

American Lifestyles: Finding Common Ground - US - April 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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



“Americans may be questioning what lies ahead with a new administration in the White House, but any uncertainty they may have hasn’t significantly changed their outlook on spending.

- **Dana Macke, Senior Analyst, Lifestyles and Leisure**

This report looks at the following areas:

- **New immigration policies may shift the labor landscape**
- **Expectations for international trade may change**
- **Growing gap between college- and high school-educated Americans**
- **Where jobs leave, opioids move in**
- **Updated healthcare plan on shaky ground**
- **Americans become politically reactive**

Americans may seem a little shaken following a divisive election cycle, but they don’t think the sky is falling just yet. Most adults feel that their financial situations are stable, and they don’t think that a new administration in the White House will have a negative impact on their income or spending.

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
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

EMAIL:
reports@mintel.com

DID YOU KNOW?

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

American Lifestyles: Finding Common Ground - US - April 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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
Definition

Executive Summary

America today
America in 2017
The people
The economy
The consumer
Consumers are positive about their financial situations
Figure 1: Perceptions of financial health, 2013-17
Most are optimistic about the future of their finances
Figure 2: Postelection and post-inauguration attitudes toward financial situations, November 2016 and February 2017
Consumers less likely to feel they're "spending more"
Figure 3: Perceived change in spending – Spending more, by category, difference 2016-17
Consumers still splurge on dining – but may be cutting back
Figure 4: Where extra money is spent, January 2017
Dissatisfaction across the middle class
Figure 5: Middle-class values, January 2017
Americans hyperaware of the country's pressing issues
Figure 6: Concerns for the country, January 2017
What it means

America Today – What Will Impact 2017

New immigration policies may shift the labor landscape
Expectations for international trade may change
Growing gap between college- and high school-educated Americans
Where jobs leave, opioids move in
Updated healthcare plan on shaky ground
Americans become politically reactive

America Today – The People

What you need to know
US population tops 326 million
Figure 7: US population share by region, 2015
Millennials make up the largest share of US population
Figure 8: US population, by generation, 2017
Younger age groups are more diverse

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com
CALL: 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 |
EMAIL: reports@mintel.com

American Lifestyles: Finding Common Ground - US - April 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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

Figure 9: Distribution of population, by age and race/Hispanic origin, 2016

Refugee population remains minimal in the US

Figure 10: Refugee arrivals: Fiscal Years 1990-2015

Birthrate expected to remain flat

Figure 11: Number of births (in thousands) and fertility rate, 2005-15

Improving birth rates for moms aged 35+

Figure 12: Birthrates, by age of mother, 1990-2013

Single households grow in share

Figure 13: Family and nonfamily households as a percentage of total households, 2006-16

America Today – The Economy

What you need to know

Record-breaking economic expansion

Figure 14: GDP change from previous period and personal consumption expenditures, Q1 2007-Q4 2016

Stock market rallies postelection but falls with healthcare bill failure

Figure 15: Daily closing value of the Dow Jones Industrial Average, March 2012-February 2017

Interest rates: nowhere to go but up

Consumer confidence remains high amid political uncertainty

Figure 16: Consumer Sentiment Index, January 2007-March (preliminary results) 2017

Gas prices anticipated to rise as production slows

Figure 17: US gasoline and diesel retail prices, January 2007-February 2017

Median household income gets a boost

Figure 18: Median household income, in inflation-adjusted dollars, 2000-15

Unemployment remains low

Figure 19: Unemployment and underemployment, January 2007-January 2017

DPI growth slows

Figure 20: Disposable personal income change from previous period, January 2007-December 2016

America Today – The Market

What you need to know

Total US consumer expenditures grow 3.3%

Housing

Healthcare

Transportation

Figure 21: Total US market value, by category (\$ billions), 2016

Figure 22: Percentage change in US market value, by category, 2015-16

Outlook for 2020

Winners in the next five years

Facing challenges in the next five years

Figure 23: Total US best- and worst-case forecast market value at current prices, 2011-21

Figure 24: Forecast growth rate of fastest- and slowest-growing categories, 2016-21

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: 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 |

EMAIL: reports@mintel.com

American Lifestyles: Finding Common Ground - US - April 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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

