



## October 2021

### Shopping Small Businesses - US

“Small businesses play a significant role in consumers’ shopping behaviors and local economy. The pandemic caused consumers to think more mindfully about where they shop and highlighted small businesses as an area to focus on. Moving forward, there are various opportunities for these businesses to expand reach and consideration across ...

### Men's & Women's Clothing - US

“Consumers aren’t abandoning their love for clothes, but they are losing some enthusiasm as the pandemic has made them realize there are more important aspects of their lives to prioritize over material possessions. They’re a little less likely to buy new and a little more likely to hold on to ...

## September 2021

### Digital Advertising - US

“In a world where digital behaviors and digital media consumption increased post COVID-19, it has never been more important for brands to have a strong, comprehensive, efficient digital marketing strategy for success in the marketplace. Digital activities are on the rise across the board, and brands that do not leverage ...

### Watches and Jewelry - US

“While initially hit by the pandemic lockdowns, watches and jewelry have seen a quick recovery as consumers cautiously return to more “normal” lifestyles and their confidence to spend slowly improves. Consumers changing shopping behaviors, together with ethical and sustainable preferences, will drive this sector to an unprecedented transformation in the ...

## August 2021

### Winter Holiday Shopping - US

“The 2021 winter holiday shopping season will be marked by a robust return to in-store shopping and in-store experiential retailing as consumers’ concerns about the pandemic ease and they cautiously branch out more. Still, even as consumers resume old shopping habits, they won’t abandon newly formed behaviors, ensuring that online ...

### Non-winter Holiday Shopping - US

“Consumers are reverting to old routines with a renewed excitement for and appreciation around non-winter holidays. These occasions will continue to be important for consumers across generations and backgrounds, with an increased focus on shared moments and values. Moving forward, brands and retailers can look to connect with consumers through ...

## July 2021

### Consumers and the Economic Outlook - US

“The current economic climate of the US has the country primed for further growth over the course of the next few years. The nation is reopening, vaccination rates are increasing, and consumer sentiments are exceedingly positive. With unemployment rates continuing to improve and the economy rapidly growing, many consumers have ...