

December 2019

Movie Theaters - US

"The moviegoing audience is stable but continues to be bombarded with increased competition in the entertainment space. Widely available and inexpensive in-home streaming services have lowered consumers' expectations of what seeing a movie should cost. Investments in concessions, comfortable seating and new pricing models will only go so far to ...

November 2019

Active Outdoor Enthusiasts - US

"The outdoor recreation market is populated by a large, stable group of dedicated outdoor enthusiasts who tie their identities to their favorite outdoor activities. Consumers have a tendency to gravitate toward the familiar, making family, friends and even influencers important groups to break people out of their regular routines and ...

October 2019

Cooking in America - US

"There are over 80 million Americans who enjoy cooking, cook often, and cook because they want to, not just because they have to. An additional 43 million share their enthusiasm, even if they don't cook as often. This receptive audience bodes well for brands in the cooking space. However, this ...

Leisure Time - US

"Consumers are working to make their free time as meaningful as they possibly can. The easiest path to that is through comforting activities, but brands can help encourage people to get out of their comfort zones. Everyone's trying to find their tribe, and leisure activities that can bring people together ...

August 2019

Family Entertainment - US

"Parents look to balance screen time with outside play to keep themselves sane and their kids entertained. They are looking to share familiar experiences with their kids in new and interesting ways as the entertainment market gets increasingly more diverse. Entertainment options that can keep parents engaged amidst a sea ...

July 2019

Consumers and the Economic Outlook Q3: A Look at Both Sides - US

"A lot of coverage has been given to the growing divide between political views in the US. While there may be cultural and moral differences that cause fundamental shifts in beliefs, some underlying concerns, specifically financial ones, are more similar than different. However, if a consumer's personal belief system aligns ...

Grilling and Barbecuing - US

"The mature grill market is challenged by high penetration, long purchase cycles and low intent to purchase. While the flavor, convenience and social aspect of grilling still remain key themes that will capture consumers attention, the power of influencers and social media continues to grow, bringing new engagement opportunities for ...

June 2019

Teen Trends - US

"Although they represent a small share of the population and spending power, teens continue to dictate where the US market is going and how it will look in the future. Parents still have a significant amount of power over teens and their choices, but teens are asserting their independence now ...

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 ...