



December 2014

The Budget Shopper - US

“Coupons are still an effective way of appealing to budget shoppers. Not only do they provide tangible value, but they can sway consumers to try products or stores they may not have otherwise considered. Retailers should strive to make it easy and even fun for customers to use coupons, tailor ...

November 2014

Jeans - US

“The current jeans marketplace is tepid and challenged, as a broader athleisure trend is competing for consumers’ attention and wallets. This trend is expected to have some lasting power, so jeans retailers should be front-loading the innovation pipeline while considering unique, stand out marketing approaches to attract attention and stay ...

October 2014

Fitness Clothing - US

“The lines between fitness wear and casual wear are blurring as more consumers want clothing options to reflect their busy lifestyles. The number one reason people say they buy fitness clothing is actually not so they can work out in it, but rather so they can “hang out” in it ...