

January 2022

Marketing to Adults Without Kids - US

“The number of childless adults in the US will continue to grow, and brands must develop strategies for addressing this market. The first step will be understanding that not all adults without kids have the same goals, interests or financial circumstances – particularly as adults without kids tend to fall ...

The Evolution of Technology in Consumers' Lives - US

“COVID-19 will have a lasting impact on consumers’ digital behaviors. The push to more remote and flexible functions has opened the door for new avenues of communication and virtual activities. Consumers are experimenting and adopting new channels to connect with each other and brands. Major categories like healthcare, retail and ...

December 2021

Lifestyles of First Time Parents - US

“Becoming a parent for the first time is a joyful and amazing experience, but it also marks a sudden and distinct change in lifestyle for new parents. The majority of First Time Parents feel the shift to new parenthood is more challenging than they anticipated and one they were not ...

November 2021

Cooking in America - US

“Brands in the at-home food space are well positioned as the conditions surrounding the pandemic have led to an increased reliance on meals made at home. Currently, safety concerns around eating out combined with rising inflation are keeping consumers in their own kitchens. Fortunately for brands, this time spent cooking ...

October 2021

Urban, Rural and Suburban Lifestyles - US

"Urban, suburban and rural consumers already had different desires and challenges heading into the pandemic; COVID-19 has upended life in many ways for each group. As the country enters deeper into the vaccine phase of the pandemic, brands should be paying attention not only to how COVID-19 has left its ...

Marketing to Moms - US

“American moms experienced mixed feelings in the past year as they balanced feelings of thankfulness with others such as exhaustion, being overwhelmed and anxiety, as their workload was aggravated during the pandemic. Despite some uncertainty due to the new COVID-19 variant, moms understand it is time for their children to ...

American Lifestyles - US

“With the country’s economic recovery underway yet the threat of COVID-19 variants continuing to obscure the conclusion of the pandemic, America currently resides in a limbo state. While the isolated, lockdown phase of the pandemic is past, the country eagerly waits for when the pandemic will be fully in the ...

August 2021

America's Pet Owners - US

“The number of households with pets grew in 2020 as people found themselves with more time to dedicate to pet ownership during the pandemic. In a time of uncertainty, pets have provided their owners with comfort, stability and a sense of identity. During the recovery, young adult pet parents will ...

July 2021

Marketing to Empty Nesters - US

“Parents look forward to becoming empty nesters, but their identity as a parent still remains intact. They desire to maintain their strong connection with their children and are still there to provide any kind of support their children need. Beyond their children, they look for community and connection with their ...

Consumers and the Economic Outlook - US

“The current economic climate of the US has the country primed for further growth over the course of the next few years. The nation is reopening, vaccination rates are increasing, and consumer sentiments are exceedingly positive. With unemployment rates continuing to improve and the economy rapidly growing, many consumers have ...

June 2021

Marketing to Millennials - US

“Having just survived their second economic recession in 15 years, Millennials are prioritizing a stable career and financial independence before making any other major life decisions. However, a shift in priorities can be seen for Millennials in their mid-30s. These older Millennials are prioritizing marriage and especially parenthood. Meanwhile, younger ...

May 2021

Marketing to Generation Z - US

The Luxury Consumer - US

“Refusing to fall in line with previous generations, Gen Z consumers are adamant about forging their own path. They want to be seen as change makers with unique and creative solutions, who aren’t afraid to take on the world’s biggest issues. However, behind the scenes, increased use of technology and ...

“The pandemic has forced consumers to re-evaluate the difference between essential and inessential spending. Luxury items fall on the inessential side of the equation and demand for designer apparel and accessories has diminished greatly. During the recovery, it will be incumbent on luxury brands to encourage shoppers to treat themselves ...

April 2021

Marketing to Affluent and HNW Consumers - US

“There are millions of wealthy Americans, many of whom have not suffered much – or have even benefitted – as a result of the financial conditions of 2020. Most are older adults who have actively avoided contact with those outside of their households during the pandemic but, once they are ...

March 2021

Consumers and the Economic Outlook - US

“Despite COVID-19 putting a dent in consumers’ finances and morale, many still remain hopeful on their financial situation going forward. A recovering US economy, rallied by the availability of a vaccine, has instilled optimism in many consumers during tumultuous times. In spite of that, how well this recovery can be ...

February 2021

Student Lifestyles - US

“The COVID-19 pandemic has greatly disrupted higher education in the US. In Fall 2020 fewer students enrolled overall, and declines were especially steep at community colleges and among incoming freshmen. Less incoming tuition means schools are struggling financially while also facing unexpected pandemic-related expenses. Some institutions will be forced to ...

January 2021

The Arts & Crafts Consumer - US



Lifestyles - USA

“In-home leisure categories like arts and crafts have thrived over the last 12 months and will continue to thrive over the next several years. During this time of high stress, both emotional and financial, consumers will look to arts and crafts for a fun, affordable leisure activity that helps them ...