

December 2022

Attitudes toward Nonprofits - US

"The relationship between brands and nonprofits continues to strengthen as consumers seek out brands with ethical missions. Consumers are aware of the significant need that exists, but inflation and economic uncertainty is leaving them with a smaller pool of funds to donate. While brands often are forced to prove their ...

America's Pet Owners - US

"The majority of Americans have pets and are committed to providing the best for their companions, even in the face of sharp price increases across pet products and services. The human market continues to influence trends in pet care including a focus on mental health, holistic wellness and premium experiences ...

November 2022

Healthy Lifestyles - US

"Consumers are embracing holistic health, prioritizing actions that address both their mental and physical health needs. Healthy lifestyle behaviors traditionally reserved for physical benefits are now being used to boost mental health, underscoring the recognition that health is interconnected.

October 2022

Marketing to Moms - US

"Most moms put the needs of others before their own. This presents opportunities for brands to encourage moms to take moments for themselves and practice self-care so they can be at their best for their families. More can be done to encourage dads to take on a greater share of ...

Cooking in America - US

"While the number of home cooks is higher than it's been in recent years, interest in cooking has hit a low. Consumers emerged from pandemic restriction enthusiastic about dining out. However, 2022 quickly ushered in a new limitation: inflation, which is forcing many back into the kitchen for cost savings ...

September 2022

American Lifestyles - US

"As prices continue to rise and economic uncertainty continues, financial concerns are widespread among US consumers. Not all consumers consider themselves financially struggling at this time, but many are already adjusting their shopping behaviors regardless of their level of financial comfort. To support struggling and concerned consumers, brands need to ...

August 2022

Senior Lifestyles - US

“Understanding seniors’ priorities is key to connecting with this cohort of consumers. Results show that their top priorities include health, family, and independence. Knowing this, brands can confidently provide products and services that address these desires. For many brands, digital solutions may come to mind. While there is a stereotype ...

Consumers and the Economic Outlook - US

“Consumers are in for a rough time over the course of this year and early 2023. Inflation is at a 40-year peak, with economists not expecting to see it cool down back to the 2% target for the near future. Combined with sharply rising rates and imbalanced supply and demand ...

July 2022

Marketing to Millennials - US

“Millennials are at a lifestage where they are in distinct subsegments – some becoming newly independent while others are comfortably settling into parenthood. Because Millennials are at such different stages, each with their own unique set of needs, they must be marketed to accordingly. For example, Younger Millennials aspire to ...

June 2022

Marketing to Gen Z - US

“Whether they are teenagers or young adults, Gen Z are in a transitory phase in their lives, as even the adult members of this generation are not yet fully financially independent of their parents. While also having to deal with the struggles traditionally associated with coming of age, Gen Z ...

Women's Wellness - US

“The COVID-19 pandemic intensified the spotlight on health and wellness, with women’s wellness being no exception. An aging population provides opportunity for brands to cater to the needs of older shoppers, looking beyond pregnancy to include the menopausal journey and other age-related issues.”

- Jennifer White Boehm, Director - US BPCH ...

Kids' Impact on Household Decisions - US

“These are truly unprecedented times for parents, as they do not have the ability to turn to older friends or relatives for advice about what to do in the face of such uncertainty. Parents are coming away from the pandemic carrying more emotional weight, as their concerns about the negative ...

May 2022

Marketing to Middle and High Income Americans - US

“Middle and High Income Americans expect the best of both worlds as they value high quality products and services offered at reasonable prices. To appeal to Middle and High Income Americans, brands must prove that they are worth the price by offering extra-attentive services both on and offline. In addition ...

April 2022

In-home Lifestyles - US

“The mentality of having a home base epitomized life at home throughout the pandemic, and consumers embraced gratitude for everything their abodes allowed them to accomplish. Brand support has been critical to helping consumers embrace life by bringing a variety of comforts directly into the home. Economic uncertainty will keep ...

The Arts & Crafts Consumer - US

“More than two thirds of adults turn to creative projects to enjoy their free time and express their unique identities, but relatively few of these creative consumers define themselves as “crafters.” This gives brands the chance to serve as partners in creativity beyond the traditional arts and crafts space ...

Teen Lifestyles - US

“Teenagers are currently in a formative period of their lives. During these years of adolescence, teens not only face academic and social pressures but are also working to carve out their own identities and figure out their place in the world. For many, the uncertainty and social restrictions of the ...

March 2022

Student Lifestyles - US

“Students are in school to prepare themselves for the future. Therefore, brands that can provide educational guidance to consumers stand to forge lasting connections with them. Importantly, students are not just looking to increase their academic knowledge but are also hoping to learn the life skills that will help them ...

January 2022

Consumers and the Economic Outlook - US

“Despite yet another COVID-19 variant, the US economy ended 2021 in good shape, with rising consumer confidence and unemployment rates that fell to a pandemic-era low. Alongside the strong economic gains,

Families and Technology - US

“Though it remains a top concern for parents, the pandemic has resulted in an abundance of screen time for kids. The popularity of YouTube and video games means brands have opportunities to reach kids with



Lifestyles - USA

consumers' financial situations also continued to improve, with most remaining optimistic about their finances going into 2022. As the ...

strategic ad placements and partnerships. Parents may not be aware of potential threats to their ...