

April 2012

Airline Mergers, Acquisitions and Consolidations - International

This report provides an overview of recent consolidation in the worldwide airline industry. Progressive deregulation of the air-transport sector, which dates from the late 1970s in the US and the mid-1990s in Europe, and has since spread to much of the rest of the world, has raised the level of ...

Blacks and Non-Alcoholic Beverages - US

According to the U.S. Census Bureau, the Black population is expected to reach 42.6 million by 2016, an 11.3% increase from 2006. Currently at \$957 billion, Black spending power is expected to climb to \$1.3 trillion by 2015. Higher education levels, and the resulting higher paying ...

Camping and Camping Equipment - US

In 2011 the market for camping equipment was nearly \$1.75 billion, yet retail sales have been flat as consumers continue to spend cautiously on non-necessities, such as new or upgraded camping gear. Following an anticipated surge in 2012—driven largely by pent-up demand from the recession—Mintel expects sales to grow ...

Canadian Lifestage Financial Services Marketing - US

The Canadian consumer is currently facing considerable challenges. Unemployment is high, people are worried about being able to save enough to enjoy a comfortable retirement, and household debt is approaching levels that may indicate they are about to face their own credit crisis.

Chocolate - Brazil

"A confiança do mercado nos fornecedores mundiais de cacau está subjugada às flutuações de preço e inflação deste insumo, mas mesmo assim, as previsões do mercado continuam positivas. Investimentos em

Biscuits, Cookies and Crackers - UK

"Another means of reviving the fortunes of the beleaguered healthier biscuit sector is by targeting the under-exploited healthy kids' biscuits market. A hefty six in ten users with children would like to see more healthy biscuits for children."

Brand vs Own Label Retailing - Ireland

The economic downturn has altered consumers' food shopping habits. Consumers are now more than ever looking for value for money when purchasing food items, and own-label products offer a cheaper alternative to branded goods. However, sales within a number of own-label sub-categories within Ireland have decreased since 2010 as brands ...

Camping and Caravanning - UK

"Some 14% of Londoners are considering exiting the capital and 'travelling in the UK while the Games are on so [they] can avoid it', creating a significant target market likely to respond to the opportunity to get away but not break the bank."

Carbonated Soft Drinks - Brazil

"The carbonated soft drinks category in Brazil has achieved significant growth in recent years. However, innovation and product repositioning will be key to addressing the challenges the market faces in the coming years.

Chocolate Confectionery - Brazil

"The market's reliance on global cocoa supplies leaves it susceptible to price fluctuations and inflation, but despite that, the market is forecast to continue growing. Investment in distribution, supply and innovation is

distribuição e inovação estão alinhados não só ao crescimento do consumidor-base, mas também ao aumento da frequência do uso entre ...

Chocolate Confectionery - UK

“Better quality of chocolate, added ingredients (such as fruit and nuts) and ethical sourcing are all potential means for brands to justify higher prices while greater transparency around the reasons for increases in price would also be likely to be warmly received by users.”

Coffee - UK

“Newer types of premium instant innovation are important in replacing the jar, which consumers are used to associating with lower prices and brands should look to expand and segment their ranges by introducing sachets, cubes and refill pouches.”

Consumers and Financial Advice - UK

“When looking for an IFA only a minority of British adults say they take into consideration two of the key elements of the advice market that the RDR is striving to improve – adviser qualification standards and how advisers are compensated. Instead, most of the emphasis tends to be placed ...

Cookies and Cookie Bars - US

In 2011, the cookie/cookie bar category returned to positive territory in terms of sales growth, as total U.S. sales reached an estimated \$6.4 billion. The 2.7% increase was a nice improvement from 2010, which saw sales drop by 0.7%.

Dairy and Non-dairy Milk - US

Milk processors face an uphill battle, including the dominance of private labels; consumer concerns over the presence of growth hormones in non-organic milk; fluctuations in commodity prices; supply shortages for organic milk; and growing consumer concern about the safety of animal products in general. With that long list of challenges ...

geared to not only grow the consumer base, but also increase frequency of use amongst occasional users.”

Chocolate Confectionery - US

Chocolate confectionery posted modest year over year sales growth through the recession to reach \$18.6 billion in 2011. A combination of product innovation and price increases led to a 16% gain in the category from 2006-11. Leading companies expanded their mainstay product lines by way of new formats and ...

Consumer Payment Preferences - UK

“Banks currently have the edge when it comes to the payment-related elements of the mobile wallet, but history shows that this is likely to be a pretty fragile advantage.”

Convenience Stores - UK

“The convenience operations from the major grocery multiples are not traditional c-stores: instead, they are pared-down versions of their superstore offers. For independents, this means there are pressures to compete but there are also gaps in the offer to exploit. The independents must restate the convenience in c-store shopping, providing ...

Cruises - UK

“Potential new cruisers are already very receptive to the idea that these holidays are a great way of visiting and exploring places. Mintel’s research shows that where the ‘potentials’ differ from experienced cruisers is in their much lower level of awareness of the quality of onboard facilities. Rising fuel costs ...

