

March 2019

Activities of Toddlers and Preschoolers - US

"The formative toddler and preschool years are crucial for a child's development. Many parents feel pressured to focus their children's activities on skill building. Physically active play and reading aloud from books are among the top activities that parents do with their kids. However, watching children's television programs together is ...

Attitudes toward Gaming - US

"The prominence of gaming in pop culture cannot be dismissed or ignored. Gaming is competing with music, TV, and movies in the media landscape – and among a substantial audience, it's winning. Video game streamers, eSports, and competitive mobile gaming have all changed what opportunities are possible within the gaming ...

B2B E-Commerce - UK

"While media attention is drawn to the disruption caused by the dynamic growth of the B2C market, the B2B e-commerce market is almost two and a half times the size of the B2C sector. Despite strong market growth it remains under-developed, though the propensity to use the route to market ...

Baby Food and Drink - UK

"Nowadays, companies are expected to do the right thing and caring about the environment is on the priority list. A focus on steps to address concerns over the environmental impact of packaging will ensure that more environmentally-conscious parents continue to buy into the baby food and drink category."

- Amy ...

Bottled Water - UK

"Out-of-home consumption underpins much of the usage of bottled water, but the market is at risk from people opting more for filling bottles with tap water. Efforts to reduce sugar have helped sales of bottled

Airlines Worldwide - International

"More consolidation is to be expected in Europe's aviation sector due to cost and competitive pressures. Airfares are starting to rise on a number of routes in response to higher costs. The jury is still out regarding the viability of long-haul LCC operations."

- Jessica Kelly, Senior Tourism Analyst

Attitudes towards Light Meals - China

"The rise of light meals is the result of consumers' growing awareness of the importance of having a healthy diet. To attract more consumers, a light meal should contain nuts and seeds, fruit and coarse grains at the same time, and be paired with nutritious and functional soft drinks, such ...

B2B Economic Outlook - UK

"With time running out for the government and the EU to agree to a deal, the uncertain environment has led to many companies holding back on risky investments to ensure that their short-term objectives are able to be achieved alongside any adverse market impacts that follow Brexit."

– Lewis ...

Black Consumers and the Banking Experience - US

"The majority of Black consumers have at least one bank account, but the share is slightly lower than the general market. Black consumers are satisfied with their bank, which is rooted in the anytime, anywhere customer service they receive plus tools to help them manage their money. Customer service and ...

Bundled Communications Services - UK

"Consumers are moving towards streaming services to access content, which will concern pay TV providers as it is impacting their revenue. Also, with 4K content

water, but concerns about plastic waste could dampen future growth.”

– **Richard Caines, Senior ...**

Cakes, Cake Bars and Sweet Baked Goods - UK

“While lower sugar is the key attribute seen to denote healthier cakes/sweet baked goods, companies reformulating products will need to reassure consumers that the taste and indulgent aspects will remain unaffected. That many people find shop-bought cakes too sweet however suggests opportunities for new products with inherently lower-sugar recipes ...

Car Sharing, Ride Sharing and Alternative Transportation - US

“Advances in technology have disrupted traditional transportation options such as public transportation, taxis, and even how consumers use their personal vehicles. Consumers can now easily hail a ride or book a car for the day using an app. This Report will examine consumers’ attitudes and behaviors regarding the growing mobility ...

Cleaning the House - China

“Brands in the household cleaning market need to move beyond basic cleaning and provide extra health benefits. As consumers are increasingly cleaning the house themselves, the role cleaning can play in improving mental health is widely recognised and presents opportunities for product development and marketing. Also, with growing pet ownership ...

Convenience Store Foodservice - US

“C-store foodservice sales reached an estimated \$39.2 billion in 2018, up 33.2% from 2013. While c-store foodservice experienced strong growth in the past, Mintel forecasts growth will start to slow, with sales reaching an estimated \$48.1 billion by 2023.”

– **Jill Failla, Foodservice Analyst**

Cuidados com o Cabelo - Brazil

accounting for a larger part of people’s viewing, they are requiring faster internet connections; 5G and the next generation of fibre broadband are likely to ...

Car Purchasing Process - UK

“Car sales are currently passing through a difficult period with both new and used car volumes falling back in 2017 and 2018. Despite this, interest in certain types of car has been rising, notably those in the mini segment as well as dual-purpose and luxury cars. Equally there is growing ...

