

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 ...