Category Review – In-Home Food

What you need to know

What we think

Healthful eating and a bit of indulgence drive retail food sales

Figure 25: Total US in-home foods market value, 2011-16

Slow, steady growth to continue

Figure 26: Best- and worst-case forecast of in-home food market value, at current prices, 2011-21

What it means

Facilitating healthful eating

Enabling snacking

Providing small indulgences

Cold cereal lacks convenience, satiety

Shelf-stable vegetables overshadowed by fresh

Packaging innovation: greater transparency and functionality

Power to the plants

Last year's predictions and outcomes

Changing consumer spending habits

Figure 27: Perceived change in spend on in-home food, January 2013-17

Key consumer findings

Category Review – Dining Out

What you need to know

What we think

Restaurants can't rely on what's worked in the past

Figure 28: Total US dining out market value, 2011-16

The "fast fine" segment is the wave of the future

Figure 29: Best- and worst-case forecast of dining out market value, at current prices, 2011-21

What it means

The lines that once divided the restaurant industry are becoming blurred

Technology will continue to be a factor shifting the restaurant experience

Growth and expansion of existing concepts will no longer be in a straightforward path

Last year's predictions and outcomes

Changing consumer spending habits

Figure 30: Perceived change in spend on dining out, January 2013-17

Key consumer findings

Category Review – Alcoholic Drinks (in home)

What you need to know

What we think

Dollar sales of alcoholic drinks at home grew 18% from 2011-16

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: 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 |

EMAIL: reports@mintel.com

American Lifestyles: Finding Common Ground - US - April 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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

Figure 31: Total US alcoholic drinks (in home) market value, 2011-16

Strong positive sales forecast for 2016-21

Figure 32: Best- and worst-case forecast of alcoholic drinks (in home) market value, at current prices, 2011-21

What it means

Nutritional transparency and highlighting health benefits

Smaller formats may help inspire trial

Last year's predictions and outcomes

Changing consumer spending habits

Figure 33: Perceived change in spend on alcoholic drinks (in home), January 2013-17

Key consumer findings

Category Review – Alcoholic Drinks (out of home)

What you need to know

What we think

On-premise sales pass the \$100 billion mark

Figure 34: Total US alcoholic drinks (out of home) market value, 2011-16

Restaurants benefit from the growing alcohol market

Figure 35: Best- and worst-case forecast of alcoholic drinks (out of home) market value, at current prices, 2011-21

What it means

Sparkling wines shine in foodservice

Fresh ingredients are pushing out premade mixers

A unique experience sets a bar apart

Last year's predictions and outcomes

Changing consumer spending habits

Figure 36: Perceived change in spend on alcoholic drinks (out of home), January 2013-17

Figure 37: Perceived change in spend on alcoholic drinks (out of home), by household income, January 2017

Key consumer findings

Figure 38: Alcoholic drinks (out of home) – New drink trial motivators, February 2016

Category Review – Non-Alcoholic Drinks

What you need to know

What we think

Dollar sales of non-alcoholic drinks grew 27% from 2011-16

Figure 39: Total US non-alcoholic drinks market value, 2011-16

Non-alcoholic beverages are forecast to grow by 11% from 2016-21

Figure 40: Best- and worst-case forecast of non-alcoholic drinks market value, at current prices, 2011-21

What it means

Consumers look for added benefits

Blurring category lines will help both strong and struggling drink categories

Last year's predictions and outcomes

Changing consumer spending habits

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: 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 |

EMAIL: reports@mintel.com

American Lifestyles: Finding Common Ground - US - April 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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

Figure 41: Perceived change in spend on non-alcoholic drinks, January 2013-17

Key consumer findings

Category Review – Beauty and Personal Care

What you need to know

What we think

BPC category continues to experience steady growth

Figure 42: Total US beauty and personal care market value, 2011-16

Slow but steady growth anticipated through 2021

Figure 43: Best- and worst-case forecast of beauty and personal care market value, at current prices, 2011-21

What it means

Color cosmetics category sees a lift in light of current trends

Hotter than average summer propels sun care sales

Ethical claims reach younger generations

Natural offerings increasingly important

Nail color and care struggles continue

Consumers still apathetic toward fragrances category

Customizable products are in demand

Themes of inclusivity and celebrating diversity become more prevalent

Interactive shopping experiences engage younger shoppers

Last year's predictions and outcomes

Changing consumer spending habits

Figure 44: Perceived change in spend on beauty and personal care, January 2013-17

