

September 2019

Marketing to Moms - US

"Moms are responsible for most household and childcare duties, meaning that they are the key decision makers when it comes to what their families eat, wear, and watch. However, this also means moms are being pulled in a million different directions and may not have the time or the inclination ...

August 2019

The Luxury Consumer - US

"The concept of luxury is evolving beyond fine jewelry and formalwear. For today's consumers, easy, enjoyable, even interactive experiences can be luxuries as well. For younger, male consumers, however, recognizable brand names are still an important part of signaling a luxurious lifestyle. Designer brands must be able to interpret a ...

America's Pet Owners - US

"Americans are looking at the products and services made for them and asking: "why don't they have this for my pet?" From fresh food delivery to anti-anxiety offerings, products for pets are looking more like products for people every day. This is one of the major factors driving this ...

July 2019

Marketing to Baby Boomers - US

"The Baby Boomers are entering their senior years; 10,000 Americans turn 65 each day. Brands and businesses often overlook this group of 72 million consumers, but there are plenty of opportunities associated with this vibrant, but aging, population. They are staying in the workforce longer than previous generations, are ...

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 ...