December 2022

Readers: Books, E-books, Graphic Novels & Magazines - US

"Despite digital devices being central to modern living, the written word – printed in ink and published on paper – still has a powerful resonance with consumers. The challenge for publishers and booksellers is not just helping consumers prioritize reading over other leisure activities but doing so while leveraging devices ...

October 2022

Cooking in America - US

"While the number of home cooks is higher than it's been in recent years, interest in cooking has hit a low. Consumers emerged from pandemic restriction enthusiastic about dining out. However, 2022 quickly ushered in a new limitation: inflation, which is forcing many back into the kitchen for cost savings ...

Returning to Live Entertainment - US

"The pent-up demand for live entertainment from the days of severe lockdowns has lessened as waves of COVID-19 variants derailed performances earlier this year. The market is recovering, but aside from a booming concert scene, attendance has yet to return to prepandemic levels. Continuing COVID-19 precautions such as mask requirements ...

Traditional Toys and Games - US

"Toys and games remind adults of their own childhoods, likely times when they had a lot less stress on their minds. This might be a year of big spending in less than exciting ways, but, naturally, parents want to provide those fun carefree times for their own children in the ...

September 2022

Movies: Theaters vs Streaming - US

"Movie theaters struggled during lockdown, and their rebound hasn't been as strong as the industry would like in the wake of vaccine availability. Streaming remains an attractive source of entertainment among a population accustomed to being at home. Consumers want their out-of-home entertainment options to deliver on an elevated experience ...

August 2022

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Consumers and the Economic Outlook - US

"Consumers are in for a rough time over the course of this year and early 2023. Inflation is at a 40-year peak, with economists not expecting to see it cool down back to the 2% target for the near future. Combined with sharply rising rates and imbalanced supply and demand ...

July 2022

Gambling Overview - US

"The pandemic resulted in challenges and benefits to the US gambling industry. A steep decline in 2020 was quickly reversed as restrictions loosened and consumers warmed to virtual options – specifically sports betting – that capitalized on a well-timed expansion. In the near future, industry players will need to thread ...

May 2022

Lawn and Garden Products - US

The lawn and garden category saw dramatic sales throughout the pandemic, posting growth of 14.6% in 2020 and 10.6% in 2021. Consumers turned to their yards and gardens as a means of safe outdoor activity. But increasingly, this work became an important source of solace during an otherwise ...

April 2022

The Arts & Crafts Consumer - US

"More than two thirds of adults turn to creative projects to enjoy their free time and express their unique identities, but relatively few of these creative consumers define themselves as "crafters." This gives brands the chance to serve as partners in creativity beyond the traditional arts and crafts space ...

February 2022

Leisure Trends: 2022 - US

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"Two years of sustained uncertainty have left Americans hungry for the joy and relaxation that leisure time provides. Yet three quarters of adults are not yet fully comfortable with returning to their favorite out-of-home pastimes. In-home leisure will remain an appealing option, especially in the face of inflation, and out-of-home ...

January 2022

Consumers and the Economic Outlook - US

"Despite yet another COVID-19 variant, the US economy ended 2021 in good shape, with rising consumer confidence and unemployment rates that fell to a pandemic-era low. Alongside the strong economic gains, consumers' financial situations also continued to improve, with most remaining optimistic about their finances going into 2022. As the ...

Families and Technology - US

"Though it remains a top concern for parents, the pandemic has resulted in an abundance of screen time for kids. The popularity of YouTube and video games means brands have opportunities to reach kids with strategic ad placements and partnerships. Parents may not be aware of potential threats to their ...

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