

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 – ...