Key consumer findings

Category Review – OTC and Pharmaceuticals

What you need to know

What we think

OTC and pharmaceutical market trajectory continues upward

Figure 45: Total US OTC and pharmaceuticals market value, 2011-16

Growth in the OTC and pharmaceuticals market will persist

Figure 46: Best- and worst-case forecast of OTCs and pharmaceuticals market value, at current prices, 2011-21

What it means

Focus on families; engage with natural remedies

Incontinence products undergo makeover; sales soar

Allergy switch from Rx-to-OTC boosts market; shelf becoming increasingly crowded

Gummies are a mainstay in VMS

New external analgesic launches provide a boost to mature analgesics market

Last year's predictions and outcomes

Changing consumer spending habits

Figure 47: Perceived change in spend on OTCs and pharmaceuticals, January 2013-17

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: 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 |

EMAIL: reports@mintel.com

American Lifestyles: Finding Common Ground - US - April 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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

Key consumer findings

Category Review – Household Care

What you need to know

What we think

Innovation edges up growth in mature household category

Figure 48: Total US household care market value, 2011-16

Convenience and safety likely to influence future growth

Figure 49: Best- and worst-case forecast of household care market value, at current prices, 2011-21

What it means

Value and extended usage drive spending on paper products

Innovative laundry formats appeal to a need for convenience, personalization

Consumers demand functionality, convenience from household surface cleaners

Themes of changing household dynamics permeate category

Last year's predictions and outcomes

Changing consumer spending habits

Figure 50: Perceived change in spend on household care, January 2013-17

Key consumer findings

Category Review – Clothing, Footwear, and Accessories

What you need to know

What we think

Value continues to rise despite a softening market

Figure 51: Total US clothing, footwear, and accessories market value, 2011-16

Future lies in retailers' abilities to cater to modern shoppers

Figure 52: Best- and worst-case forecast of clothing, footwear, and accessories market value, at current prices, 2011-21

What it means

Apparel sales drag down the category

Menswear is currently outperforming womenswear

One bright spot in the apparel market is fitness clothing

Footwear moves forward at steady pace

Soft sales seen in accessories

Little change for children's apparel

Amazon challenges competitors

What's next? It's all about technology.

Last year's predictions and outcomes

Changing consumer spending habits

Figure 53: Perceived change in spend on clothing, footwear, and accessories, January 2013-17

Key consumer findings

Category Review – Technology and Communications

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: 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 |

EMAIL: reports@mintel.com

American Lifestyles: Finding Common Ground - US - April 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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

What you need to know

What we think

Sales growth roughly at pace with inflation

Figure 54: Total US technology and communications market value, 2011-16

Slow growth a victory

Figure 55: Best- and worst-case forecast of technology and communications market value, at current prices, 2011-21

What it means

Tablets struggling

Apple's triumph in smartphones continues

Wearable leaders' sales soften

Nest, Echo shine

Mobile service leaders flourish

Smart home, new wearables fill sales gap from older categories

Last year's predictions and outcomes

Changing consumer spending habits

Figure 56: Perceived change in spend on technology and communications, January 2013-17

Key consumer findings

Category Review – Vacations and Tourism

What you need to know

What we think

US travel market continues to experience strong growth

Figure 57: Total US vacations and tourism market value, 2011-16

Future growth no longer driven by low gas prices

Figure 58: Best- and worst-case forecast of vacations and tourism market value, at current prices, 2011-21

What it means

Airline industry thrives

Airline sites still capture large share of booking traffic

Future of international travel is uncertain

Sharing sector grows

Agents may find room for growth

Last year's predictions and outcomes

Changing consumer spending habits

Figure 59: Perceived change in spend on vacations, January 2013-17

Key consumer findings

Category Review – Leisure and Entertainment

What you need to know

What we think

Consumers continue to treat themselves with leisure and entertainment

Figure 60: Total US leisure and entertainment market value, 2011-16

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: 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 |

EMAIL: reports@mintel.com

American Lifestyles: Finding Common Ground - US - April 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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