Casinos and Bingo - UK

“The vast majority of consumers have not visited a casino or bingo club in the past year. Many cite a lack of interest in the games as a reason for not visiting and say nothing would encourage them to visit. Whilst this picture appears bleak, there are opportunities to get ...

Consumer Spending Priorities - China

“Mintel has revealed that consumers’ current financial situation and how they expect their finances to shape up over the coming year are close to last year’s survey results. This means that overall spending sentiment has not been hit by the negativity in macro-economic indicators.

Credit Monitoring - UK

“Mintel expects more and more people to start using credit scoring services over the coming years. Consumers will continue to be interested in using their own data to help inform financial decisions, especially among younger age groups. As managing finances moves away from a focus on individual products, to a ...

Cycling - UK

“A categoria de produtos para cuidados com o cabelo segue tentando trazer inovações no Brasil. As diversas campanhas e ações de marketing das marcas mostram a importância que ela tem no país. Porém, os consumidores ainda parecem receosos quanto ao uso de certos produtos – como os de coloração – ...

Digital Advertising - China

“Both content and touchpoint are crucial for successful digital advertising, as consumers don’t want to be fed irrelevant information anymore. Native content will continue to be of importance and lifestyle-positioning is increasingly appealing. Meanwhile, advertisers need to explore new touchpoints to engage consumers, from traditional channels to new digital services ...

Digital Trends Consumer - Canada

“The digital market is fast moving and encompasses many different products and services. From smartphones and tablets to TVs and Blu-ray players to streaming music and video platforms, this dynamic market is constantly evolving. With all of this innovation, it can be challenging to understand how consumer behaviour is actually ...

Dips and Savory Spreads - Canada

“Dips and savoury spreads are engrained in the diet of many Canadians, be it vegetable-based, dairy-based, or other types of dips or spreads. That said, growth opportunities exist by not only focusing on what is important to Canadians in terms of the category, such as flavour and convenience, but by ...

Drug Store Retailing - US

“US drug store revenues are expected to be valued at over \$293 billion this year. While the sector has consistently posted revenue gains, the pace of growth is projected to decelerate in light of continued channel-shifting and a consumer preference toward generic drugs versus name brands. Drug stores are focused ...

European Retail Briefing - Europe

This month's European Retail Briefing includes:

“Cycling ticks all of the right boxes on physical and mental health, pollution, congestion and low-carbon sustainability, but there are few signs of growth and all stakeholders, public and commercial, will need to combine their collective energies if this potential is to be realised.”

Digital Marketing in Automotive - China

“As consumers become more and more discerning and knowledgeable about cars, this increases the importance of targeting the right group of consumers through marketing. Mintel finds significant differences between female and male consumers in the way they process car information and how they act upon it.”

Digital Trends Quarterly - UK

“The foldable phone space is more than just an extension of the smartphone category: it is essentially an entirely new hybrid category that is ripe for a land grab by those who are quickest to market with the best devices. The likes of Samsung won't dominate it by default ...

Dishwashing Products - China

“The Chinese dishwashing market is at a mature, steady stage, and has been facing annually easing growth. The market opportunities lie in consumers trading up to premium products after becoming more informed about available offerings. As such, it is not surprising to see a remarkable number of consumers buying dishwashing ...

Electrical Wholesalers - UK

“Rapid technological developments mean that electrical wholesalers face increased pressure to offer the right and increasingly flexible product portfolios containing the latest innovations. Wholesalers need to become more knowledgeable about these innovations and be able to provide advice and educate customers on trending technologies, such as smart home products. There ...

Financial Bundling and Product Switching in Banking - Canada

“Boosting multiple product ownership is a double powered engine for financial institutions as it increases profitability through wallet share and also builds loyalty by discouraging attrition.”

– **Sanjay Sharma, Senior Financial Services Analyst**

Food Storage and Trash Bags - US

"Food storage and trash bag usage has near total household penetration, reflecting the functional nature of the category. While a strong, steady consumer base provides a solid foundation, significant growth remains elusive as users exhibit cost-conscious shopping behavior. Marketers must work to emphasize the value of premium features and encourage ...

