

## June 2022

### Teen & Tween Sports - US

“With more sports to play and more ways to follow, youth sports are coming out of the pandemic with a strong growth potential. Teens are connected to their teams, athletes and brands in deeper ways than ever before. They are eager to return to play, but the field-of-play has evolved ...

## May 2022

### Teen & Tween Gaming - US

“Teens and Tweens love gaming, and they’re likely to carry their hobby into adulthood. Young gamers look to gaming as a social opportunity, brands that facilitate that type of play can attract gamers at a young age, potentially finding passionate fans for life.”

– **Brian Benway, Gaming and Entertainment ...**

## April 2022

### Gaming Merchandising Opportunities - US

“The power of fandom that propelled Pikachu to superstardom is a force all video game brands should look to capture. As the internet evolves into Web 3.0, new opportunities and channels for merchandising are sure to emerge; successful brands are already making moves to ensure they will be ready ...