Spending forecast to grow more slowly through 2021

Figure 61: Best- and worst-case forecast of leisure and entertainment market value, at current prices, 2011-21

What it means

Incorporating technology to drive interest

Casinos seek to attract younger consumers

What's a boon for some sectors leads to bust in others

Last year's predictions and outcomes

Changing consumer spending habits

Figure 62: Perceived change in spend on leisure and entertainment, January 2013-17

Key consumer findings in leisure and entertainment

Category Review – Home and Garden

What you need to know

What we think

Home and garden market maintains slow, steady growth

Figure 63: Total US home and garden market value, 2011-16

Home and garden poised for steady growth

Figure 64: Best- and worst-case forecast of home and garden market value, at current prices, 2011-21

What it means

Innovation and premiumization boost major household appliances

Beverage making appliances struggle, tempering small kitchen appliance growth

Relaxing space, healthy living ambitions benefit lawn and garden market

Smaller, multifunctional products poised for growth

The pursuit of hygge in America

Last year's predictions and outcomes

Changing consumer spending habits

Figure 65: Perceived change in spend on home and garden, January 2013-17

Key consumer findings

Category Review – Transportation

What you need to know

What we think

Low fuel prices saving Americans billions of dollars

Figure 66: Total US transportation market value, 2011-16

Uncertainty looms over future of transportation

Figure 67: Best- and worst-case forecast of transportation market value, at current prices, 2011-21

What it means

The future remains uncertain

Consumers demand safety

Connectivity improves

Last year's predictions and outcomes

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: 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 |

EMAIL: reports@mintel.com

American Lifestyles: Finding Common Ground - US - April 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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

Changing consumer spending habits

Figure 68: Perceived change in spending on transportation, January 2015-17

Key consumer findings

Category Review – Personal Finance

What you need to know

What we think

Consumer expenditures rise along with financial services revenue

Figure 69: Total US personal finance market value, 2011-16

Industry forecast for moderate growth

Figure 70: Best- and worst-case forecast of personal finance market value, at current prices, 2011-21

What it means

Financial services gain trust

Increased usage of payment technologies

Wearable tech options to expand

Advancements in digital assistants will surely continue

Last year's predictions and outcomes

Key consumer findings

Figure 71: Investable assets, by generation, November 2016

Figure 72: Self-described grade on financial knowledge, by gender, March 2016

Figure 73: Insurance ownership, by marital status, January 2016

Category Review – Housing

What you need to know

What we think

Housing expenditures continue stable growth

Figure 74: Total US housing market value, 2011-16

Future expenditures may be challenged by uncertainty

Figure 75: Best- and worst-case forecast of housing market value, at current prices, 2011-21

What it means

Housing market predicted to remain solid in 2017

Last year's predictions and outcomes

Key consumer findings

Category Review – Healthcare and Optical Goods

What you need to know

What we think

Increased spending driven by coverage, population, and economy

Figure 76: Total US healthcare market value, 2011-16

ACA's unknown fate yields future uncertainty

Figure 77: Best- and worst-case forecast of healthcare market value, at current prices, 2011-21

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: 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 |

EMAIL: reports@mintel.com

American Lifestyles: Finding Common Ground - US - April 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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

What it means

Telehealth improving cost and convenience

Hospital stays on the decline

Automation to streamline healthcare

Last year's predictions and outcomes

Key consumer findings

Category Review – Miscellaneous

What you need to know

What we think

Miscellaneous spending growth driven by services

Figure 78: Total US market value of miscellaneous spending, 2011-16

Market forecast for relatively stronger gains over the next five years

Figure 79: Best- and worst-case forecast of miscellaneous spending market value, at current prices, 2011-21

What it means

Growth in pet spending continues

Americans are kicking the habit – or refraining from starting one

Moderate growth expected for education services

Traditional news media faces challenges

Last year's predictions and outcomes

Changing consumer spending habits

Figure 80: Spending vs saving and having extra money, January 2013-17

Key consumer findings

The Consumer – What You Need to Know

2017 consumer trends to watch

Financial situations remain strong, overall

Strain on the middle class is about more than just money

A majority are concerned with the issues America faces

The Consumer – Trends for 2017

Trend: The Echo Chamber of Secrets

Figure 81: Attitudes toward trends – Echo Chamber of Secrets, January 2017

Trend observation: Bar Roulette

Trend: Reality 2.0

Figure 82: Attitudes toward trends – Reality 2.0, January 2017

Trend observation: IKEA catalog app

Trend: Be the Change

Figure 83: Attitudes toward trends – Be the Change, January 2017

Trend observation: Starbucks FoodShare

Trend: Life in Sync

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: 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 |

