



## April 2010

### Consumer Attitudes Toward Luxury Goods - US

The poor economy has influenced US consumer attitudes and their purchasing behavior for all consumer products and services. The word luxury is used so often that its meaning has become diluted. The terms affluent luxury and aspirational luxury are also blurring as premium brands trade down and mid-priced brands trade ...

## March 2010

### Baby Durables - US

Consisting of baby furniture, mobility, daytime care and safety/wellness products, Mintel takes a close look at how the baby durables market is performing when challenged by a stagnant child population, economic recession and a new generation of tech-savvy mothers.

### Greeting Cards and eCards - US

In the midst of a recession, people feel the need to connect more than ever. Even with the availability of instant modes of communication, the need to feel connected still exists. This is precisely why greeting cards have managed to stay relevant and continue to grow, even as they are ...

## January 2010

### Customer Satisfaction and Loyalty Programs - US

Customer satisfaction and loyalty programs have become more important to retailers and service providers as they struggle to hold on to customers in a prolonged economic downturn. Indeed, membership in loyalty and reward programs, most of which promise savings in the form of special discounts or free merchandise, has increased ...

### Grocery Store Retailing - US

Grocery retailing has grown into a \$355 billion annual business in the US. While some industry observers believe that the grocery industry is recession-proof, that is only partly true. The reality is that while consumers do need to buy food and other household items regardless of economic conditions, and tend ...