

September 2023

Men's Clothing - US

"The perception that men don't like to shop for clothes is misguided. A majority of men think it's fun to shop for clothes. Men are more likely than women to be purposeful about their shopping conquests and seek out direct means to find what they want in the most efficient ...

Beauty Influencers - US

"US consumers are focusing on value, but they are still looking to influencers for ways to most efficiently spend their money. Consumers are taking beauty influencers' recommendations, but they've become accustomed to free content. As brands continue to work with beauty influencers – and influencers continue demanding to be paid ...

August 2023

Direct-to-consumer Retailing - US

"The lines between direct-to-consumer and traditional retailing are becoming even more blurred in an omnichannel landscape where brands must be anywhere and everywhere. What becomes clearer is that direct is just one channel, as DTC brands continue to pivot to wholesale partnerships and physical stores to meet consumers wherever they ...

Digital Advertising - US

"Digital advertising is in a time of transition as marketers and platforms seek substitutes to user-level data. Despite numerous delays at the federal level, new platform standards and state regulations regarding privacy are in place with more coming. Interest in AI-enabled search is promising, while digital audio and video ad ...

Women's Clothing - US

"The women's clothing market is still growing despite the current inflationary environment; however, its full potential is being stifled as women shift shopping behaviors to adjust to rising costs. Female shoppers remain focused on finding the right fit and want retailers to help them with this. They're also keen to ...

Restaurant Takeout and Delivery - US

"Consumers are opting to explore restaurant takeout and delivery methods that limit the added fees and higher prices associated with third-party delivery. Interest in direct ordering for takeout and delivery is quickly growing as consumers seek special offers and discounts through loyalty programs. Operators that provide off-premise experiences that are ...

July 2023

Consumers and the Economic Outlook - US

"The economic sentiment for most of last year was that the US was headed towards a downturn, as inflation ran rampant in tandem with quickly rising interest rates. Over a year from when prices peaked at a more than 40-year high, however, the US economy has continued to defy the ...

Baby Boomers: Online Shopping Behaviors - US

"Baby Boomers are more savvy online shoppers than they feel they are given credit for. Despite not being digital natives, they have adapted to shopping online, in many ways because the pandemic forced them to. While they have returned to shopping in-stores, three quarters of this generation still shops online ...

June 2023

Shipping, Delivery & Pickup - US

"During this time of economic turmoil, shoppers will be more focused on value than ever before. Retailers must be cautious about relying on free shipping to attract online shoppers as this perk can easily backfire. Instead, they will want to approach free shipping more strategically and offer consumers value beyond ...

Grocery Retailing: In-store and Online - US

"The grocery landscape is still in the midst of an evolution after the pandemic accelerated ecommerce and omnichannel shopping routines. Currently, savings are top of mind amid inflationary pressures and consumers are adapting by shifting toward more budget-conscious behaviors. In the longer term, consumers will be eager for a shopping ...

February 2023

Social Commerce - US

"Social commerce is growing, albeit at a much slower pace in the US compared to the rest of the globe. This, however, does not mean that brands should ignore this emerging shopping option. Nearly half of consumers have made a purchase via social media, showcasing that this avenue is not ...

Consumers and the Economic Outlook - US

"Cooling inflation and a solid labor market are likely the direct contributors to consumers' positive outlook entering the new year. With further rate hikes and unemployment projected to rise, revisiting these sentiments six months from now – which is when experts project the US to enter a mild recession – ...

Upcoming Reports

**Attitudes toward Technology - US
- 2023**

The Amazon Effect - US - 2023

Gen X: Online Shopping Behaviors - US

"Often referred to as 'The Forgotten Generation,' Gen X is certainly a key demographic for brands and retailers to understand. Sandwiched between Millennials and Baby Boomers, Gen X is undergoing life changes as older children might be leaving the house for the first time, caring for aging parents and ...

Third-party Shopping Sites - US

"Third-party marketplaces are an essential part of the ecommerce landscape which continues to see growth year over year. Consumers gravitate toward these sites to find unique items and/or a price advantage. Trust remains a key factor in whether or not consumers will shop from a third-party site or seller ...

State of Retail & eCommerce - US

"Although consumers are still on guard about the pandemic, inflation is the main factor influencing their shopping behaviors at this time. They continue to be very value-driven which provides retailers with opportunities to redefine how they offer value, both from a monetary and nonmonetary standpoint. Despite ongoing headwinds, the retail ...

Mobile Retailing - US

"Mobile retailing is growing rapidly and already makes up a significant portion of total ecommerce sales. Consumers are more comfortable not only browsing and researching on their mobile devices but also making a large quantity of purchases on smartphones and tablets. The coming years will see continued improvements in 5G ...

Beauty Retailing: Instore and Online - US - 2023

Luxury Shopping Online - US - 2023



eCommerce - USA

Subscription Services - US - 2023

**Online BPC Product Discovery -
US - 2023**

**Gen Z: Online Shopping Behaviors
- US - 2023**

**Millennials: Online Shopping
Behaviors - US - 2023**

**Retailing in the Metaverse - US -
2023**