

# American Lifestyles: Consumer Recovery & Reset - US - 2023

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## This report looks at the following areas:

- An overview of the US today, including population trends, economic indicators and key issues currently affecting the lifestyles of Americans
- A review of consumer spending over the past year with sector-specific takeaways from Mintel's category experts
- A spotlight on Mintel's Global Trend Drivers Surroundings, Value and Wellbeing, and implications for the "next normal" of consumerism
- Consumers' outlook on American life today, including perceptions of their current financial situations, goals for the coming year and considerations when it comes to shopping locally

Consumers are in a period of recovery and rest after a tumultuous few years marked by the COVID-19 pandemic, economic uncertainty and personal financial hardship. Americans are ready to look toward the future and discover their "next normal"; however, many are still feeling the lingering effects of inflation while others continue to worry about the state of the country and the world. As new and old behaviors blend to form newfound routines, consumers are focused on improving their physical, financial and/or mental wellbeing.



"After several years of unprecedented turmoil and uncertainty, American consumers are ready to look to the future and discover their 'next normal.'

– Lisa Dubina, Associate Director | Culture and Identity

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### OVERVIEW

- What you need to know
- This Report looks at the following areas
- Definition
- Market context
- Economic and other assumptions

### EXECUTIVE SUMMARY

- Top takeaways
- Market overview  
Figure 1: Total US retail sales and forecast with best- and worst-case scenarios, at current prices, 2018-28
- Opportunities and challenges
- Consumers are looking to improve their financial situation as they continue to recover from months of inflation and economic uncertainty

Figure 2: Current financial situation, 2021-23  
Figure 3: Goals for the next year, 2023

- While older generations look to improve their physical health, younger consumers exhibit heightened focus on mental wellbeing  
Figure 4: Goals for the next year, by generation, 2023  
Figure 5: Actions to achieve goals – Improve mental health, by generation, 2023
- Although consumers continue to worry about the state of the world, they are ready to refocus on their future and life goals

Figure 6: Political and news media fatigue, 2023  
Figure 7: Future focus and recovery, 2023

### AMERICA TODAY – SPOTLIGHT ON MINTEL TRENDS

- Locavore & Surroundings
- Refocusing on regional economies
- Case study: Uber Eats shuts down ghost kitchens
- Trading Up & Value
- From cutbacks to splurges: a post-pandemic spending shift
- Case study: AMC Theaters walks back on tiered ticketing
- Prepare for the Worst & Wellbeing
- Uncertainty as a new constant
- Case study: Ben & Jerry’s melting ice (cream) caps

### What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

### Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

|          |                      |
|----------|----------------------|
| Visit    | store.mintel.com     |
| EMEA     | +44 (0) 20 7606 4533 |
| Brazil   | 0800 095 9094        |
| Americas | +1 (312) 943 5250    |
| China    | +86 (21) 6032 7300   |
| APAC     | +61 (0) 2 8284 8100  |



Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

### AMERICA TODAY – THE PEOPLE

- **American population trends**
- **Population growth continues to slow**  
Figure 8: Annual growth rate of the US population, 2012-22
- **Declining births and the increasing age of first-time mothers**  
Figure 9: Annual births, general fertility rate, 2010-21
- **Deaths are up as life expectancy declines**  
Figure 10: Number of deaths in the US, 2011-21  
Figure 11: Life expectancy at birth, 2011-21
- **Changing American households**
- **More Americans are living alone than ever before**  
Figure 12: Households, by number of members, 2012 and 2022  
Figure 13: Households, by presence of related children, 2012-22  
Figure 14: Married share of the population, 2012-22  
Figure 15: Median age at first marriage, by gender, 2012-22
- **Variations in households by race and Hispanic origin**  
Figure 16: Households with related children under 18 in the household, by race and Hispanic origin of householder, 2022

### AMERICA TODAY – THE ECONOMY

- **A promising economic landscape**
- **Economic recovery**
- **The US economy grew for the fourth consecutive quarter**  
Figure 17: Real GDP change from the previous period, Q1 2021-Q2 2023
- **The unemployment rate remains near 50-year lows**  
Figure 18: Unemployment and underemployment, 2020-23
- **Prices continue to subside – reaching their lowest levels since March 2021**  
Figure 19: Consumer Price Index change from the previous period, 2021-23
- **Consumer impact**
- **Consumer confidence soared to its highest level in 20 months**  
Figure 20: Consumer Sentiment Index, 2021-23
- **Households remain largely optimistic for their future finances**  
Figure 21: Opinions on financial future, 2022 and 2023  
Figure 22: Consumers’ one-year ahead expected inflation rate, 2021-23  
Figure 23: Inflation and wage growth over time, 2021-23