Gum, Mints and Breath Fresheners - US

"Sales of gums, mints, and breath fresheners have been essentially flat over the past five years and, when adjusted for inflation, are expected to drop 14% off of their 2018 sales by 2023. The consumer base has shown no discernible growth over that time, and brands have largely confined their ...

Health Technology Trends - US

"The health tech sector is at an exciting stage, with a few products (such as apps, fitness trackers, and smartwatches) already in the mainstream while numerous other innovations are on the horizon. With the population set to continue aging over the next several years while pressures on the health insurance ...

Hispanics and the Banking Experience - US

"As payment cards and banking apps are becoming the main ways in which Hispanics interact with their banks, the nature of customer touchpoints are shifting away from bank branches. For banks to drive longer-term loyalty, it is important they find ways to generate a desire for in-person conversations to gain ...

Income Protection - UK

Fruit and Vegetables - Ireland

"With six in ten Irish consumers noting they would support a ban on plastic packaging for fruit and vegetables, it could see overall use of loose fruit and vegetables increase in 2019 and beyond. However prepared fruit and vegetable portions – which require packaging – may need to source more ...

Hábitos de Consumo de Doces e Sobremesas - Brazil

"Passada a discussão inicial entre ser saudável ou ser indulgente, a categoria começa a perceber que existem diversas formas de fornecer saudabilidade para atender demandas dos diferentes perfis consumidores e suas ocasiões de consumo sem necessariamente perder em sabor. É importante também ter em mente que muitas vezes o consumidor ...

Healthy Dining Trends - US

"Americans' attitudes toward healthy dining are continuing to evolve as diners seek a balanced approach focused on wholesome, real ingredients rather than low-calorie options. While this interest in fresh ingredients is universal, diners' dietary preferences are growing more diverse, reflective of their life stage and personalized nutrition needs. Younger generations ...

Household Paper Products - US

"While household paper brands have introduced meaningful innovation over the past year, consumers see the category as an opportunity to reduce the cost of living. They increasingly believe that store brands are as good as name brands and that in most cases, premium innovations are not worth the extra cost ...

Infant Milk Formula - China

"The income protection market has experienced decent levels of growth over the last three years. However, for the product to become more widely accessible, providers need to move away from relying upon the housing market and target different customers such as renters or the self-employed. The government is working to ...

Innovations in Banking - US

"As with most technology, the actual advancements in the banking industry may be ahead of consumer interest. This does not mean, however, that innovations should be stifled, rather that more consumer education is necessary before widespread interest and adoption is seen. Current interest levels may be low, but tangible benefits ...

Major Household Appliances - US

"The major appliance market has maintained steady growth over the past five years, benefitting from a positive economy and housing market, as well as consistent category innovation. Americans are designing their homes to reflect their lifestyle, underscoring the opportunity for manufacturers to accelerate growth and differentiate by catering to an ...

Media Trends Spring - UK

"Media platforms with user uploaded content, such as YouTube and Instagram, have to take greater responsibility for the content they display that is inappropriate, harmful or infringes on copyright. Algorithms, however, currently lack the sophistication to make accurate assessments over which content should be banned or demonetised, which is leading ...

Mobile Phones - US

"The US mobile phone industry is well established, with more than 100 million units sold annually for more than five straight years. However, sales growth has slowed, as the majority of consumers have already migrated from feature phones to smartphones, and now need additional impetus to upgrade."

- **Buddy Lo, Senior ...**

"In the post registration era, leading players are gaining bigger market share with unqualified players being squeezed out. Big SKU strategies have also helped established brands strengthen winning positions by concentrating resources on research and marketing.

Although a declining birth rate sounds alarm bells for IMF demand, willingness to trade ...

Intercity Buses in Europe - International

"The transition to a low-carbon economy clearly has its challenges but local and regional governments, as well as deep-pocketed investors, have a leading role to play in creating energy-efficient, sustainable transport networks across Europe. State-of-the art intercity buses and coaches are certainly very much part of that scenario."

- **Jessica ...**

Marketing to Over-55s - China

"Seniors enjoy socialising with others and will not hesitate to make new friends. They are prudent as well as assertive consumers and place a great emphasis on utility and value for money. Offline events are a good way to promote brands to older people, as is harnessing the influence of ...

