

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 ...