

## August 2023

### Golf and Golf Tourism - US

“Golf’s popularity had been in decline in the US for the first two decades of the millennium – then came the pandemic and participation spiked. Golf continues to enjoy renewed interest and a broad shift in consumer perceptions. However, continued growth in course play will be challenged by the hectic ...

## July 2023

### Consumers and the Economic Outlook - US

“The economic sentiment for most of last year was that the US was headed towards a downturn, as inflation ran rampant in tandem with quickly rising interest rates. Over a year from when prices peaked at a more than 40-year high, however, the US economy has continued to defy the ...

### Esports - US

“Esports has become a popular form of entertainment and an effective marketing tool, but it has also attracted professional players who take the game seriously. As a result, it is no longer just fun and games, but rather a legitimate sport that must be managed with the same level of ...

## Upcoming Reports

### Advertising in Gaming - US - 2023