Menswear - UK

"After a sustained period of strong growth, the UK menswear market is slowing and the outlook is more challenging, particularly as competition has continued to rise. To succeed, retailers need to have a clear understanding of their menswear customer and be able to offer them a compelling and differentiated product ...

Mortgages - Ireland

"Over the next few years, the mortgage market will be characterised by relative caution and steadiness rather than anything dramatic. While demand for mortgages remains strong, uncertainty over Brexit - and, more specifically, the impact it may have on the general economy and consumers' personal financial situations - together with tight lending ...

Mother and Baby BPC - UK

"In 2018 the babies' and children's personal care products, nappies and wipes market fell by 3.4% to £680 million. The trend for naturals in beauty has driven parents to look for similar gentle solutions for their babies, expecting brands and retailers to deliver them with the same quality and ...

Online and Mobile Retailing - Ireland

"As smartphones continue to improve and develop greater capabilities, consumers are becoming increasingly dependent on these devices for online shopping habits both in the home and out of the home which is contributing to the declining usage of laptop/desktop computers. Looking at the next five years, online and mobile ...

Oral Hygiene - China

"The premiumisation trend continues to influence the oral hygiene market with consumers' awareness of oral health in terms of both product usage and knowledge accumulation sides. Electric oral care products not only bring more advanced functional results, but also an association with better life quality. TCM toothpaste brands should keep ...

Packaged Red Meat - US

"Health and environmental impact issues continue to pose challenges to the category, but despite that, red meats remain solidly entrenched in consumer diets. Sales for red meat made modest gains, with beef driven mostly by price increases and declines with pork, triggered by overproduction. Adjusted for inflation, the category is ...

Property and Casualty Insurance - US

"As many consumers are compelled by law or contract to purchase property and casualty insurance, rates of ownership are quite high, and the industry is highly competitive. While technological innovation continues to reshape the industry, consumer loyalty is yet to be significantly impacted by these developments, and most consumers make ...

Motor Insurance - UK

"The expected revision of the personal injury discount rate to a more insurer-friendly level will allow providers to ramp up price competition. This is crucial as consumers remain price-sensitive, despite a preference for high-level cover. However, some upward pressure on prices will remain, as the cost of car repair claims ...

Online Grocery Retailing - UK

"Online grocery is still one of the fastest-growing channels of the grocery retail sector, but growth slowed for the third consecutive year in 2018. The number of users is plateauing as retailers struggle to engage new customers onto services that are still predominantly targeting big-basket shops in a period where ...

Package vs Independent Holidays - UK

"Package holiday providers will benefit from the financial protection offered as Brexit uncertainties continue to instil cautious behaviour among travellers. However, the independent sector looks better positioned for the long term, given the rising demand for short breaks and flexibility."

– Marloes de Vries, Travel Analyst

Plant-based Diet - China

"Consumers with growing health concerns are embracing the power of plants, and while they hold positive perceptions towards plant-based food and drink, they will lean towards diets that are curated to Chinese palates. The demand for more diverse offerings in premiumised plant-based food and drink provides a healthy market outlook ...

Salty Snacks - US

"The popularity of snacking has benefited all of the salty snacks segments and contributed to sales gains of 4.8% in 2018. While continued growth is projected in this \$18 billion market, a slower growth pace is projected through 2023. The strong demand for snacks has resulted in increased competition ...

Savoury Biscuits - UK

"The dependency on evening snacking for usage has left savoury biscuits vulnerable to competition from other snacks vying for the same occasion. Inspiring people to explore toppings other than cheese and to use savoury biscuits in different ways is needed to build usage for other meal occasions. As recipe suggestions ...

Shopping the Center of the Store Online - US

"This Report explores online sales of food and beverage categories that, when sold in stores, are typically found along the interior aisles of supermarkets, grocery stores, and supercenters. Included are shelf-stable grocery items, beverages (excluding milk), and frozen foods. Excluded are fresh and prepared foods typically found along the perimeter ...

Soft Drinks Review - UK

"The soft drinks market has faced a challenging period as sugar has come under public spotlight since 2014. These drinks have, however, retained a substantial place on consumers' menus. The significant challenge ahead is how to respond to the current scrutiny of single-use plastic packaging, in terms of both government ...

