



September 2014

Men's and Women's Footwear - US

“Online shoe retailing is one of the key developments in the footwear marketplace in recent years. The challenge now is how to best integrate, streamline, and develop use of websites as well as other tools such as social media and smartphone apps to maximize turnover and customer satisfaction. Online tools ...

August 2014

Winter Holiday Shopping - US

“The winter holidays are serious business – both for retailers hoping to make their revenues for the year and for consumers trying to make the perfect dinner and find the right gift at the best price. As the sector grapples with tepid consumer confidence, rampant discounting and smaller families, there ...

Electronics Retailing - US

“Retailers face a considerable challenge in selling electronics as consumers shift more spending toward mobile technology and traditional big-ticket items reach saturation. Although consumers clearly show an interest in upgrading their current technology, they are also beginning to feel overwhelmed by the myriad upgrades that are available.”

July 2014

Mobile Advertising and Shopping - US

“With smartphone penetration rising quickly through the late majority, brand spend on mobile ads and consumer spend on mobile shopping will both see radical growth.”

Furniture Retailing - US

“Unmotivated by sales messages, afraid of buying online, and reluctant to spend another \$1,000 on furniture before they absolutely have to, furniture retailers face numerous challenges in getting consumers back into stores before their current furniture is worn out. Retailers must find new ways to motivate consumers to visit ...

Retailer Loyalty Programs - US

“While loyalty programs likely do not lead to complete loyalty to a specific retailer, many consumers are likely to change their shopping habits in order to earn incentives. However, there is also a significant demand for more meaningful rewards and easier ways of earning them, suggesting that consumers see a ...