EMAIL: reports@mintel.com

American Lifestyles: Finding Common Ground - US - April 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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

Figure 84: Attitudes toward trends – Life in Sync, January 2017

Trend observation: Amazon Alexa devices

The Consumer – How Extra Money is Spent

Perceptions of finances remain stable (and positive)

Figure 85: Perceptions of financial health, 2013-17

More consumers hold steady on spending

Figure 86: Perceived change in spending, by category, January 2017

Figure 87: Perceived change in spending – Spent more, by category, 2016-17

Men and women indulge differently

Figure 88: Spending more or less – Select items, by gender, January 2017

Allocation of extra money aligns with previous years

Figure 89: Where extra money is spent, January 2017 vs January 2016

Younger consumers saving – but not necessarily through investments

Figure 90: Where extra money is spent – Select items, by age, January 2017

White consumers more likely to spend on experiences

Figure 91: Where extra money is spent – Select items, by race, January 2017

The Consumer – Middle-Class Values

About half of Americans consider themselves “middle class”

Figure 92: Middle-class values, January 2017

Higher-income households still consider themselves “in the middle”

Figure 93: Attitudes toward socioeconomic status – Perceptions of middle class, by household income, January 2017

Middle-class Americans struggle with more than a lack of money

Figure 94: Middle-class values – Select items, by socioeconomic status, January 2017

Region doesn’t drive significant differences in attitude

Figure 95: Middle-class values – Select items, by region, January 2017

Older, White, and male Americans more likely to feel values are shared

Figure 96: Shared values, by key demographics, January 2017

Young adults less satisfied, but feel they have opportunities to advance

Figure 97: Attitudes toward socioeconomic status – Income mobility, by age, January 2017

The Consumer – The State of the Country

Concerns about the country abound

Figure 98: Concerns for the country, January 2017

Figure 99: Personally concerned with economic/financial issues, November 2011

Immigration concerns may extend beyond a fear of job loss

Figure 100: Concerns for the country – Select items, by age, January 2017

Black adults concerned with local issues

Figure 101: Concerns for the country – Select items, by race, January 2017

Macro issues appear more pressing for high-income Americans

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: 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 |

EMAIL: reports@mintel.com

American Lifestyles: Finding Common Ground - US - April 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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

Figure 102: Concerns for the country – Select items, by socioeconomic status, January 2017

Large majority of Americans concerned with maintaining lifestyles

Figure 103: Concerns for the country – Maintaining standard of living, by household income and education, January 2017

The Consumer – Looking Past the Election

Consumers more positive about the US economy than their personal prospects

Figure 104: Impact of the presidential election, February 2017

Most feel their financial situation will remain unchanged

Figure 105: Postelection and post-inauguration attitudes toward financial situations, November 2016 and February 2017

Americans willing to wait it out

Figure 106: Election attitudes, November 2016-February 2017

Appendix – Data Sources and Abbreviations

Data sources

Fan chart forecast

Consumer survey data

Abbreviations

A note on socioeconomic levels

Appendix – Demographic Tables

Figure 107: US population and households, by region, 2015

Figure 108: US population, by generation, 2012-22

Figure 109: Distribution of population, by age and race/Hispanic origin, 2016

Figure 110: Refugee arrivals: Fiscal Years 1990-2015

Figure 111: Annual births and fertility rate, 2005-15

Figure 112: Family and nonfamily households as a percentage of total households, 2006-16

Appendix – Economic Tables

Figure 113: GDP change from previous period, Q1 2007-Q4 2016

Figure 114: Consumer Sentiment Index, January 2007-February 2017

Figure 115: US gasoline and diesel retail prices (dollars per gallon), January 2007-March 2017

Figure 116: Unemployment and underemployment, January 2007-February 2017

Figure 117: Disposable Personal Income change from previous period, January 2007-February 2016

