



June 2016

Attitudes Toward Gaming - US

The video game market is benefitting from a growing audience, but this also means that consumers are placing new pressures and demands on the video game industry. While many gamers don't have the time to play as much as they would like, they still like to be competitive and are ...

May 2016

Consumer Attitudes Toward FinTech - US

FinTech start-ups are fundamentally altering how consumers interact with financial services by delivering these services faster and by factoring in an ever-growing volume and variety of data for assessing the value of potential customers. Traditional finance brands are also leveraging the innovations that have emerged from the FinTech scene. Mobile ...

April 2016

Digital Trends Spring - US

"Consumers feel ambivalent toward technology. They are both highly connected and concerned about the social impact of this connectivity. As a result, companies are caught in a balancing act that, on one hand, challenges them to engage and entertain their targets. On the other, brands must avoid overwhelming consumers with ...

Smart Homes - US

"Only in the past few years has the smart home market emerged onto solid footing following a variety of early product failures, such as \$20,000 smart refrigerators that were soundly rejected by consumers. The shift to a more attractive product mix came when manufacturers not only brought down prices ...