

December 2022

Readers: Books, E-books, Graphic Novels & Magazines - US

“Despite digital devices being central to modern living, the written word – printed in ink and published on paper – still has a powerful resonance with consumers. The challenge for publishers and booksellers is not just helping consumers prioritize reading over other leisure activities but doing so while leveraging devices ...

October 2022

Cooking in America - US

“While the number of home cooks is higher than it’s been in recent years, interest in cooking has hit a low. Consumers emerged from pandemic restriction enthusiastic about dining out. However, 2022 quickly ushered in a new limitation: inflation, which is forcing many back into the kitchen for cost savings ...

Traditional Toys and Games - US

“Toys and games remind adults of their own childhoods, likely times when they had a lot less stress on their minds. This might be a year of big spending in less than exciting ways, but, naturally, parents want to provide those fun carefree times for their own children in the ...