

June 2015

Attitudes toward Gaming - US

The video game market is poised for impressive growth as the younger generations become adults and gain increased spending power. The major challenge for many gaming brands moving forward will be in meeting the diverse needs of their target audiences and maintaining engagement among new and even more diverse generations ...

May 2015

Theme Parks - US

Most theme parks have benefited from increased attendance and guest spending in the past few years, driven in part by a healthy economy and consumers' desire to spend in experiential categories. Industry leaders drive attendance by regularly unveiling new attractions, many of which are based on popular movies and TV ...