

December 2010

Baby Boomers and Vacation - US

The U.S. leisure travel market was in decline in 2009 compared to 2008, driven down by the still-staggering economy and the rising cost of travel. While 2010 sales are up over 2009, Americans are still carefully monitoring their discretionary spending. Although Baby Boomers represent more than one third of ...

The Private Label Food and Drink Consumer - US

Private label food and drink products have garnered more attention in the media, as well as the business community, in recent years in part because of the impressive growth across multiple categories. Consumers are buying private label food and drink products in greater numbers, typically because these products represent better ...

November 2010

Marketing to Kids - US

Kids 6-11 are a diverse group: some are still very much children, while others are on the threshold of their teenage years. Some are starting to wrestle with issues of self-esteem, while others are still content to watch their favorite television shows and play with their toys. Some want fame ...

October 2010

Budget Shopper - US

The official announcement that the recession came to an end in June 2009 seems out of sync with the reality of most Americans still feeling the effects of the downturn. Reflecting an enduringly recessionary mindset, a majority of consumers continue to say that they are budgeting their money more than ...

Cooking Enthusiasts - US

Since the recession began in December 2007, millions of Americans have made changes to their lifestyles in an effort to mitigate the impact of the downturn. High rates of unemployment and poverty combined with historically low consumer confidence levels have driven many to continue embracing frugality despite statements from the ...