

July 2023

Lawn and Garden Products - US

“Participation lawn and garden work burgeoned during the pandemic. That triggered enormous market growth, from 4.9% in 2019 to 21.9% in 2021. Since then, growth has tempered, but remains historically high, in part due to inflation, but also sustained consumer involvement. The outlook is strong over the next ...

Sports Betting - US

“Sports betting revenues in the US continue to grow, fuelled by legalization and greater accessibility. As consumers desire to engage more deeply with the sports they love, sportsbooks must continue to optimize their offerings to drive awareness, appeal and loyalty among consumers.”

– Gabe Sanchez, Reports Analyst

Family Entertainment - US

“The types of activities and experiences families can enjoy together continue to evolve thanks to emerging technology and immersive in-person offerings. That said, at the core, it’s all about the time they are spending together. For parents, it’s less about the quantity of time with their kids and more about ...

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Casinos and Casino-Style Gambling - US

“Casinos present themselves in a certain way to consumers, and this kinetic atmosphere has worked for them to date. It still will work for them – as record revenues can attest – but casinos can bring more value to consumers. By bringing their vibe, offerings and messaging more in line ...