Be *Inspired*

A step-by-step guide to *finding winning ideas* with Mintel Inspire
Mintel Inspire is a trend analysis service that monitors, tracks and interprets consumer behavior. Inspire analyzes trends to help you understand the wider implications of cultural changes and applies those findings for practical use.
What is Inspire made of?

**Trends:**

*Trends* reflect changes people make about how they live and make decisions. Mintel’s global trends cross continents, vertical markets and cultures.
What is Inspire made of?

**Trend Observations:**

*Observations* suggest new trends, provide examples of current trends and/or indicate the direction of a trend.
What is Inspire *made of*?

**What's Next:**

*What's Next* items show how trends are applied to categories. They are created by category experts and added to Inspire on a weekly basis.
What is Inspire made of?

**Expert Blogs:**

Expert blogs connect trends to category developments. These timely thought leadership pieces explain how changes affect a category.
Understand the broader trends influencing your consumer's

*Attitudes and Behaviors*

Why use *Inspire*?
Why use *Inspire*?

To get *Inspiration* from other countries and other categories.
Why use *Inspire*?

Understand how your consumer's life is changing to identify

**White Space**

for new ideas and innovations
The content of Inspire is organized by Industry, Demographic and Theme. Click on the “Retail” link to see the top trends and insights relevant to this category.
**Step 1:** Navigate to the **Retail** home page

Hover your mouse over the Inspire link at the top navigation bar.

From the drop-down menu, select Retail to be taken to the Retail home page.
E-tail is flourishing in new markets, but consumers are also seeking out opportunities to buy online and collect goods themselves (who has time to wait for delivery?).

However, ‘discount fatigue’ remains a potential problem, so creativity is paramount. Consider Swedish website Speedsale’s gamified approach, which offers four-second shopping windows.

The boundaries between online and in-store shopping are also disappearing.

In an on-demand society, the traditional e-commerce home delivery model was never going to last. We’ve seen a slew of retailers seek to bridge the gap between the virtual shopping basket and the home.

Category overview pages are updated twice per year, to keep you current on the latest issues.
### Trend Observations

<table>
<thead>
<tr>
<th>Video Storefront</th>
<th>Digital Pocket Money</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online shopping takes a dynamic step toward clickable videos.</td>
<td>Bankkiwi is an online service that allows teens to receive and spend their pocket money electronically.</td>
</tr>
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<table>
<thead>
<tr>
<th>Sold!</th>
<th>To Vend or Not to Vend?</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Colonel Kirk outlet in Pennsylvania auctions off produce that is nearing or has passed its sell-by or use-by date.</td>
<td>Traditional vending machines appear to be falling out of favor in the US.</td>
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<thead>
<tr>
<th>Oldies But Goodies</th>
<th>A New Loyalty</th>
</tr>
</thead>
<tbody>
<tr>
<td>The new series of Mad Men featured advertisements lifted straight from the 1960s.</td>
<td>The Belly Card is a new digital loyalty program that rewards consumers for shopping at a wide variety of locations.</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Made to Order</th>
<th>Love Story</th>
</tr>
</thead>
<tbody>
<tr>
<td>ShopInstantShoe is a project that creates shoes designed specifically for each individual female wearer.</td>
<td>Manhattan’s Story is a store that refreshes its content and theme each month just like a magazine.</td>
</tr>
</tbody>
</table>

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<tr>
<th>App Your Service</th>
<th>The Digitally Engaged</th>
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</thead>
<tbody>
<tr>
<td>Neiman Marcus’ new app connects customers with in-store associates.</td>
<td>Digitally engaged consumers are worth more to brands.</td>
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### Step 4: Explore key consumer trends impacting Retail

**Top 10 consumer trends important to Retail**
(reviewed and updated every 6 months)

<table>
<thead>
<tr>
<th>Trend: Access All Areas</th>
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<tbody>
<tr>
<td><strong>What’s It About?</strong></td>
</tr>
<tr>
<td>Mobile and GPS technology is enabling us to explore our surroundings like never before.</td>
</tr>
</tbody>
</table>

**What We’ve Seen**

Smartphones, GPS technology, Google Maps, QR codes and mobile social network applications are helping us streamline our lives, connect with our fellow city dwellers, and interact with retailers and brands in the real world.

The UN projects that 76% of the world’s population will be dwelling in cities by 2050. According to Cisco Systems, global smartphone penetration currently stands at 10% of all handsets and will reach 14% by 2014. In North America and Western Europe this growth will be in the region of 30-50%. What this means is that consumers are going to live physically and digitally closer to their fellow consumers, as well as the businesses and brands within their city.

