

American Lifestyles 2014: Looking Forward - US - April 2014

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“After five years of slow but steady growth, Americans have passed the tipping point of prolonged economic worry and have cautiously accepted that things are better. Confidence in personal finances has allowed consumers to think about the future rather than linger over the past.”

– Fiona O’Donnell, Category Manager –
Multicultural, Retail, Lifestyles & Leisure

This report looks at the following areas:

This report provides a comprehensive overview of Americans’ spending in 2013 in total as well as across 16 areas of consumer spending. A demographic profile of Americans and future projections, as well as an examination of the economic conditions impacting Americans is also included. An in-depth analysis of Americans’ purchasing priorities, their economic outlook, attitudes toward shopping, use of online tools to increase convenience/search for lower prices, personal goals including a focus on health and wellness aspirations for 2014 are also presented.

This report builds on the analysis presented in Mintel’s American Lifestyles: Five Years Later – US, April 2013, as well as the 2012, 2011, 2010, 2009, 2008, and 2007 reports of the same title. The report also includes findings from more than 90 other Mintel reports across 16 consumer markets: food (at home); dining out; alcoholic beverages (at home); alcoholic beverages (out of home); non-alcoholic beverages (at home); beauty and personal care; OTC healthcare remedies; household care; clothing, footwear, and accessories; technology and communications; vacations and tourism; leisure and entertainment; home and garden; transportation; personal finance; and housing.

Each of the 16 market sections of this report (as noted above) contains a listing of the components that make up expenditures unique to that category.

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DID YOU KNOW?

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

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