



June 2022

Female Car Consumers - US

“In the eyes of female consumers, auto brands and retailers leave much to be desired when it comes to female friendliness, inclusivity, social responsibility and transparency. This should raise alarm bells, as more than half of women are looking to buy a car within the next three years – further ...

May 2022

Car Purchasing Process - US

“Current economic influences and supply chain disruptions have increased barriers for consumers looking to purchase a new or used vehicle. Automotive brands and retailers must cater to consumers’ changing needs and preferences, as well as focus on longer-term efforts for when consumers are ready to return to market. Moving forward ...

Shopping for a Car Online - US

“While the broader automotive industry continues to struggle with inventory and availability, shopping for a car online has become an increasingly viable alternative for consumers looking for vehicles. As inventory challenges and rising prices persist, the adoption of online car shopping will continue and online car marketplaces must look to ...