

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 ...

February 2019

Health and Fitness Clubs - US

"Both revenue and memberships in the health and fitness club industry continue on a steady incline. A shift in recent years shows that memberships are increasing at a faster rate than number of clubs. Working out at home and enhanced home fitness equipment are obstacles for the market. Opportunities include ...

January 2019

Consumers and the Economic Outlook Q1: Defining Financial Success - US

"The US economy continues its slow upward trajectory, even as discussion of tariffs and trade discussions cause the stock market to fluctuate a great deal. US unemployment – already at extremely low levels – decreased further in October of 2018, while labor force participation remained steady. Despite a slight dip ...

The Arts and Crafts Consumer - US

"Participation in crafts has declined slightly among the adult population, while there was a small uptick among kids and teens from the last year. As of now, crafting is being bolstered by adults of the iGeneration (aged 18-24) and most of all Millennials (aged 25-42). In order to stay relevant ...