

September 2022

American Lifestyles - US

"As prices continue to rise and economic uncertainty continues, financial concerns are widespread among US consumers. Not all consumers consider themselves financially struggling at this time, but many are already adjusting their shopping behaviors regardless of their level of financial comfort. To support struggling and concerned consumers, brands need to ...

August 2022

Senior Lifestyles - US

"Understanding seniors' priorities is key to connecting with this cohort of consumers. Results show that their top priorities include health, family, and independence. Knowing this, brands can confidently provide products and services that address these desires. For many brands, digital solutions may come to mind. While there is a stereotype ...

Consumers and the Economic Outlook - US

"Consumers are in for a rough time over the course of this year and early 2023. Inflation is at a 40-year peak, with economists not expecting to see it cool down back to the 2% target for the near future. Combined with sharply rising rates and imbalanced supply and demand ...

July 2022

Marketing to Millennials - US

"Millennials are at a lifestage where they are in distinct subsegments – some becoming newly independent while others are comfortably settling into parenthood. Because Millennials are at such different stages, each with their own unique set of needs, they must be marketed to accordingly. For example, Younger Millennials aspire to ...