



## December 2021

### Beauty Retailing - US

“Beauty retailing is evolving and becoming more flexible to meet consumers’ needs and shopping preferences. The global health crisis has shifted consumer behavior in many forms. There is an increased interest in wellness-related beauty products, and value offerings. Digital channels now have a more critical role in the shopping journey ...

## November 2021

### Value-conscious Consumer - US

“Retailers should view every consumer as value-conscious and work to understand the different dimensions of value to best serve customers’ varying needs and motivations. Essentially, everyone appreciates a good deal, and some shoppers will go to great lengths to find one. Retailers who consistently offer affordable prices and flexibility will ...

### Sporting Goods Retail - US

“The pandemic took an industry on the decline and launched it to record breaking growth. Brands and retailers are setting new revenue records and looking to expand with new locations and offerings, such as new immersive in-store experiences and improved cross-channel shopping options, to capitalize on the new demand. While ...

## October 2021

### Shopping Small Businesses - US

“Small businesses play a significant role in consumers’ shopping behaviors and local economy. The pandemic caused consumers to think more mindfully about where they shop and highlighted small businesses as an area to focus on. Moving forward, there are various opportunities for these businesses to expand reach and consideration across ...

### Men's & Women's Clothing - US

“Consumers aren’t abandoning their love for clothes, but they are losing some enthusiasm as the pandemic has made them realize there are more important aspects of their lives to prioritize over material possessions. They’re a little less likely to buy new and a little more likely to hold on to ...

## September 2021

### Digital Advertising - US

“In a world where digital behaviors and digital media consumption increased post COVID-19, it has never been more important for brands to have a strong, comprehensive, efficient digital marketing strategy for success in the marketplace. Digital activities are on the rise across the board, and brands that do not leverage ...

### Watches and Jewelry - US

“While initially hit by the pandemic lockdowns, watches and jewelry have seen a quick recovery as consumers cautiously return to more “normal” lifestyles and their confidence to spend slowly improves. Consumers changing shopping behaviors, together with ethical and sustainable preferences, will drive this sector to an unprecedented transformation in the ...

## August 2021



## Winter Holiday Shopping - US

“The 2021 winter holiday shopping season will be marked by a robust return to in-store shopping and in-store experiential retailing as consumers’ concerns about the pandemic ease and they cautiously branch out more. Still, even as consumers resume old shopping habits, they won’t abandon newly formed behaviors, ensuring that online ...

## Non-winter Holiday Shopping - US

“Consumers are reverting to old routines with a renewed excitement for and appreciation around non-winter holidays. These occasions will continue to be important for consumers across generations and backgrounds, with an increased focus on shared moments and values. Moving forward, brands and retailers can look to connect with consumers through ...

## July 2021

### Consumers and the Economic Outlook - US

“The current economic climate of the US has the country primed for further growth over the course of the next few years. The nation is reopening, vaccination rates are increasing, and consumer sentiments are exceedingly positive. With unemployment rates continuing to improve and the economy rapidly growing, many consumers have ...

### Gifting - US

“The pandemic initially disrupted and delayed many gifting occasions. Consumers shifted to digital methods of shopping for and celebrating their loved ones. As the vaccine rollout continues, consumers’ optimism is increasing, and many are returning to pre-pandemic celebrations and festivities. This excitement and increased comfort with spending are creating various ...

## June 2021

### State of Retail & eCommerce: Impact of COVID-19 One Year Later - US

“Most signs are pointing to the worst of the pandemic being in the past, with pent-up demand for normalcy and renewed optimism poised to drive the industry forward. More than a year after the onset of COVID-19, the retail industry has emerged to be in a place of strength. New ...

## May 2021

### Salon & Spa Services Retailing - US

“The pandemic caused an immediate disruption to salons and spas and caused a change in consumers’ needs and routines within the category. This change in needs and behavior will continue moving forward as some consumers have grown more comfortable doing things on their own or receiving fewer treatments. To maintain ...



## April 2021

### Grocery Retailing - US

“The COVID-19 pandemic has had significant and widespread impact on the grocery sector; accelerating ecommerce growth by years and causing people to change their grocery shopping routines in a more mindful way as they look to be efficient with their time spent in stores and frugal with their grocery budgets ...

## March 2021

### In-store Experiential Retailing - US

“The in-store shopping experience has been forever changed. Moving forward, next-generation brick and mortar retail experiences will be shaped by digitally enabled technologies that will make the shopping experience more efficient and inviting. Modern retail concepts will emerge and entail increased emphasis on cleanliness, atmosphere and community, and this in ...

### Baby Durables - US

“The baby durables category faces some challenging and changing times ahead as lifestyles shift and consumer shopping behavior evolves. Younger consumers continue to push off milestones such as marriage and having children, causing a steady decline in the birth rate year over year. However, for parents with children and those ...

## February 2021

### Children's Clothing - US

“The pandemic created some challenges and changes in the children’s clothing industry. Parents are reconsidering how many clothes kids need, indicating the importance for alternate options, such as trade-in programs. And when they do shop, more parents are doing so online, not just for convenience but for safety. At the ...

### Convenience Store Foodservice - US

### The Circular Economy - US

“Alternative shopping options were not exempt from the devastating effects of the pandemic. Despite consumers’ precautions due to the coronavirus, the economic and environmental benefits of alternative options are making them stand out from traditional retail. With the rise of new ways of acquisition, opportunities among new target segments and ...

### 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 ...

### Drug Stores - US

“It’s a challenging time for drug stores. However, with a global pandemic shaping consumer perceptions and behaviors, including influencing more proactivity when it comes to managing their holistic wellbeing, drug stores have never been in a more prime position to shine. The future of the drug store channel involves offering ...

### Back to School Shopping - US



“Convenience stores’ foodservice sales are suffering during the pandemic due to far fewer drivers on the roads and an increase in online and bulk grocery shopping. Temporary halts of self-service foodservice options also hurt sales in 2020. C-stores must recover foodservice sales by stealing a page from restaurants’ playbooks and ...

“No matter where school is taking place, the back to school shopping season will always be a key time of year for consumers and brands. The pandemic shifted how and when consumers shop for school, as well as what they’re buying. New needs emerged in 2020, driving sales of items ...