

March 2014

Grilling and Barbecuing - US

“The grilling category is unique in that, for many adults, it is strongly associated with positive memories and emotions of cookouts past. Those who purchase a grill are not just buying an appliance upon which they can prepare food; they are buying it for the experiences they can have through ...

February 2014

Lawn and Garden - US

“Technology is gaining importance in the lawn and garden sector, and it is particularly attractive to urban dwellers. This demographic tends to be made up of home renters, young adults, and the tech-savvy, which are all important targets for the sector. Brands and retailers must overcome consumers’ frustrations in their ...

January 2014

Streaming Media: Music - US

“At \$1.5 billion in advertising and subscription sales, the total revenue for the US streaming music market is small, and with high costs for music licensing, market leader Pandora has yet to show two consecutive quarters of profitability. In spite of these issues, leading tech companies are flocking to ...

The Arts and Crafts Consumer - US

“There is a core audience of arts and crafts consumers, generally women aged 18-34. Yet marketers have plentiful opportunities to attract new audiences. Parents, younger men, unskilled crafters and consumers selling arts and crafts online are just some examples. Marketers can engage with and increase their share of consumers by ...