

February 2020

Evolving eCommerce: Direct to Consumer Retailing - US

"The direct-to-consumer market disrupted many CPG categories and left big brands scrambling to change their tone. DTC companies did and continue to do a phenomenal job of giving their brands personalities and purpose. As they look to expand, though, these brands will find themselves leveraging more traditional marketing and retail ...

Beauty Influencers - US

"Beauty influencers and the power of social media continue to shape the beauty industry. While influencer collaborations with brands continue to resonate with consumers, issues surrounding trust and credibility could signal future challenges. To alleviate these concerns, brands and influencers must adopt a more realistic and relatable approach to the ...

January 2020

The State of the eCommerce Industry - US

"The ecommerce market continues to expand thanks to new technological developments that create a seamless and convenient shopping option. As consumers blend their shopping journey between online and offline actions, even online retailers need to be present in physical stores in some way. eCommerce offers retailers ways to connect with ...

Consumers and the Economic Outlook - US

"The majority of consumers consider their finances to be healthy, and views of the future seem to be positive as well. Consumers are saving for the future, but are still willing to treat themselves."

- Jennifer White Boehm, Associate Director - Financial Services & Auto