



December 2019

Dollar Stores - US

"Dollar stores continue to benefit from consumers' love of treasure hunt shopping as well as their willingness to make trade-offs on brand names and selection in order to get the lowest possible prices on some everyday, low-involvement products. Consumers have an affinity for dollar stores because of these aspects, but ...

November 2019

DIY Home Improvement Retailing - US

"The DIY (do-it-yourself) home renovation sector is big business, set to garner \$357 billion in 2019. Growth is predicted through 2024, but the pace of this growth will decelerate this year and next before picking up again. Prospects for continued development look good as Millennials (and some of Generation Z ...

October 2019

Beauty Retailing - US

"Interest in beauty and personal care hasn't faltered, but what consumers are buying is evolving as are where and how they do so. In-store shopping is still the most preferred method for most types of purchases, but the digital experience is increasingly important, especially for pre-purchase research. Consumers also have ...

Shopping Malls - US

"The market for malls and mall retailers has seen stagnation and decline over the last decade and can expect to see these trends continue as the current oversupply of mall retail space in the US shrinks to meet actual demand. To counter this, malls are increasingly turning to nonretail uses ...

August 2019

Sporting Goods Retail - US

"People are buying sporting goods. They're also prioritizing their health to a greater degree, which means more exercising and participation in sports and fitness; this should fuel demand for sporting goods in the future. However, more often than not, people are buying sporting goods at places other than stores that ...

Women's Clothing - US

"Most women are buying clothes and many do so frequently. With numerous options of where and how to shop, retailers are pressured to evaluate their assortments and, just as importantly, the way they engage with shoppers. More diverse and independent women shopping the category means more preferences and behaviors retailers ...

Digital Advertising - US

Teen Fashion - US



"Digital advertising is a \$125 billion industry and is estimated to account for more than half of total advertising spending following robust growth across all segments including banner, video and search. Growth is expected to continue, albeit at a slightly slower rate than in years past, indicating that the digital ...

"For fashion retailers, appealing to the ever-changing teen market is challenging. Teenage consumers are savvy, trendy, and price conscious. They have high expectations of apparel brands and are looking for a variety of styles and sizes, as well as relevant and poignant brand messaging. However, as teens are shopping with ...

Loyalty Programs - US

"Loyalty program membership continues to grow, even as many programs struggle to keep current members actively participating. With so much competing for their attention, consumers have no patience for programs that are complex, confusing or time-consuming. Yet, well-executed loyalty programs can be a powerful tool to drive customer engagement and ...

July 2019

Winter Holiday Shopping - US

"US retail sales in November and December are predicted to reach \$787 billion in 2019, up nearly \$20 billion, or 2.3% over 2018. Macroeconomic factors at the time of writing paint a positive picture for the coming months, as does the fact that 84% of shoppers say they intend ...

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 ...

Online Grocery Retailing - US

"Online grocery sales remain only a small portion of total US grocery sales, but are growing rapidly, more than doubling over the past five years. That growth is likely to continue as more young adults take on grocery shopping responsibility and as retailers continue to strengthen and expand grocery delivery ...

June 2019

Gifting - US

"How consumers shop for gifts, what they give and occasions for giving is evolving. Birthdays and the winter holidays remain the most popular gifting occasions. However, self-gifting throughout the year, and the growing popularity of nontraditional gifting



occasions (eg Singles' Day), means retailers have an opportunity to promote spontaneous gift ...

May 2019

Omnichannel Retailing - US

"There are a few common elements of omnichannel retailing that include integration across devices as well as putting mobile at the center as the connective tissue that merges stores and digital channels. Brick and mortar retailers also have an advantage over online-only retailers because their stores are a huge asset ...

Grocery Retailing - US

"While consumers continue to migrate slowly to shopping online for groceries, most grocery shopping still happens in stores, making continued investment in the in-store shopping experience essential. In addition, traditional supermarkets face increasingly intense competition on several fronts, most notably value for the money and convenience."

- John Owen, Associate ...

April 2019

Electronics Retailing - US

"Buoyed by a relatively stable economy, the CE (consumer electronics) retailing industry is enjoying an upward sales trajectory with no end in sight. Amazon has usurped Best Buy in sales, but Best Buy's strong service model and exemplary omnichannel approach keep it alive and thriving. In the future, digitally native ...

March 2019

Watches and Jewelry - US

"The watches and jewelry category is growing, but minimally. Changes in traditional lifestyles and gifting occasions could threaten future purchase occasions. Competition is also growing, with new retailers emerging online and retailers outside the channel often being favored for their convenience and value. Retailers need to persuade consumers to shop ...

Convenience Store Foodservice - US

"C-store foodservice sales reached an estimated \$39.2 billion in 2018, up 33.2% from 2013. While c-store foodservice experienced strong growth in the past, Mintel forecasts growth will start to slow, with sales reaching an estimated \$48.1 billion by 2023."

- Jill Failla, Foodservice Analyst

Drug Store Retailing - US

"US drug store revenues are expected to be valued at over \$293 billion this year. While the sector has consistently posted revenue gains, the pace of growth is projected to decelerate in light of continued channel-



shifting and a consumer preference toward generic drugs versus name brands. Drug stores are focused ...

February 2019

Children's Clothing - US

"Although future growth faces some challenges due to declining birth rates, the market is steady. Retailers need to find ways to evolve the meaning of value and convenience for parents, especially as they do more shopping online. Further, looking to existing shoppers to drive incremental sales will be important for ...

January 2019

Back to School Shopping - US

"The BTS (back-to-school) shopping season is the second largest retail sales period of the year behind the winter holidays, representing a key time for retailers to engage with both parents and kids and also to build relationships and loyalty that may be leveraged at other shopping moments. Loyalty often begins ...

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 ...