

## March 2020

### Exercise Trends - US

"In today's health-driven society, commitment to exercise is universal, permitting year-over-year growth of the health and fitness club industry. As a form of exertion, exercise is inherently connected to improving and maintaining physical health. However, benefits outside of physical pursuits, such as mental/emotional wellbeing, are gaining traction as consumers ...

## February 2020

### The Arts and Crafts Consumer - US

"Factors that are motivating purchase in other categories, like sustainability, wellness and nostalgia, are also relevant to the craft category, which helps keep the market engaging for younger consumers. Adults aged 18-34 are some of the most engaged crafters, with more than eight in 10 adults in this age range ...

## 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**