



## March 2020

### Internet Influencers - US

"As the influencer market matures, brands have taken them more seriously as a tool for promotion and collaboration. Trust and authenticity go a long way in establishing relationships between influencers and followers, and brands need to take their time to find the right influencer to disseminate their messages. There's still ...

### Mobile Network Providers - US

"The US mobile telecommunications market is valued at nearly \$250 billion, and the industry is expected to undergo rapid changes in the next couple of years due to advancements in network speeds and innovation. The implementation of 5G networks and connections will play a big role in consumer decision making ...

## February 2020

### Wearable Technology - US

"Wearable tech has gone from tech-savvy early adopters to the mainstream. Bluetooth headsets were once lambasted and stereotyped for high-powered businessmen, but today, about one quarter of all consumers own a set of wireless earbuds. Smartwatches also gained significant market share in 2019, matching ownership rates for activity trackers at ...

## January 2020

### 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**