Deposit and Savings Accounts - UK

“Our research suggests that many people are baffled by the number of different savings accounts and rates on offer. Any attempts by providers to simplify their product ranges or to introduce applications that help people quickly and easily navigate the maze of choices would be welcomed by customers. At the ...

Digital Trends Spring - UK

This report examines the trends in consumer technology and digital media in the UK. This is the first report in the updated series of Digital Trends, which Mintel has created in response to the changes in technology ownership and usage, as well as to the changing requirements of our readers ...

Dishwashing Products - US

The dishwashing products market grew slowly from 2009-11, as declining unit sales were offset by growing consumer preference for higher-priced dishwasher products such as single-dose pacs and multipurpose products. Changing demographics and an improving economy will present new opportunities and challenges for the market over the next five years.

Educational Lending - US

The U.S. student loan industry is heading toward a potential crisis. About a quarter of outstanding student loan borrowers are behind on their payments, according to both a recent research report by the Federal Reserve Bank of New York, as well as Mintel's consumer survey for this report. At ...

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 ...

Gastrointestinal Remedies - US

Sales of gastrointestinal (GI) remedies grew considerably in 2009, in part because of strong demand for over-the-counter (OTC) versions of prescription remedies such as Prilosec OTC. This growth, however, decelerated in 2010 and 2011. While significant opportunities exist in the category, it is evident that at this point in history ...

Lifestyles of the Over-55s - UK

Dishwashing Products - UK

"While the main route to growth in machine dishwashing is through driving higher ownership of dishwashers in UK homes, existing dishwasher users could also be persuaded to do a higher proportion of their washing up using the dishwasher through product improvements and better advice on maximising dishwasher performance."

DIY Retailing - US

This report builds on the analysis presented in Mintel's *Home Improvement—U.S., February 2011* and *DIY Home Improvement—U.S., May 2010*. The focus of this report is retail Do-It-Yourself (DIY) and decorating products purchased directly by consumers and installed by them. DIY activities include repairs or additions to the ...

Ethnic Restaurants - UK

Mainstream ethnic operators need to keep up with what the rest of the eating out market place, and smaller, emerging players in the ethnic restaurant sector, are doing in order to remain relevant to consumers. Otherwise the market is in danger of losing even more trade to in-home alternatives and ...

Fridges and Freezers - UK

"Innovation has touched almost every aspect of product styling and design in refrigeration. So today's consumers have more choice than ever before from low-cost no-frills appliances through to high-spec luxury items. There are smart appliances that micro-manage food storage temperatures and humidity and a plethora of innovative interiors that improve ...

Holidays on the Internet - UK

"Online travel-based resources or booking facilities need to offer a dedicated mobile experience in order to ensure that they maintain market share over 2012 and 2013, as browsing from mobile devices becomes more frequent both at home and abroad. Creating an online presence that consumers can return to with reviews ...

Marketing to the Green Consumer - US

“Today’s over-55s feel relatively sheltered from the economic turmoil as high home and asset ownership as well as absence of dependents afford more financial freedom. The over-55 consumers don’t mind paying a premium price for products of genuine quality. However brands’ marketing strategies need to be more inclusive of this ...

Men's Fashion Lifestyles - UK

“Less than one in ten (8%) men struggle to find clothing which is both fashionable and flatters their figure, compared with almost three in ten (28%) women. There has been a strong focus within the fashion market on the importance for women to dressing in a way that suits their ...

On-premise Alcohol Consumption Trends - US

The restaurant recession appears to be over and patrons are starting to venture out from their homes to visit restaurants and bars once again. Over the past few years, operators have ramped up their beverage programs in order draw consumers back using a variety of strategies, from new drinks, ingredients ...

Price Promotions and Loyalty Schemes - Ireland

Consumer spending power has taken a nosedive between 2008 and 2012, with consumers finding themselves with less money to spend, and growing household costs. Thus the hunt for bargains is helping to sustain the popularity of loyalty cards in retail stores, and is driving the proliferation of deal-of-the-day websites among ...

Pub Visiting - UK

“Minimum pricing will only really work as a way of controlling the sale of alcohol in the off-trade if the minimum price per unit is adjusted on a regular basis to try and keep the differential between the two channels the same – or even narrow it to try and ...

Retail Banking Overview - Ireland

Improving economic conditions indicate that demand for green and sustainable products will grow in 2012. During the recession years (2007-09) and the subsequent slow recovery, the green consumer base stagnated as financial concerns outweighed environmental concerns. However, current macroeconomic data shows that a reversal of fortunes may be in the ...

Nappies and Baby Wipes - UK

“Around 31% of parents use baby wipes for general cleaning. To encourage usage of cleaning-specific wipes, brands (eg Kandoo) could be extended and positioned as ‘toy wipes’, which are ideal for cleaning babies’ and children’s plastic toys, to kill germs but be safe for babies. The wipes could also be ...

