

August 2019

Family Entertainment - US

"Parents look to balance screen time with outside play to keep themselves sane and their kids entertained. They are looking to share familiar experiences with their kids in new and interesting ways as the entertainment market gets increasingly more diverse. Entertainment options that can keep parents engaged amidst a sea ...

July 2019

Consumers and the Economic Outlook Q3: A Look at Both Sides - US

"A lot of coverage has been given to the growing divide between political views in the US. While there may be cultural and moral differences that cause fundamental shifts in beliefs, some underlying concerns, specifically financial ones, are more similar than different. However, if a consumer's personal belief system aligns ...

Grilling and Barbecuing - US

"The mature grill market is challenged by high penetration, long purchase cycles and low intent to purchase. While the flavor, convenience and social aspect of grilling still remain key themes that will capture consumers attention, the power of influencers and social media continues to grow, bringing new engagement opportunities for ...