



March 2022

Digital Trends: 2022 - Spotlight on the Metaverse - US

“Two years on from the beginning of the pandemic, there is a simultaneous increase of both clarity and uncertainty. Consumer behavior is returning more to pre-pandemic levels as restrictions loosen and mobility increases; but at the same time, the metaverse is creating questions about what the future of the internet ...

Mobile Network Providers: Spotlight on 5G - US

“Wireless services are a utility for consumers today, with near-universal penetration. Meanwhile, price competition remains steep thanks to antitrust laws, limiting growth prospects. The upcoming rollout of high-speed 5G could change this outlook, but with only one carrier upcharging for advanced 5G, any growth will likely come from phone sales ...

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 ...