



April 2023

Marketing Auto to Gen Z & Millennials - US

"Current economic influences and automotive market conditions have increased barriers for Gen Z and Millennials looking to purchase a new or used vehicle. Moving forward, it will be critical for auto brands and retailers to understand the varying needs across younger generations as well as the physical and digital touchpoints ...

March 2023

Luxury Cars - US

"Despite economic challenges and overall conditions in the automotive market, consumers still crave self-indulgence and see luxury brands as a reward for their hard work and something they deserve, and they are drawn to them by their desire for finer things. As luxury brands continue to both introduce all-electric offerings ...

February 2023

Consumers and the Economic Outlook - US

"Cooling inflation and a solid labor market are likely the direct contributors to consumers' positive outlook entering the new year. With further rate hikes and unemployment projected to rise, revisiting these sentiments six months from now – which is when experts project the US to enter a mild recession – ...