

CONSUMER TRENDS FOR 2010 SHOW BUYERS BEHAVIOUR ADAPTING TO CHANGE

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Top 6 Consumer Trends

By Suzanne Browne

Consumers reacted to the economic downturn last year by closing their wallets, but 2010 is all about adapting to the changed circumstances. With that in mind, the leading market research firm Mintel has identified six trends in consumer behaviour for this year.

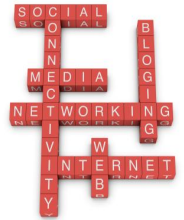


The first is **resilience** as consumers recover from, or adjust to, recession-enforced changes. New skills such as cooking, meal planning and food budgeting are desirable. The bottom line is, the home is at the centre of everything for consumers and businesses that can respond to these changes, to deliver what consumers need, will benefit.



Next up is **reviewing and re-evaluating**. We're seeing a more deal-conscious, money-saving consumer. More than half of UK people buy more items on promotion while 28% have cut spending on luxuries. Some 36% of UK consumers are spending more on budget brands of major grocers. However, consumers are still willing to buy if brands can engage with them effectively and persuade them that they're getting value - not just the cheapest price.

Media evolution is another development to watch this year. Mintel predicts more consumers will use new forms of media in their everyday lives, such as micro-blogging (Twitter) and social networks (Facebook, Bebo etc). Changing media consumption habits will open up new avenues for advertising.



Consumers also want **accountable** brands that can prove they really deliver. There's a wealth of resources on the internet to help them do that. In the UK, 23 million adults use price comparison websites when looking for guidance about financial products. 42% of US consumers say they don't know whether to believe claims about natural and organic personal care products. The message is, brands will have to work hard to deliver the transparency consumers want.

Lastly, **stability** is a watchword for 2010 as people adapt their lifestyles to suit the times. With some consumers able to spend again, Mintel says balanced spending and consumption will be key developments in the months ahead.

The baby and nursery market will be less affected.

UK BABY BOOM TO PUSH NURSERY EQUIPMENT MARKET OVER £700 MILLION MARK

The UK baby and nursery market grew by 20 per cent between 2003 and 2008, to be worth £639 million last year, and is forecast to reach an estimated £753 million by 2013.

Rising birth rates suggest that, despite the credit crunch, the baby and nursery equipment market will remain buoyant for some years to come, growing by 18 per cent - that's according to the latest market research from Mintel.

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