



December 2013

Shopping for Beauty Products - US

“For most consumers, beauty products shopping is fairly routine. Most buy beauty products to replace items that they use regularly and choose mass merchandisers and drug stores to do their shopping. While they are loyal to retailers and products, there is somewhat of an interest to try new products. Retailers ...

Character Merchandising - US

“As the economy is not in its full swing of recovery since the last recession, patronage at mass merchandisers for character-branded purchases become a compelling option in exchange of value. Retailers are becoming more restrictive with the properties they give shelf space for, causing manufacturers to lean toward a few ...

November 2013

Children's Clothes Shopping - US

“Given that a third of parents interviewed shop for children's clothing online and the exponential growth experienced overall by online shopping, should retailers in this market be learning from Best Buy's stated intention to move away from the large store format and to a more streamlined in-store/online integrated approach ...

October 2013

Women's Clothes Shopping - US

“There are many factors impacting the market for women's clothing. The growing female Hispanic population and their inclination to buy clothing are fairly obvious factors. However, other considerations for this market include the growth of online and mobile shopping as well as varying levels of sizing among women's clothing.”