

January 2022

Marketing to Adults Without Kids - US

“The number of childless adults in the US will continue to grow, and brands must develop strategies for addressing this market. The first step will be understanding that not all adults without kids have the same goals, interests or financial circumstances – particularly as adults without kids tend to fall ...

The Evolution of Technology in Consumers' Lives - US

“COVID-19 will have a lasting impact on consumers’ digital behaviors. The push to more remote and flexible functions has opened the door for new avenues of communication and virtual activities. Consumers are experimenting and adopting new channels to connect with each other and brands. Major categories like healthcare, retail and ...

December 2021

Lifestyles of First Time Parents - US

“Becoming a parent for the first time is a joyful and amazing experience, but it also marks a sudden and distinct change in lifestyle for new parents. The majority of First Time Parents feel the shift to new parenthood is more challenging than they anticipated and one they were not ...

November 2021

Cooking in America - US

“Brands in the at-home food space are well positioned as the conditions surrounding the pandemic have led to an increased reliance on meals made at home. Currently, safety concerns around eating out combined with rising inflation are keeping consumers in their own kitchens. Fortunately for brands, this time spent cooking ...

October 2021

Urban, Rural and Suburban Lifestyles - US

"Urban, suburban and rural consumers already had different desires and challenges heading into the pandemic; COVID-19 has upended life in many ways for each group. As the country enters deeper into the vaccine phase of the pandemic, brands should be paying attention not only to how COVID-19 has left its ...