We are in the midst of a veritable explosion in mobile technology innovation, and one of the most dynamic elements of this innovation is the way our devices are being turned into real-time portals for connecting and exploring. Our mobile phones have evolved from tools that connected us only with people (i.e. people we already know), to hubs for instant and endless access to every person, place or thing imaginable.

And cities aren’t the only technological playgrounds. iPhone apps designed for camping and outdoor activities are on the rise as well. For example, Coleman's Lantern app has been downloaded more than...
**Step 5:** Look at market application of trends

**Leisure and Entertainment**

**Retail**

Technology creates a link between the virtual and physical worlds. Consumers can not only browse stores remotely through Street View technology, but also check on relative prices, stock availability or be alerted to discounts as they pass stores on the street. QR codes enable people to scan products to reveal website or video information about everything from fat content to source of origin and manufacturing process. Consumers are also able to navigate their way around shopping malls and locate individual stores offering seasonal deals, thanks to a growth of GPS-enabled apps.

**Market Application: Access All Areas in -**

- Clothing Retailing
- Holiday Shopping

**Holiday Shopping**

Holiday shopping during the crucial Thanksgiving/Christmas season has always been a make-or-break proposition for retailers, but the austerity measures ushered in by the recession altered consumers’ purchase habits indefinitely.

**Read more**

**Technology**

**Travel**

Connecting trends to categories

Explore relevant trends in detail, using our “Industry Application” section to see how the trend is playing out in different industries and markets. Be sure to look not only at the “Retail” application, but other industries too. Some of the best ideas come from outside of your category.
**Step 6:** Ideate using **Mintel's Trendscape**

Further explore any trend or observation on Inspire using Mintel’s Trendscape. The Trendscape allows you to visually see pieces of content that are related, to help inspire ideation. Hover over any content pieces to get a quick summary of the article.

Click on the “more” link to open up the content in a new window.
**Step 7:** Look for trends specific to target demographic AND category

Under the Inspire drop down menu, begin your advanced search

Search by industry, demographic, theme or trend labels to filter the content to your target consumer

Trend labels are what power all of the connections within Inspire.
**Step 8:** Delve into **relevant trend observations**

You can customize your searches on Inspire using **Categories**, **Demographics**, and **Trend Labels**.

What do these trends and observations tell you about your target consumer? What do we see happening globally that could benefit your brand?
**Step 8:** Delve into relevant trend observations

Trend observations are the building blocks of Trends. They provide a view of what our analysts see happening globally that are impacting the way consumers behave. Each trend observation references hard data points and an analyst’s viewpoint on what it means.

**Trend Observation: Video Storefront**

Online shopping takes a dynamic step toward clickable videos.

UK start-up WireWAX is partnering with Canadian online luxury retailer SSENSE to offer an interactive video shopping experience.

Users viewing a music video “look book” will be able to click and select specific outfits and accessories worn by hip-hop artists in the clips.

When the video pauses, a pop-up screen detailing the items worn will emerge. Users will then be able to purchase the clothing or accessories.

*Click, pause, buy*

Online and mobile shopping sales grew 69% between 2006 and 2011, reaching $194 billion in 2011 with the potential to reach $524 billion by 2016, according to Mintel’s Online and Mobile Shopping US March 2012 report.

Consumers have begun spending more money through their tablets (see Tablets Come Up Trumps), pushing retailers to innovate around how they sell their wares online (see iPad Catalog Shopping and Sized for Mobile Shopping).

WireWAX’s new concept takes this a step further: Instead of offering static catalog-like pages, it marries dynamic entertainment with apparel details—which pop up only on demand. For retailers, this is an opportunity for minimally intrusive product placement in any form of video content.

This concept can be applied not only to music videos, but also to movies and YouTube clips. We’ve seen platforms that encourage consumers to tag brands and products to online pictures (see Tagged!). In light of this, brands could harness the wider community of consumers to turn videos into their storefronts.

— April 05, 2012
**Step 9:** Talk to **Mintel analysts**

Example of questions for the analyst:

- What role are tablets playing in online shopping?
- Are people actually using QR codes?
- Should we be leveraging GPS technology to communicate with consumers at the right time/place?
- What does all of this mean for the in-store shopping experience?
Step 10: Come up with your winning idea!

But they’re also demanding near-instant access to the products they purchase online.

We’ve learned that shoppers are looking for a more enjoyable and engaging shopping experience – even if they’re just browsing.

We’ve seen global examples of new innovations that marry fun and convenience.

IDEA: Leverage the ‘video storefront’ concept in a public space – similar to the virtual shopping walls – and offer same-day delivery to boot.