

December 2020

Cooking in America: Incl Impact of COVID-19 - US

“Increased time at home has resulted in consumers spending more time in their kitchens cooking and baking. While this is great news for cooking and baking brands, they will be challenged as cooking fatigue sets in and consumers report enjoying the cooking process less. It will be important for brands ...

November 2020

The Future of Live Events: Incl Impact of COVID-19 - US

“The COVID-19 pandemic marks a turning point for live events. For most consumers, attending an event or performance in person is off the table until they can be sure their health will not be put at risk. In a matter of months, livestreamed performances have evolved and so have consumers’ ...

Movie Theaters Outlook: Incl Impact of COVID-19 - US

“Movie theaters won’t go away entirely but they have been dealt a crushing blow in 2020. Even as theaters open back up, fear of contracting COVID-19 has kept consumers focused on social distancing and home entertainment. While dedicated moviegoers will continue to find value in the movie theater experience, casual ...