

November 2015

Cooking Enthusiasts - US

"Although the share of Cooking Enthusiasts is stable in 2015 versus 2014, the drop from 2013 indicates a longer-term trend which is also reflected in slight declines in the proportion of people who say they cook three or more times per week."

Health and Fitness Clubs - US

"Health club revenues have increased substantially since 2010, and due to a general consumer focus on health and wellness, revenues are projected to continue in an upward trend into 2020."

This report will illustrate the qualities consumers seek from health and fitness clubs. Readers will gain a sense of what ...

October 2015

Streaming Media: Music - US

"Streaming music services have become a principle means of listening to music, now accounting for roughly one in three hours spent with music. The titans of tech, including Apple, Amazon, and Google compete in this space, yet pure-play services such as Pandora and Spotify continue to perform well, with Pandora ...

Movie Theaters - US

"While the slow and stable growth of movie theaters marks a mature industry, studios and theater operators anticipate 2015 to be one of the biggest revenue generating years on record. Theaters have managed to continue generating profits by enhancing the experiential aspects of movie-going, despite competitive threats coming from a ...

Cruises - US

"Recent growth in the North American cruise market has come primarily from increased frequency of cruising by core cruising consumers, who are largely affluent and 55+, rather than by growing the number of cruisers. The industry needs to attract the new and younger cruisers who could ensure future demand keeps ...