

June 2021

Marketing to Millennials - US

“Having just survived their second economic recession in 15 years, Millennials are prioritizing a stable career and financial independence before making any other major life decisions. However, a shift in priorities can be seen for Millennials in their mid-30s. These older Millennials are prioritizing marriage and especially parenthood. Meanwhile, younger ...

May 2021

Marketing to Generation Z - US

“Refusing to fall in line with previous generations, Gen Z consumers are adamant about forging their own path. They want to be seen as change makers with unique and creative solutions, who aren’t afraid to take on the world’s biggest issues. However, behind the scenes, increased use of technology and ...

The Luxury Consumer - US

“The pandemic has forced consumers to re-evaluate the difference between essential and inessential spending. Luxury items fall on the inessential side of the equation and demand for designer apparel and accessories has diminished greatly. During the recovery, it will be incumbent on luxury brands to encourage shoppers to treat themselves ...