### What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

### Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

|          |                      |
|----------|----------------------|
| Visit    | store.mintel.com     |
| EMEA     | +44 (0) 20 7606 4533 |
| Brazil   | 0800 095 9094        |
| Americas | +1 (312) 943 5250    |
| China    | +86 (21) 6032 7300   |
| APAC     | +61 (0) 2 8284 8100  |

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Consumers' travel appetite is high amid the warm weather**

Figure 24: Summer spending expectations, by household investable assets, 2023

## TOTAL MARKET OVERVIEW

- **Estimated US consumer spending in 2023**

Figure 25: Total US retail sales and forecast with best- and worst-case scenarios, at current prices, 2018-28

Figure 26: Estimated consumer spending by category, at current prices (\$ bn), 2023

- **Largest categories of spending: healthcare, housing, transportation**

- **Healthcare**

Figure 27: Best- and worst-case forecast value sales of healthcare products and services, at current prices, 2018-28

- **Housing**

Figure 28: 30-year fixed mortgage rate, monthly, 2009-23

Figure 29: Home purchase timeline, 2022

Figure 30: Best- and worst-case forecast value sales of housing market, at current prices, 2018-28

- **Transportation**

Figure 31: Best- and worst-case forecast value sales of transportation, at current prices, 2018-28

- **Fastest growing categories for the next five years**

Figure 32: Market growth by category, 2023-28

- **Non-alcoholic drinks**

- **Travel and vacation**

- **Alcoholic beverages (in home)**

- **Slowest growing categories for the next five years**

- **Home and garden**

- **Transportation**

- **In-home food**

## AT A GLANCE: SELF-CARE AND WELLNESS

- **Analyst perspective**

- **Top takeaways**

- **What's happened until now**

- **Looking ahead**

- **Opportunities**

- **Challenges**

- **Meet the expert**

## AT A GLANCE: ASPECTS OF THE HOME

- **Analyst perspective**

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- Top takeaways
- What's happened until now
- Looking ahead
- Opportunities
- Challenges
- Meet the expert

#### AT A GLANCE: TRANSPORTATION

- Analyst perspective
- Top takeaways
- What's happened until now
- Looking ahead
- Opportunities
- Challenges
- Meet the expert

#### AT A GLANCE: RETAIL SHOPPING

- Analyst perspective
- Top takeaways
- What's happened until now
- Looking ahead
- Opportunities
- Challenges
- Meet the expert

#### AT A GLANCE: DINING OUT

- Analyst perspective
- Top takeaways
- What's happened until now
- Looking ahead
- Opportunities
- Challenges
- Meet the expert

#### AT A GLANCE: FOOD AT HOME

- Analyst perspective
- Top takeaways
- What's happened until now
- Looking ahead
- Opportunities
- Challenges
- Meet the expert

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

### Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

AT A GLANCE: ALCOHOLIC BEVERAGES (AT HOME AND ON PREMISE)

- Analyst perspective
- Top takeaways
- What's happened until now
- Looking ahead
- Opportunities
- Give consumers the option to moderate, or not
- Challenges
- Meet the expert

AT A GLANCE: LEISURE AND ENTERTAINMENT

- Analyst perspective
- Top takeaways
- What's happened until now
- Looking ahead
- Opportunities
- Challenges
- Meet the expert

AT A GLANCE: TRAVEL AND VACATIONS

- Analyst perspective
- Top takeaways
- What's happened until now
- Looking ahead
- Opportunities
- Challenges
- Meet the expert

AT A GLANCE: TECHNOLOGY AND COMMUNICATIONS

- Analyst perspective
- Top takeaways
- What's happened until now
- Looking ahead
- Opportunities
- Challenges
- Meet the expert

THE CONSUMER – FAST FACTS

AMERICANS' FINANCIAL HEALTH AND PLANNING

- Only a third of consumers consider their current financial situation to be healthy, notably fewer compared to previous years

Figure 33: Current financial situation, 2021-23

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

|          |                      |
|----------|----------------------|
| Visit    | store.mintel.com     |
| EMEA     | +44 (0) 20 7606 4533 |
| Brazil   | 0800 095 9094        |
| Americas | +1 (312) 943 5250    |
| China    | +86 (21) 6032 7300   |
| APAC     | +61 (0) 2 8284 8100  |

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- Younger consumers and traditionally marginalized groups in particular are struggling**

Figure 34: Current financial situation, by generation, 2023

Figure 35: Current financial situation, by race and Hispanic origin, 2023

- Increases in food/drink costs and gas prices are the most common effects of inflation**

