

February 2023

Social Commerce - US

"Social commerce is growing, albeit at a much slower pace in the US compared to the rest of the globe. This, however, does not mean that brands should ignore this emerging shopping option. Nearly half of consumers have made a purchase via social media, showcasing that this avenue is not ...

Consumers and the Economic Outlook - US

"Cooling inflation and a solid labor market are likely the direct contributors to consumers' positive outlook entering the new year. With further rate hikes and unemployment projected to rise, revisiting these sentiments six months from now – which is when experts project the US to enter a mild recession – ...

State of Retail & eCommerce - US

"Although consumers are still on guard about the pandemic, inflation is the main factor influencing their shopping behaviors at this time. They continue to be very value-driven which provides retailers with opportunities to redefine how they offer value, both from a monetary and nonmonetary standpoint. Despite ongoing headwinds, the retail ...

Mobile Retailing - US

"Mobile retailing is growing rapidly and already makes up a significant portion of total ecommerce sales. Consumers are more comfortable not only browsing and researching on their mobile devices but also making a large quantity of purchases on smartphones and tablets. The coming years will see continued improvements in 5G ...