Appendix – Category Expenditures Tables

Figure 118: Total US market value and forecast of Alcoholic Drinks (in home), at current prices, 2011-21

Figure 119: Total market value and forecast of Alcoholic Drinks (in home), at inflation-adjusted prices, 2011-21

Figure 120: Total US market value and forecast of Alcoholic Drinks (out of home), at current prices, 2011-21

Figure 121: Total US market value and forecast of Alcoholic Drinks (out of home), at inflation-adjusted prices, 2011-21

Figure 122: Total US market value and forecast of Beauty and Personal Care, at current prices, 2011-21

Figure 123: Total US market value and forecast of Beauty and Personal Care, at inflation-adjusted prices, 2011-21

Figure 124: Total US market value and forecast of Clothing and Accessories, at current prices, 2011-21

Figure 125: Total US market value and forecast of Clothing and Accessories, at inflation-adjusted prices, 2011-21

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: 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 |

EMAIL: reports@mintel.com

American Lifestyles: Finding Common Ground - US - April 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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

-
- Figure 126: Total US market value and forecast for Foodservice (Eating Out and Takeaways), at current prices, 2011-21
 - Figure 127: Total US market value and forecast for Foodservice (Eating Out and Takeaways), at inflation-adjusted prices, 2011-21
 - Figure 128: Total US market value and forecast of Health and Vision, at current prices, 2011-21
 - Figure 129: Total US market value and forecast of Health and Vision, at inflation-adjusted prices, 2011-21
 - Figure 130: Total US market value and forecast of Home and Garden, at current prices, 2011-21
 - Figure 131: Total US market value and forecast of Home and Garden, at inflation-adjusted prices, 2011-21
 - Figure 132: Total US market value and forecast of Household Care, at current prices, 2011-21
 - Figure 133: Total US market value and forecast of Household Care, at inflation-adjusted prices, 2011-21
 - Figure 134: Total US market value and forecast of Housing, at current prices, 2011-21
 - Figure 135: Total US market value and forecast of Housing, at inflation-adjusted prices, 2011-21
 - Figure 136: Total US market value and forecast of In-home Food, at current prices, 2011-21
 - Figure 137: Total US market value and forecast of In-home Food, at inflation-adjusted prices, 2011-21
 - Figure 138: Total US market value and forecast of Recreation & Leisure (Leisure and Entertainment), at current prices, 2011-21
 - Figure 139: Total US market value and forecast of Recreation & Leisure (Leisure and Entertainment), at inflation-adjusted prices, 2011-21
 - Figure 140: Total US market value and forecast of Miscellaneous Expenditure, at current prices, 2011-21
 - Figure 141: Total US market value and forecast of Miscellaneous Expenditure, at inflation-adjusted prices, 2011-21
 - Figure 142: Total US market value and forecast of Non-alcoholic Drinks, at current prices, 2011-21
 - Figure 143: Total US market value and forecast of Non-alcoholic Drinks, at inflation-adjusted prices, 2011-21
 - Figure 144: Total US market value and forecast of OTC and Pharmaceuticals, at current prices, 2011-21
 - Figure 145: Total US market value and forecast of OTC and Pharmaceuticals, at inflation-adjusted prices, 2011-21
 - Figure 146: Total US market value and forecast of Personal Finance, at current prices, 2011-21
 - Figure 147: Total US market value and forecast of Personal Finance, at inflation-adjusted prices, 2011-21
 - Figure 148: Total US market value and forecast of Technology and Communications, at current prices, 2011-21
 - Figure 149: Total US market value and forecast of Technology and Communications, at inflation-adjusted prices, 2011-21
 - Figure 150: Total US market value and forecast of Transport, at current prices, 2011-21
 - Figure 151: Total US market value and forecast of Transport, at inflation-adjusted prices, 2011-21
 - Figure 152: Total US market value and forecast of Vacations and Tourism, at current prices, 2011-21
 - Figure 153: Total US market value and forecast of Vacations and Tourism, at inflation-adjusted prices, 2011-21
 - Figure 154: Total US market value and forecast of Total Market, at current prices, 2011-21
 - Figure 155: Total US market value and forecast of Total Market, at inflation-adjusted prices, 2011-21
-

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: 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 |

EMAIL: reports@mintel.com