Sports Sponsorship - UK

"The sports arena continues to serve one of the main channels of sponsorship domestically and worldwide. Sports sponsorship thrived in 2018, underpinned largely by the booming profile of football's Premier League, drawing huge interest as one of the world's largest sports markets.

This is set to remain the story going ...

Sucos - Brazil

"Enquanto que os sucos 100%/integral têm atraído os consumidores que buscam opções saudáveis de bebidas, os sucos em pó estão conquistando aqueles que buscam opções acessíveis, sem abdicar do sabor. Sucos posicionados na linha intermediária – nem tão baratos,

Shampoo, Conditioner and Hairstyling Products - US

"The shampoo, conditioner, and hairstyling products market continues to experience slow, yet steady growth, benefiting from strong shampoo and conditioner sales. However, damage concerns have some consumers skipping daily washing in lieu of dry shampoo. Given that conditioner and hairstyling product usage is reliant on frequency of shampooing, less washing ...

Social Media in the Hotel Industry - International

"Social media, which gives billions of people around the globe round-the-clock access to the stories, images and opinions of their peers, has fundamentally changed the way many people travel. With Millennials and the iGeneration poised to become the predominant cohort of travellers, this type of crowd-sourced UGC [user-generated content] will ...

Specialist Food and Drink Retailers - UK

"Specialists have enjoyed two years of growth, helped by high inflation in 2017 and a return to growth in real wages in 2018. However, growth is forecasted to slow in the coming years and cost and convenience continue to be barriers to usage. Therefore it is important that specialists look ...

Sports, Nutrition and Performance Drinks - US

MULO sales of sports, nutrition and performance drinks have steadily recovered. However, factors that likely contributed to those losses continue to put pressure on the market. Increased competition from functional beverages in other categories, along with mounting distaste for artificial ingredients, are obstacles to major growth. Cleaner formulations, enhanced functionality ...

SUVs, Crossovers and Pickup trucks - Canada

"The category is well positioned given that Canadians are most likely to consider an SUV for their next vehicle purchase. Parents in particular are more likely to contemplate an SUV, which are commonly associated

nem tão saudáveis – como os néctares e refrescos adocicados ...

The Leisure Outlook - UK

“Consumers spent cautiously over the Christmas and New Year season of 2018/19 despite having money left at the end of the month. Yet the promise of spring looks strong, partly due to people’s plans for the coming quarter, which should help the leisure sector rebound from the recent lull ...

Travel Money - UK

“As the travel money market adjusts to the new realities of a weaker Pound, consumers are actively adapting their behaviours and attitudes towards paying and spending abroad. Despite the challenges, there are opportunities for providers willing to help people make the most of their pounds.”

Watches and Jewelry - US

“The watches and jewelry category is growing, but minimally. Changes in traditional lifestyles and gifting occasions could threaten future purchase occasions. Competition is also growing, with new retailers emerging online and retailers outside the channel often being favored for their convenience and value. Retailers need to persuade consumers to shop ...

World Cuisines - UK

“Recipe promotions for world cuisine dishes with all the ingredients located together in-store are a highly attractive proposition for shoppers. These will encourage experimentation while tapping into consumers’ desire to become more knowledgeable about world cuisines. Inspiration for meals which are authentically healthy, good value for money and meat-free/vegan ...

婴幼儿配方奶- 中国 - China

“在‘后注册制’时代，不达标的品牌被淘汰出局，领先品牌的市场份额进一步增加。核心产品策略让品牌能集中资源进行核心产品研发和营销，帮助成熟品牌巩固市场优势地位。

尽管出生率下滑为婴幼儿配方奶的需求量敲响了警钟，但消费者的消费升级意愿强烈，尤其热衷于寻找适合宝宝体

with family vehicles. Additionally, crossovers trail SUVs and sedans as the type of automobile that consumers ...

Toy Retailing - UK

“The toy retail landscape has seen huge changes over the last year with the loss of Toys R Us. Since its demise many retailers have been fighting to claim their piece of the pie. Given that as many people buy toys online as they do offline, Amazon is one of ...

UK Retail Briefing - UK

This month's UK Retail briefing includes:

Women's Haircare - UK

“Following a slight rise in value in 2016 and 2017, women’s haircare is in decline again as discounting and special offers impact buying behaviours, whilst the desire for more natural styles and focus on hair condition continues to negatively impact the styling segment. A reduction in recorded advertising spend suggests ...

