



July 2010

Online Shopping - US

The explosive growth of e-commerce hit a wall in 2009, as consumers pulled back in all areas of retail. Shoppers turned to the Internet for bargains, but the consumer base for e-commerce remained flat. While sales increased substantially in the first quarter of 2010, the macroeconomic future is cloudy at ...

June 2010

Prepaid and Gift Cards - US

Although slowed somewhat by the recent recession, the gift and prepaid card business is starting to gain momentum again and is forecast to continue to show continued strong growth. Demographic trends in the United States are also benefiting the industry. The large number of un- and underbanked households in this ...

Family Purchases: Kids as Influencers - US

Kids and teens often influence what their parents purchase on their behalf and play a key role in determining what type of foods and entertainment will be purchased for the family household. At the same time, the FTC and other agencies are regulating advertising directed at kids more closely than ...

Senior Purchasing Decisions - US

In today's media, over-65s are largely marginalized by marketers that want to keep their appeal as broad as possible. This tendency will necessarily change over the next few years as Baby Boomers bring their buying power across the 65-year mark. An understanding of how retirement and age shift purchasing behavior ...

Holiday Shopping - US

Holidays are prime occasions for giving gifts, decorating and entertaining with food and beverage. For retailers, the \$496.6 billion annual holiday market is a key source of revenue. But, the ongoing recession had a major impact on retailers and consumer spending throughout 2009. Whether they sought wool sweaters or ...

DIY: Home Improvement - US

The prospect of a slow, drawn out economic recovery without robust job growth or a quick rise in home prices doesn't bode well for a rapid rebound in the broader home improvement industry, which has already suffered three consecutive years of decline. But the longer the economy stays out of ...

May 2010

Green Marketing - US

Despite increased awareness and interest in green living and climate change, the job of the green marketer has not been made easier. Corporate ethics is now a major field of study and an important focus area for many



companies. This increased level of competition makes acquiring the consumer's attention ...

April 2010

Men's Attitudes Towards Clothes Shopping - US

Men shopping for clothes in the US report a wide range of habits, motivations and frustrations that accompany the retail experience. While more than three quarters of men say they bought clothes in the past year, most buy only to replace old or worn out items. This is cause for ...

Gift Registries - US

Traditionally reserved for brides- and mothers-to-be, gift registries provide both recipients and givers with a convenient way to ensure that more than the thought will count when it comes to gifts. While online shopping has given registries a boost, by making it easy to create and track registries from multiple ...