



August 2023

Winter Holiday Shopping - US

“A budget-focused mindset will again dominate in 2023 as consumers rebound from economic pressures. Savvy shoppers will shift more effortlessly across channels and formats to seek the best deals and get their shopping done as efficiently and affordably as possible. There is light at the end of the tunnel after ...

June 2023

Grocery Retailing: In-store and Online - US

“The grocery landscape is still in the midst of an evolution after the pandemic accelerated ecommerce and omnichannel shopping routines. Currently, savings are top of mind amid inflationary pressures and consumers are adapting by shifting toward more budget-conscious behaviors. In the longer term, consumers will be eager for a shopping ...

Shopping for the Home - US

“Today’s home goods consumers are looking for affordable, versatile and eco-friendly items. They also want a flexible and seamless shopping experience that allows them to make more informed purchasing decisions. To meet these consumer needs, companies will want to be strategic with their inventories and make environmental sustainability a priority ...

May 2023

Baby Durables - US

“Baby durables products are essential, but the category has faced slow growth amid low birth rates in recent years. While economic pressures will bring an increased focus on value, parents continue to prioritize safety, quality and durability. Establishing trust will be critical as parents look to brands to provide guidance ...

Circular Shopping - US

“Circular shopping options are becoming increasingly attractive due to their financial and environmental benefits. Additionally, perceptions around ownership are shifting – with more and more consumers looking for flexibility and the stigma of buying secondhand decreasing. But it's not just about practicality – consumers are also drawn to these ...