Figure 36: Impact of inflation, 2023

- Nearly half of consumers have cut back on leisure activities and luxuries due to inflation**

Figure 37: Actions due to inflation, 2023

- While Millennials and Gen Xers have put off major purchases or chosen lower-cost alternatives, Gen Zers have leveraged alternative buying methods**

Figure 38: Actions due to inflation, by generation, 2023

- Half of consumers plan to save extra funds for the future**

Figure 39: Plans for extra money, 2023

- While Gen Zers are prioritizing entertainment, treats and gifts for others, Millennials are saving and investing**

Figure 40: Plans for extra money, by generation, 2023

### CONSUMER GOAL PLANNING

- The majority of consumers are prioritizing their physical and financial health going into next year**

Figure 41: Goals for the next year, 2023

- Consumers' goals vary based on current lifestage**

Figure 42: Goals for the next year, by generation, 2023

- Among those who seek to improve their physical health, the majority plan to exercise more**

Figure 43: Actions to achieve goals – Improve physical health, by generation, 2023

- While financed-focused Gen Xers and Baby Boomers prioritize cutting back, younger consumers look for new income and investment opportunities**

Figure 44: Actions to achieve goals – Improve financial status, by generation, 2023

- Gen Zers continue to be heavily focused on mental wellbeing**

Figure 45: Actions to achieve goals – Improve mental health, by generation, 2023

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

### Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

### OUTLOOK ON THE COUNTRY

- The majority of consumers are worried about the state of the world, but young adults are more likely to feel it's impacting their mental wellbeing**  
Figure 46: Outlook on state of the world, 2023  
Figure 47: Outlook on state of the world, by generation, 2023
- Inflation and domestic politics are the most concerning social issues for American consumers**  
Figure 48: Top issues of concern, 2023
- Younger consumers show more concern about climate change and COVID-19 than older generations**  
Figure 49: Top issues of concern, by generation, 2023
- Three quarters of consumers are fatigued by political disputes and news media**  
Figure 50: Political and news media fatigue, 2023
- The majority of consumers are ready to refocus on the future and are looking to brands for help in coping and recovery**  
Figure 51: Future focus and recovery, 2023
- Younger and multicultural consumers expect more from brands**  
Figure 52: Future focus and recovery, by generation and by ethnicity and Hispanic origin, 2023

### AMERICANS' PERCEPTIONS OF SHOPPING LOCAL

- Consumers who are financially healthy and have a higher household income are the most likely to prioritize shopping local**  
Figure 53: Prioritizing shopping local, by household income and by financial situation, 2023
- Parents and multigenerational households are more likely to buy local**  
Figure 54: Prioritizing shopping local, by parental status and by multigenerational household status, 2023
- Produce, proteins and service providers such as restaurants are considered the most important categories in which to buy local**  
Figure 55: Important categories in which to shop local, 2023
- Benefiting the local economy is a main driver behind buying local**  
Figure 56: Local shopping drivers and barriers, 2023
- The majority of consumers want to see more global brands partner with local businesses**  
Figure 57: Global partners, by generation, 2023

### What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

### Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

|          |                      |
|----------|----------------------|
| Visit    | store.mintel.com     |
| EMEA     | +44 (0) 20 7606 4533 |
| Brazil   | 0800 095 9094        |
| Americas | +1 (312) 943 5250    |
| China    | +86 (21) 6032 7300   |
| APAC     | +61 (0) 2 8284 8100  |





Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 58: Buying "made in America," by generation, 2023

- **Brand spotlight: Kraft Heinz lends a hand to local businesses**

Figure 59: Kraft Peanut Butter supports local businesses

**APPENDIX – DATA SOURCES AND ABBREVIATIONS**

- **Data sources**
- **Consumer survey data**
- **Abbreviations and terms**
- **Abbreviations**
- **Terms**

**APPENDIX – THE MARKET**

Figure 60: Total US retail sales and forecast of total market, at current prices, 2018–28

Figure 61: Total US retail sales and forecast of total market, at inflation-adjusted prices, 2018–28

Figure 62: Total US retail sales and forecast of housing, at current prices, 2018–28

Figure 63: Total US retail sales and forecast of housing, at inflation-adjusted prices, 2018–28

Figure 64: Best- and worst-case forecast value sales of housing, at current prices, 2018–28

Figure 65: Total US retail sales and forecast of health, at current prices, 2018–28

Figure 66: Total US retail sales and forecast of health, at inflation-adjusted prices, 2018–28

Figure 67: Best- and worst-case forecast value sales of healthcare products and services, at current prices, 2018–28

Figure 68: Total US retail sales and forecast of transportation, at current prices, 2018–28

