



December 2022

Alternate Transportation - US

"As pandemic imposed restrictions and concerns ease across the United States, consumers are increasingly returning to pre-pandemic activities. As a result, consumers are looking to alternate transportation services to accommodate their need for travel – a positive sign for the industry overall. Moving forward, it will be critical for alternate ...

Motorcycles - US

"Motorcycles are engrained in the fabric of American culture. As pandemic lockdowns influenced consumers' hunger for experiences, many looked to motorcycles as a viable alternative to traditional transportation – pushing the industry forward and presenting motorcycle brands and retailers with an opportunity to reach new consumer segments. However, motorcycle brands ...

October 2022

DIY Auto Maintenance - US

"Current economic conditions and industry factors are driving consumers to be more interested in taking on DIY auto projects. This is likely a result of consumers keeping their cars longer and in an effort to save money on professional services. Moving forward, brands and retailers must ensure they are continuing ...