

January 2017

Live Entertainment Venues - US

"As streaming music subscriptions replace album sales, recording artists hit the road to generate income from touring. This has led to an abundance of exciting live shows to choose from in the past few years, including record-breaking concert tours. Fans continue to show their enthusiasm for the live entertainment experience ...

November 2016

Movie Theaters - US

"Both theater owners and studio executives continue to see moderate revenue growth. While consumers remain hesitant about the overall cost of going to the movies, they are willing to spend around \$20 per person for the entire experience. Millennials and Hispanic moviegoers are in favor of allowing social media use ...

Cooking Enthusiasts - US

"In 2016, 45% of Americans aged 18+ are considered Cooking Enthusiasts – or adults who cook from scratch multiple times a week, enjoy the cooking process, have skills in the kitchen, and cook because they want to rather than because they have to. Due to factors such as the lower ...

Traditional Toys and Games - US

The toy market totals an estimated \$26.2 billion in 2016 and has experienced strong growth in the past two years. This trajectory is likely to continue into 2017 given the positive economic climate and the anticipated release of new installments in movie franchises popular with kids. Character merchandising is ...

October 2016

Exercise Trends - US

"Fitness facilities and gym memberships have increased in tandem in the last decade, showing that Americans have an increased interest in getting fit. However, even though more are reportedly exercising regularly, obesity rates continue to climb, indicating that adults haven't been able to offset poor diets with exercise alone."

- Dana ...