

## December 2011

### Lotteries - US

Sales at many state lotteries declined in 2008 and 2009, as consumers around the nation reduced discretionary spending in order to mitigate the impact of the recession. However, at a national level, sales increased significantly in 2010 and 2011 despite the fact the economy remained weak during this period. One ...

### Family Vacations - US

While vacation destinations felt the impact of the recession sharply in 2009, the family vacation market on the whole has shown resilience in 2010 and 2011. For many families stressful economic times appear to have made the emotional benefits of getting away more compelling, making even brief family vacations more ...

## November 2011

### Hotel Accommodations - US

The hotel industry, including hotels and motels, casino hotels and bed and breakfast inns, has had a tough go of it in the troubled economy, as both leisure and business travel waned. Sales were flat in 2008, followed by an 11.8% drop in 2009. Subsequent growth is evident, but ...

### Baby Boomers Across Seven Categories - US

Companies must have a clear understanding of the Baby Boomer demographic in order to market products and serve their needs better. Mintel has compiled information from multiple Oxygen reports and Mintel Inspire to give you a holistic view of today's Baby Boomer consumer.

## October 2011

### Pay TV - US

Consumers desire to cut costs in a struggling economy, in addition to the expansion of free and lower-cost content options, present challenges to the \$100 billion

### Character Merchandising - US

Popular characters can be very effective at driving sales for a variety of products. For example, according to Nickelodeon, Dora the Explorer has generated more than \$11 billion in worldwide sales since 2002. The exceptional effectiveness of character merchandising—especially when related to advertising directed at children—has also led to a ...

### Social Network Gaming - US

Based on Mintel's consumer research about one in five adults played online games in the 30 days prior to their interviews in 2011, and according to Nielsen, an estimated 10% of time spent online is devoted to playing games—proof that online gaming is a source of entertainment for many adults ...

### Live Entertainment - US

This report provides an in-depth examination of the live entertainment market (excluding sports) and is geared towards industry promoters, venue operators, artist

pay TV industry, and fears of cord-cutting abound. As new technologies develop, consumers continue to shift or cancel subscriptions, spelling a slowdown in revenue ...

managers, live event marketers and anyone interested in pursuing opportunities within this industry. The report explores current trends and innovative ideas in the live entertainment market, and also ...

## September 2011

### Social Networking - US

The fast-growing, fast-evolving social networking phenomena continues to expand in terms of users and ad revenues, projected to reach \$3.1 billion in 2011. In defiance of uncertainty in the wider economy, advertising on social networking sites (SNS) increased 705% from 2006-11. Growing use of smartphones, tablets and laptops have ...

## August 2011

### Console Gaming - US

Sales of video game console hardware and software (including digital downloads) are expected to reach \$22.7 billion in 2011. In spite of the industry's history of rapid growth, sales in the near future will slow as the current generation of consoles ages; the next-generation consoles are not expected to ...

## July 2011

### Movie Theaters - US

Domestic movie theater admissions have been on the decline since 2002. While ticket price hikes have kept box office revenues afloat for most of the past decade, 2010 saw box office revenues lose momentum. In this report, Mintel examines how current trends are impacting the market landscape for theater exhibitors ...

## June 2011

### Health and Fitness Clubs - US

The fitness club category has posted annual gains during the past five years, even during the recession, with revenues increasing from \$15.9 billion in 2005 to an estimated \$20 billion in 2010. Fitness club membership

### Marketing to Sports Enthusiasts - US

Sports enthusiasts are dedicated fans who experience a high level of emotion as they follow their teams' fates throughout the season. In general, an emotional audience is an engaged audience, and viewers who are

## Leisure and Entertainment - USA

has similarly grown, from 41.3 million members in 2005 to an estimated 46 ...

attentive during games are likely to stay focused on advertising during games. Although the most enthused ...

### Mobile Gaming - US

Between 2005 and 2010, revenue from mobile phone and tablet games more than doubled to reach \$886 million. Three key factors spurred this rise: the introduction of smartphones; the opening of app stores which make it easy for consumers to find and download games; and the establishment of the tablet ...

## May 2011

### Entertainment Venues - US

This report explores the live entertainment market in the U.S., excluding sporting events. It provides insight into the external and internal factors affecting ticket sales, consumption, trends, and what they mean for future sales, promotional campaigns and industry innovations. Specific questions that are answered in this report include, but ...

### Movie Consumption at Home - US

The market for home movie viewing is in trouble. Sales coming from rentals and sell-through have been on the decline for more than five years, plagued by pricing pressure from disruptive business models like Netflix and Redbox. Hollywood studios are under pressure to create new value for the consumer and ...

### Theme Parks - US

While theme parks around the nation have struggled in recent years as millions of Americans curtailed vacation spending in response to the economic downturn, there is some indication that the industry is recovering and a variety of new attractions are being introduced in 2011.

## March 2011

### Patio Living - US

While sales growth slowed to a halt during the recession, the outdoor furniture market held up better than most other sectors of the home furnishings industry, driven in part by increasing interest in "staycations" and the overall appeal of outdoor living. Post-recession sales growth has picked up and is likely ...

### Action and Extreme Sports - US

While definitions of extreme and action sports vary, based on the definitions for this report, in the U.S. about 118 million people aged 6 and older participated in one or more action and extreme sports at least once in 2009. Retail sales of action and extreme sports equipment and ...

### Family Leisure Trends - US

In this report Mintel explores how families in the U.S. spend their leisure time and what is important to families when they have time together. Mintel's

exclusive consumer research examines whether families are spending more or less time together this year compared to last year, and why; what activities ...

## January 2011

### Casinos - US

Revenue growth in the casino industry came to an abrupt halt in 2008 with the onset of the recession. Growth at current prices was 9% between 2005 and 2010. However, between 2008 and 2010, the market declined by 4%—to an estimated \$60.4 billion in 2010. The recession and ...

### PCs - US

Over the past few decades, PCs have transitioned from expensive tools found only in workplaces and universities to become an essential component of U.S. consumers' homes. Currently 82% of U.S. consumers live in households that own a PC, and more than 50% of these households own multiple PCs ...

### Televisions - US

Despite the recession, the television market has enjoyed steady growth in unit volume as flat panels reached mainstream adoption over the last five years. However, stalling momentum in 2010 suggests that macroeconomic forces are finally catching up to the industry. Manufacturers are under pressure to generate new sources of premium ...