

December 2018

Live Entertainment - US

"The live event space is rife with varied interests that cater to the tastes of a wide range of demographics, and in many respects this diversity strengthens the industry. However, there are areas in which live event categories can improve their appeal, as well as looming demographic outlooks that can ...

Movie Theaters - US

"Despite increasing competition from new media, there is still consistent interest in movie theaters. Investments in premium formats, foodservice offerings, and loyalty programs are helping to match shifting consumer attitudes and expectations for what a movie theater experience should be. Avid moviegoers are the most likely to adopt these changing ...

November 2018

Exercise Trends - US

"The majority of US adults are exercising, but not with strong intensity. The strong association between exercise and health is expected, though emotional benefits including positivity also align with being active. Since the majority of consumers are working out at home, fitness equipment brands have an opportunity to appeal to ...

October 2018

Consumers and the Economic Outlook - US

"The economy continues its slow and steady recovery, though economists are hesitant to say that it has officially recovered. While some consumers may be watching economic indicators, many are not, and even those who are may not see the direct effects on their daily lives. Overall, if consumers were already ...

Traditional Toys and Games - US

"Toys and games remain very relevant to consumers, but while gifting – especially for children – drives sales, many are shopping the category for other reasons, including for adult recipients. Where and how most consumers fulfill their toy purchases remains in flux, with competitive changes impacting the category and providing ...

Cooking Enthusiasts - US

"The share of the population identified as Cooking Enthusiasts has remained stable over the last three years, providing a solid base of consumers who cook at home regularly and enjoy it. However, enthusiasm among other segments is on the decline, as less of the population is defined as Conflicted Cooks ...

August 2018

Gambling and Sports Betting - US

"Although they have been growing steadily, the gambling and sports betting markets have the potential to bust out in the coming years. Sports betting markets are expected to open up significantly on the heels of a monumental Supreme Court decision allowing states to regulate this market. Still, overcoming lingering skepticism ...

July 2018

Grilling and Barbecuing - US

"Most adults are grill owners; a substantial 79% of adults currently own a grill and 32% plan to buy a grill in the next year. Flavor is a top motivator to grill, followed by convenience, enjoyment while entertaining, and relaxation. Since 2013, the market has been driven by an improving ...

Consumers and the Economic Outlook - US

"Consumers remain confident in their financial health and anticipate little change in the coming year, resulting in stable patterns of financial opinions and behaviors. Consumers hope to save for the future while also maintaining spending levels that accommodate their current lifestyle. This Report looks at the role credit score plays ...

June 2018

Patio and Backyard Living - US

"Outdoor spaces are perceived as places of relaxation for most adults. Although outdoor décor is influenced by DIY culture and personalization, most consumers seek functionality over style or flair. The market continues to grow as advancements in comfort and durability keep outdoor improvements in the peripheral view of most adults ...

Party Planning and Home Entertaining - US

"Most adults say they enjoy entertaining people in their home—an attitude that has remained constant for more than a decade. In the last three years, a substantial 77% of adults have hosted a party in their home. Informal gatherings are far more prevalent than formal parties, with 44% participation compared ...

Lawn and Garden Products - US

"The US lawn and garden market grew steadily over the review period. Yet the segment represented by MULO (multi-outlet) sales, which is comprised largely of lawn and weed products, is on the decline. Consumers still buy most lawn and garden products at big box stores like The Home Depot, but ...

Attitudes toward Gaming - US

"While video games may serve the simple purpose of casual entertainment for most, a smaller share of dedicated gamers care a great deal about what they play. The casual nature of mobile gaming can appeal to a wider net of people, but console and computer gamers will drive trends and ...

April 2018

Consumers and the Economic Outlook - US

"The US economy weathered the political tumult of 2017 with surprising vigor, as most major economic indicators fared increasingly better throughout the year. The nation's GDP (gross domestic product) has been on the rise for 17 consecutive quarters, and consumer confidence has been marching forward at record levels, while unemployment ...

March 2018

Activities of Kids and Teens - US

For kids, few activities compare to the enjoyment and excitement that the internet, cell phones, and media can provide. The internet, in particular, plays a significant role in the types of activities kids are participating in now, and are interested in doing more of in the future. However, despite prevalent ...

January 2018

Consumers and the Economic Outlook - US

"Economic improvement continued at a relatively steady clip as a new presidential administration took office at the beginning of the year. While there have been natural catastrophes and tragedies throughout the US, the economy has generally remained stable and any expert predictions continue to be optimistic."

- Jennifer White Boehm, Associate ...

The Arts and Crafts Consumer - US

"Participation in the arts and crafts space remains stable. In 2017, many adults participated in at least one type of arts and crafts activity, with painting/drawing/coloring as the most popular type. The market is propelled by young, female crafters who are motivated to make projects for themselves and ...