

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."

September 2013

Baby Durables - US

"There are many factors impacting the market for baby durables. The rising birthrate in the U.S. and shifting parent and family dynamics are likely to affect purchasing in this category. Most parents are likely to buy new items when purchasing baby durables; however there is a notable interest in ...

August 2013

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Retailer Loyalty Programs - US

"While consumers increasingly expect a personalized retailer experience, they are also worried about privacy and the use of their personal information. Transparency in data collection and usage is critical to building trust. Convincing them that data collected by retailers is being used to enhance the consumers' program experience may go ...

Dollar and Discount Store Retailing - US

"While dollar and discount stores benefited from increased consumer traffic and a new shopper base as a result of the recession, these channels will have to work hard to retain these shoppers as the economy improves. Everyday essentials are key to dollar stores' strength, while affordable fashion will help discount ...

July 2013

Holiday Shopping - US

"Christmas, Hanukkah, and Kwanzaa sales represent 73% of total holiday expenditures. Mass merchandisers and department stores are the retail channels most frequently used for holiday purchases, particularly among blacks and Hispanics. Layaway payment options are experiencing a surge in popularity for these groups, as well as for Millennials. Millennial shoppers ...

Men's and Women's Workwear - US

"Changing workplace dynamics have caused a shift in the market for traditional workwear. No longer is formal attire required in many offices and dress codes are becoming less common. Casual wear is not only acceptable, but has become the norm in many workplaces, resulting in decreased demand for traditional business ...

June 2013

Online and Mobile Shopping - US

"The majority of e-commerce shoppers purchase goods online via laptop/desktop computers. Though they tend to stick to 'familiar' online retailers, the frequency in online shopping is significantly less than those who shop via smartphones or tablets. These shoppers, however, tend to be savvy, to be more incline to compare ...

May 2013

DIY Home Improvement and Maintenance - US

"The in-store experience continues to be important for home improvement DIYers, and retailers should be sure to firmly establish their identity as a destination for expert advice. Of particular importance are workshops, helpful and knowledgeable employees, and a seamlessly integrated online presence. Lack of skill shouldn't be a deterrent for ...

Gift Registries - US

"No longer are gift registry creators universally seeking to equip their homes with the essentials for fancy at-home entertainment, but rather are using registries to upgrade items they already have or get gift cards for use at their favorite retailers."

April 2013

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Convenience Store Foodservice - US

“While convenience stores have offered prepared foods for years, the trend has accelerated in the past five years, and the scope of c-store foodservice has broadened. Convenience stores are successfully capturing on-the-go dining occasions through ubiquitous presence, quick in/out accessibility, and the benefit of one-stop shopping with fuel purchase ...

March 2013

Shopping Malls - US

“The market for malls and mall retailers is one that has seen stagnation and decline over the last decade and can expect to see these trends continue as the current oversupply of mall retail space in the U.S. shrinks to meet actual demand. Malls are no longer attractive places ...

February 2013

The Food and Drink Shopping Experience - US

"Securing longstanding patronage will come from creating a sense of investment in the food and drink retailer brand. This can come from developing a two-way relationship with consumers, allowing shoppers to feel as if stores are catering to their specific shopping lists and providing affordable products that meet their individual ...

Grocery Retailing - US

“The composition of primary grocery shoppers is skewed toward Baby Boomers and Gen Xers. Only half of Millennials take sole responsibility in grocery shopping, and this cohort is likely to look for an efficient shopping experience and instant gratification, more so than their older generational counterparts due to their high ...

Department Store Retailing - US

“Department stores are a well-established component of the retail landscape in the U.S. and are favored for the ability to buy items in many different categories in one location. However, after suffering sales declines during the recession, department store retailers are making changes to regain shoppers who may have ...

January 2013

Back-to-School Shopping - US

The Drug Store Shopper - US

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"Dramatic changes in the technology landscape and the prevalence of technology in the classroom have altered the way BTS shoppers research and make purchases, and has also impacted what shoppers consider to be essential school supplies. As tablet computers and similar devices take a more prominent role in delivering education ...

Bed and Bath Linens - US

"The bed and bath linens market was strongly impacted by the recession as consumers cut back on spending in discretionary household categories and traded down to less expensive items. However, the market has since recovered and growth has resumed, as consumers need these items for daily sleeping and bathing activities ...

"Sales of drug stores are likely to grow over the next few years, largely as a result of the aging population and the rising cost of healthcare. However, drug stores are not immune to challenges such as the impact of competition from other channels, both online and brick-and-mortar. Many drug ...

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