



September 2021

Digital Advertising - US

“In a world where digital behaviors and digital media consumption increased post COVID-19, it has never been more important for brands to have a strong, comprehensive, efficient digital marketing strategy for success in the marketplace. Digital activities are on the rise across the board, and brands that do not leverage ...

Home Entertainment Technology: Hardware & Services - US

“The COVID-19 pandemic forced consumers to re-evaluate their relationships with their homes and has spurred wider investment into their home-entertainment devices and services. From ultra-high-definition TVs, next-gen video game consoles to wireless speaker systems, consumers are embracing new digital innovations that elevate the home experience and will continue to seek ...

July 2021

Home Office and Classroom Technology: Hardware & Services - US

“The COVID-19 pandemic changed the way millions of consumers worked and how children learned. For the workforce, the changes will be lasting and have a dramatic impact on future behavior as employees demand more flexibility and the option to work remotely – at least some of the time. For education ...

Consumers and the Economic Outlook - US

“The current economic climate of the US has the country primed for further growth over the course of the next few years. The nation is reopening, vaccination rates are increasing, and consumer sentiments are exceedingly positive. With unemployment rates continuing to improve and the economy rapidly growing, many consumers have ...