Figure 69: Total US retail sales and forecast of transportation, at inflation-adjusted prices, 2018–28

Figure 70: Best- and worst-case forecast value sales transportation, at current prices, 2018–28

Figure 71: Total US retail sales and forecast of personal finance, at current prices, 2018–28

Figure 72: Total US retail sales and forecast of personal finance, at inflation-adjusted prices, 2018–28

Figure 73: Best- and worst-case forecast value sales of personal finance, at current prices, 2018–28

Figure 74: Total US retail sales and forecast of technology and communications, at current prices, 2018–28

**What's included**

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

**Did you know?**

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

**Buy this report now**

|          |                      |
|----------|----------------------|
| Visit    | store.mintel.com     |
| EMEA     | +44 (0) 20 7606 4533 |
| Brazil   | 0800 095 9094        |
| Americas | +1 (312) 943 5250    |
| China    | +86 (21) 6032 7300   |
| APAC     | +61 (0) 2 8284 8100  |

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 75: Total US retail sales and forecast of technology and communications, at inflation-adjusted prices, 2018-28

Figure 76: Best- and worst-case forecast value sales of technology hardware and communications, at current prices, 2018-28

Figure 77: Total US retail sales and forecast of home and garden, at current prices, 2018-28

Figure 78: Total US retail sales and forecast of home and garden, at inflation-adjusted prices, 2018-28

Figure 79: Best- and worst-case forecast value sales of home and garden market, at current prices, 2018-28

Figure 80: Total US retail sales and forecast of restaurants and eating places, at current prices, 2018-28

Figure 81: Total US retail sales and forecast of restaurants and eating places, at inflation-adjusted prices, 2018-28

Figure 82: Best- and worst-case forecast value sales of restaurants and eating places, at current prices, 2018-28

Figure 83: Total US retail sales and forecast of in-home food, at current prices, 2018-28

Figure 84: Total US retail sales and forecast of in-home food, at inflation-adjusted prices, 2018-28

Figure 85: Best- and worst-case forecast value sales of in-home food, at current prices, 2018-28

Figure 86: Total US retail sales and forecast of leisure and entertainment, at current prices, 2018-28

Figure 87: Total US retail sales and forecast of leisure and entertainment, at inflation-adjusted prices, 2018-28

Figure 88: Best- and worst-case forecast value sales of leisure and entertainment, at current prices, 2018-28

Figure 89: Total US retail sales and forecast of vacations and tourism, at current prices, 2018-28

Figure 90: Total US retail sales and forecast of vacations and tourism, at inflation-adjusted prices, 2018-28

Figure 91: Best- and worst-case forecast value sales of vacations and tourism, at current prices, 2018-28

Figure 92: Total US retail sales and forecast of clothing and accessories, at current prices, 2018-28

Figure 93: Total US retail sales and forecast of clothing and accessories, at inflation-adjusted prices, 2018-28

Figure 94: Best- and worst-case forecast value sales of clothing and accessories, at current prices, 2018-28

Figure 95: Total US retail sales and forecast of beauty and personal care, at current prices, 2018-28

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

### Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 96: Total US retail sales and forecast of beauty and personal care, at inflation-adjusted prices, 2018-28

Figure 97: Best- and worst-case forecast value sales of beauty and personal care, at current prices, 2018-28

Figure 98: Total US retail sales and forecast of alcoholic drinks (out of home), at current prices, 2018-28

Figure 99: Total US retail sales and forecast of alcoholic drinks (out of home), at inflation-adjusted prices, 2018-28

Figure 100: Best- and worst-case forecast value sales of alcoholic drinks (out of home), at current prices, 2018-28

Figure 101: Total US retail sales and forecast of alcoholic drinks (in home), at current prices, 2018-28

Figure 102: Total US retail sales and forecast of alcoholic drinks (in home), at inflation-adjusted prices, 2018-28

Figure 103: Best- and worst-case forecast value sales of alcoholic drinks (in home), at current prices, 2018-28

Figure 104: Total US retail sales and forecast of non-alcoholic drinks, at current prices, 2018-28

Figure 105: Total US retail sales and forecast of non-alcoholic drinks, at inflation-adjusted prices, 2018-28

Figure 106: Best- and worst-case forecast value sales of non-alcoholic drinks, at current prices, 2018-28

Figure 107: Total US retail sales and forecast of household care, at current prices, 2018-28

Figure 108: Total US retail sales and forecast of household care, at inflation-adjusted prices, 2018-28

Figure 109: Best- and worst-case forecast value sales of household care products market, at current prices, 2018-28

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

### Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



## About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.