Outdoor Barbecue - US

The outdoor barbecue market is slowly recovering after the recession, and shipment volume is expected to grow 4% over the next five years to reach 13.9 million unit shipments in the U.S. by 2016. The outdoor barbecue market continues to be impacted by a variety of economic factors—including ...

Provenance in Food and Drink - UK

“The strong interest in provenance among the higher-earning households signals the ongoing potential to leverage origin information to justify added value. Emphasising provenance on-pack has potential to appeal to those consumers who are willing to pay more for a British product.”

Refrigerantes - Brazil

“A categoria de refrigerantes no Brasil alcançou crescimento significativo nos últimos anos. No entanto apresentam-se desafios para os próximos anos que só serão revertidos por meio de inovação e reposicionamento.

Salty Snacks - Brazil

Although the turmoil brought about by the financial crisis has largely passed, the Irish retail banking sector remains entrenched in a period of transition and uncertainty. The competitive landscape has changed dramatically – particularly in RoI – and there will almost certainly be additional changes in the years to come ...

Set-jetting Tourism - International

In the 21st century, film (films and TV series) has taken over from literature as the most influential form of popular media motivating many leisure activities. Film possesses the power to create strong emotional connections to places seen on screen. It also presents activities that visitors seek to imitate or ...

Shampoo, Conditioners and Treatment Products - UK

“It seems that adults associate well groomed, frizz-free and glossy hair with confidence. Adults who buy shampoos which protect coloured hair, smooth, repair and moisturise are more very likely to feel more confident when their hair looks good. This offers an opportunity for brands to peg their marketing messages to ...

Snacks - China

“China’s snacks market has grown strongly thanks to increased consumer spending power, busier lifestyles and increasingly varied leisure pursuits. Consumer interest in new products has fuelled a massive expansion in the number of companies and products involved in the market. But that growth has now created such a bewildering mass ...

Soap, Bath and Shower Products - US

The U.S. market for soap, bath, and shower products was significantly impacted by the slow economic recovery, which caused declines in 2010 and allowed for only modest growth in 2011 as users traded down to less expensive products or made their existing products last longer. Still, growth is moderately ...

"The Brazilian Salty snack market is experiencing growth, yet comparatively low penetration and frequency of consumption indicates significant opportunities for further growth in the future. The market’s success is dependent on continued economic prosperity, improved distribution, and the ability to attract older users into the category."

Shampoo, Conditioners and Styling Products - US

The haircare market has seen little change between 2006 and 2011, with sales of \$6.5 billion in 2011 just \$10 million more than in 2006. Fluctuations in the interceding years have been by and large a product of the faltering economy, with increases in 2009 a result of consumers ...

Shopping for Home Décor - US

The home décor market suffered sales declines during the recessionary years, yet has returned to growth in 2010 and 2011. The fortunes of this market are inherently linked to the rebound in the housing market as well as consumers’ renewed optimism in the economy. These as well as other factors ...

Snacks Salgados - Brazil

“Para continuar com o crescimento visto nos últimos 5 anos, o mercado de salgadinhos terá que se adaptar a uma série de mudanças que estão ocorrendo no Brasil. A classe média em crescimento no país continuará a apresentar oportunidades de aumento da frequência de consumo e de introdução de novos ...

Social Media: Beauty and Personal Care - UK

“Social networks have established themselves as integral to the consumer’s digital experience. They not only enrich the brand experience, but also help to integrate real-world brands into users’ digital lifestyles. People are turning to online discussions for product recommendations, listening to the opinions of others and increasingly forming networks based ...

Soup - US

Recession-inspired frugality resulting in changing consumer purchase habits has conspired to soften sales in the \$6.4 billion soup industry. After sales declines in prior years, the category showed minimal growth between 2010 and 2011, with sales essentially flat.

Spectator Sports - UK

“The impact of the 2012 Olympic Games on the spectator sport market in general terms of value and profile is clearly positive, but the event is also creating a variety of challenges and opportunities for individual sports according to their calendars and character.

Tablets - US

Apple’s third-generation iPad sold 3 million units globally in its first three days on the market in March 2012, capturing a minimum of half a billion dollars per day. Global tablet sales surpassed netbook sales in Q2 2011, enrooted to 65 million units in total for the year. That figure ...

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 then analysed sector by ...

Specialty Foods - The NASFT State of the Industry Report - The Market - US

Mintel and the National Association for the Specialty Food Trade (NASFT) have once again collaborated to produce the ninth annual *State of the Industry Report – The Market*, following the first report which published in May 2004. The purpose of this report is simply to show changes in the industry ...

SUVs and CUVs - US

This report explores the SUV and CUV market in the U.S. It provides insight into the external and internal factors affecting vehicle unit sales and what they mean for future sales, marketing campaigns, and industry innovations. Specific questions that are answered in this report include, but are not limited ...

Tea Drinks - China

“China’s RTD tea market experienced strong double-digit annual growth from 2006-11 with a noticeable slowdown in 2011 due to a combination of factors including unfavourable weather, food safety issues such as the plasticiser incident and high input costs. However, compared to Japan and Taiwan, the two leading RTD tea markets ...