口腔清洁- 中国 - China

“高端化趋势继续对口腔清洁市场产生影响。在产品使用与知识积累方面，消费者的口腔健康意识不断提升。电动口腔护理产品不仅带来更先进的功能性效果，还与提高生活质量有关。中草药牙膏品牌应继续在中草药成分上面下功夫，特别是名贵中草药成分，以证明它们对缓解口腔问题有效果。”

— 周文棋，研究分析师

家居清洁 - China

“除了基本的清洁功能外，家居清洁品牌也需要为消费者提供额外的健康益处。随着消费者越来越多地亲自进行家居清洁，家居清洁在改善心理健康方面的作用被广泛认可，为相关产品的研发和营销创造了机遇。此外，宠物拥有率提升，人们和宠物之间的情感联系加强，品牌需要在其产品中纳入宠物安全类宣称，针对宠物主人家居清洁的痛点提供解决方案。”

质并添加更多强化营养的婴幼儿配方奶。有机配方奶、羊奶配方奶和特殊配方奶等高端品类未来增长前景可观。”

— 吴丝，高级研究分析师

对轻食的消费态度 - China

“轻食的崛起是消费者越来越认识到健康饮食的重要性的结果。为了吸引更多消费者，轻食应同时含有坚果和籽仁、水果和粗粮/谷物，并与营养的功能性软饮料搭配，如酸奶、鲜榨果蔬汁和益生菌饮料。这不仅能增强轻食的健康功效，还能带来足够的充饥效果，消除消费者的主要购买障碍——吃完轻食容易饿。”

植物性饮食- 中国 - China

“健康担忧不断增加的消费者正拥抱接受植物的力量。即便这些消费者对植物性饮食持积极的认知，他们也会偏向符合中国口味的饮食。消费者希望高端植物性饮食产品更具多样性的需求为该品类提供了良好的市场前景，并促使企业升级加工技术以及向市场推出新颖食材和新颖的跨子品类产品。此外，蛋白质营养功效的认知度不断提高，可以让品牌和企业有机会凭借植物蛋白的优势改革市场。”

消费热点研究 - China

“英敏特研究发现，消费者当前经济状况以及对自己未来一年财务变化的期望与去年调查结果相似。这表明整体消费情绪并未因不良宏观经济指标受挫。然而，每个群体的感受不尽相同。虽然对优质生活的渴望和收入提高仍是消费意愿的根本驱动力，但人们对闲钱的支配变得越来越谨慎。这意味在未来几年，一味追求增长而忽视长期利润的做法对许多品牌将不再是可行之策。企业应更加注重自己的核心目标消费者并从中赚取更多利润。”

— 夏月，研究分析师

餐具洗涤用品 - China

“中国的餐具洗涤用品市场处于成熟、稳定的阶段，年增长率逐渐放缓。市场机会在于消费者在更为了解各种产品选择后向高端产品的消费升级。因此，如今大量消费者，尤其是年轻消费者从高端超市购买餐具洗涤用品，这并不令人意外。这意味着竞争不再仅仅集中于大众市场，也将向高端市场扩张。”

— 尹昱力，初级研究分析师

— 李玉梅，高级研究分析师

数码营销 - China

“内容和触点都对数码营销的成功至关重要，因为消费者不想再被填塞与自己无关的信息。原生广告内容将持续占据重要地位，生活方式的定位正越来越受到青睐。同时，广告商应探索新的接触点来吸引消费者，从传统渠道到新的数码服务或设备，比如聊天机器人和智能音响。”

汽车市场中的数码营销 - China

“由于消费者越来越精明敏锐，而且日益了解汽车产品，因此通过营销来瞄准合适消费群体的重要性不断提高。英敏特发现男女性消费者在处理、应对汽车相关信息的方式上存在显著差异。”

— 周同，研究分析师

针对55岁以上人群的营销 - China

“老年人喜欢社交且乐于结交新朋友。他们是谨慎果断的消费者，非常看重实用性和性价比。举办线下活动，以及发挥老年人中意见领袖的影响力，是品牌向老年人推广品牌的好方式。健康问题仍是老年人的关注重点，他们也愿意在健康方面投资，说明健康市场极具潜力。”