



March 2021

Mobile Network Providers - US

“Mobile connectivity is considered an essential service and, while the COVID-19 pandemic has reduced the amount of time people travel for leisure or commute to work, reliance on mobile connections has not diminished. In fact, for some it is their only digital connection; for others, it is an indispensable supplement ...

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 ...

January 2021

Wearable Technology - US

“The wearable tech category provides unique value to consumers amidst the COVID-19 pandemic. Hearable devices offer utility both on-the-go as well as working remotely at home, while health-monitoring capabilities of wrist-worn devices gain renewed interest among an increasingly health conscious populous. The economic impact of COVID-19 disproportionately impacts lower-income households ...