

March 2015

Grilling and Barbecuing - US

“Grill companies need to put the ‘fun’ in functional. Most consumers see grills as cooking tools akin to kitchen appliances, but they do not always think grills are worth the cost. Companies that want to counteract this negative perception, increase brand loyalty, and increase sales must position grills as useful ...

February 2015

Outdoor Enthusiasts - US

“The outdoor recreation market has remained stable over the past several years with about half of Americans aged six and older participating in outdoor activities. However, participants are engaging in these activities infrequently, spending most of their leisure time watching TV or on the computer. Marketers must find compelling ways ...

January 2015

Family Leisure Trends - US

“Technology has permeated family life, for better or for worse, and work continues to encroach upon family time. In the meantime, the definition of the ‘typical American family’ has shifted. Companies and marketers need to continue to expand how they define ‘family’ in an effort to resonate with increasingly diverse ...

Arts and Crafts Consumer - US

“The abundance of online communities available to support craft inspiration and instruction has opened new doors for novices and experts interested in crafting. Moreover, these digital platforms have given marketers fresh insights into the wants and needs of the target crafting audience. With this wealth of information available, marketers have ...