

September 2023

American Lifestyles: Consumer Recovery & Reset - US

"After several years of unprecedented turmoil and uncertainty, American consumers are ready to look to the future and discover their 'next normal.' Although economic uncertainty and global concerns persist, many consumers are determined to refocus on their physical and financial health over the next year. As Americans navigate this ...

Marketing to Gen X - US

"Marketing to Gen X requires adeptly navigating a budget-conscious consumer that values quality. Gen X likes nice things, but they want to feel responsible about spending on them. They are a generation that gravitates toward following the rules. Brands can celebrate this investment in responsibility and help Gen X push ...

July 2023

Marketing to Millennials - US

"Millennials are in a state of flux and uncertainty as they enter new life stages and contend with financial uncertainty following high inflation. Brands must tailor their marketing messages to reflect Millennials' current challenges and future aspirations for stability and financial independence. While Millennials are highly focused on value, their ...

Consumers and the Economic Outlook - US

"The economic sentiment for most of last year was that the US was headed towards a downturn, as inflation ran rampant in tandem with quickly rising interest rates. Over a year from when prices peaked at a more than 40-year high, however, the US economy has continued to defy the ...

June 2023

Marketing to Gen Z - US

"Gen Zs continue to age into greater responsibility and spending power. Brands can help this group ease their discontent and sense of not being as far along as they should be in life. While the pandemic and economic uncertainty have been obstacles to Gen Z progress, they haven't stifled optimism ...

April 2023

Entertaining at Home - US

"The pandemic has taken a toll on home entertaining, with fewer people gathering and fewer occasions celebrated in 2022 than in 2019. There are key segments of the population who are eager to entertain, however, including parents with kids under 18. Encouraging these consumers to celebrate even small occasions can ...

February 2023

Arts and Crafts Consumer - US

"New arts and crafts consumers gained during the pandemic are maintaining their interest in the category, driven by a desire to try new things, make things for themselves and enjoy the mental health benefits of creative projects. Continuing inflation will fuel a DIY spirit and keep the category strong, but ...

Activities of Toddlers and Preschoolers - US

"Two thirds of parents of toddlers/preschoolers say keeping their kids entertained is challenging. This comes on top of the core parental challenges of health, safety, food and education. Parents are energetically and financially spent and need support from brands to feel confident in the choices they make for the ...

Attitudes towards Higher Education - US

"The question being asked more and more is, is getting a degree/advanced certificate worth it? The results are clear, among students, it's a resounding yes! After being hit hard with instability and uncertainty in arguably the most formative years of their lives thanks to the pandemic and now inflationary ...

Consumers and the Economic Outlook - US

"Cooling inflation and a solid labor market are likely the direct contributors to consumers' positive outlook entering the new year. With further rate hikes and unemployment projected to rise, revisiting these sentiments six months from now – which is when experts project the US to enter a mild recession – ...

Upcoming Reports

Lifestyles of Single Americans - US - 2023

Americas Pet Owners - US - 2023

Marketing to Moms - US - 2023

Meal Planning and Preparation - US - 2023

Marketing to Baby Boomers - US - 2023