set to make independent advice increasingly harder to come by for many consumers, rising interest in the ability to manage and monitor pensions online among younger savers can be seen as an encouraging sign. It suggests that savers are becoming increasingly more comfortable managing their own finances ...

Poultry - Ireland

“Chicken is dominating the poultry category at present due to its attractive price point and its versatility. However, the Irish poultry market faces challenges, with high levels of imported chicken dominating the market due to its lower wholesale price. Consumer desires for local poultry on retail shelves could prove challenging ...

Provenance in Food and Drink - UK

“The horse meat scandal, which broke in January 2013, has put the spotlight on the sourcing of food, with concerns raised over the way in which meat from overseas has entered the UK food chain.

While the food industry is likely to feel the effects for some time, consumers are ...

Refeições Preparadas - Brazil

This report provides market research and analysis on the critical issues affecting the market. Not only does it explain the trends and identify future scenarios, but contextualises it in clear and concise formats, illustrated with tables and charts.

Regional Newspapers - UK

“Finding a technology platform that will automatically adapt itself to the type of device the content is being viewed on is becoming of paramount importance and ultimately could dictate whether or not digital operations can operate at a profitable level.”

Shopfitting (Industrial Report) - UK

This report provides market research and analysis on the critical issues affecting the market. Not only does it explain the trends and identify future scenarios, but contextualises it in clear and concise formats, illustrated with tables and charts.

Single Lifestyles - UK

“Whilst the social pressure to find a partner has lessened, an estimated 6.8 million adults in Britain still feel there is a social stigma attached to being single. However, with more adults postponing marriage/starting a family and a higher proportion of separated, widowed and divorced retirees, focusing on ...

Soap, Bath and Shower Products - UK

“Changing habits have shown a decrease in the frequency of bathing and an increase in the frequency of showering, translating to a growth in the shower market. This is driven by time constraints and increased water bills but also an ageing population with mobility issues. Extending the shower category to ...

Table Sauces and Seasonings - Brazil

"Apesar da penetração entre 80% dos consumidores, as refeições prontas não são percebidas pelos brasileiros como uma opção para consumo frequente. O preço dos produtos é alto, podendo ser duas a três vezes mais caro do que uma refeição caseira. Além disso, no geral os brasileiros conservam uma apreciação pela ...

Responsible Tourism - International

Before 2001, ‘responsible tourism’ was a little-known sustainable tourism management strategy practised by few; today it is widely recognised and the application of it is global. There is now a market specifically for responsible tourism products and services, and many countries and destinations have adopted these strategies as key tools ...

Shopping Malls - US

“The market for malls and mall retailers is one that has seen stagnation and decline over the last decade and can expect to see these trends continue as the current oversupply of mall retail space in the U.S. shrinks to meet actual demand. Malls are no longer attractive places ...

Singles on Holiday - UK

“The long-term decline in marriage as an institution has helped to destigmatise singlehood and given birth to a new breed of more self-confident, financially independent and freedom-loving singles. Travel is important to these singles as a form of self-determination and a powerful expression of identity and individuality. ‘Freedom holidays’ can ...

Soap, Bath and Shower Products - US

“The soap, bath, and shower market can expect to see growth in the next few years due to near universal consumer usage of these products for hygiene maintenance along with a lack of competitive alternatives. However, this market does have some issues it will need to address: private label offerings ...

The Rise of the BRICs - International

“Table sauces and seasonings have high penetration among Brazilian consumers, but the consumption frequency varies across products, as it is common for people to use table sauces and seasonings that they are more familiar with. Therefore, there are opportunities in this market to increase consumption frequency by encouraging consumers to ...

Tires and Rims - US

“For the first time since World War II, Americans are driving less. While the tire industry is currently benefiting from the release of pent-up demand, the aging population and the subsequent lack of enthusiasm from young people to drive could end up impacting tire sales if these two groups buy ...

Tourism and the Arab Spring Effect - Saudi Arabia

The Arab Spring was essentially an awakening of political consciousness throughout the Middle East, which began at the tail end of 2010 and continues today. Definitions of the Middle East vary; for the purpose of this report it is a collective term used to describe specific countries in South West ...

UK Retail Briefing - 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.

方便面 - China

中国方便面市场由台湾企业于20世纪90年代建立，如今该市场可以说已趋于成熟。21世纪中期以来，方便面的年均复合增长率徘徊在5%左右的水平，与中国的其他许多食品市场相比略显疲弱。

This report constitutes an overview of tourism in the four emerging BRIC countries – Brazil, Russia, India and China. The term ‘BRICs’ was coined in 2001 by Jim O’Neill, who was at the time the chief economist of Goldman Sachs, the investment banking firm. Although the four countries are quite ...

Toilet Cleaning and Bleach - US

“While new product launches might help to draw attention to the toilet cleaner segment in the short term, new items alone may not be enough to generate long-term growth. The bigger win for marketers and retailers may lie in helping consumers get more out of the products that already are ...

Traditional Chinese Snacks - China

“Given the growing diversity of consumers’ snacking habits, in terms of locations and occasions, there are opportunities for manufacturers to create new snacking environments, for example by encouraging more daytime snacking in the office, or when on the go.”

传统中式零食 - China

中国消费者几乎都有食用零食的习惯，这反映了中国的传统饮食文化。因此，中国零食市场产品和品牌异常繁多，很多制造商都将业务中心瞄准该市场。尽管中国传统零食产品的消费通常集中于节日和庆典活动，特别是中国农历新年（春节）等中国传统节日，但是，随着中国经济的崛起和中国消费者生活习惯的改变，现在中国传统零食的消费更加根深蒂固地融入了消费者的日常生活。

汽车零售 - China

“汽车产业作为国民经济的支柱产业之一，对我国经济发展起着举足轻重的作用。然而，汽车消费刺激政策的退市和连续两年汽车总销量低速增长是否就意味着车市发展的黄金时代已经结束？这是一个政府、生产厂商、经销商和消费者都在思考和担心的问题。”

Upcoming Reports

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