

August 2016

Casino and Casino-style Gambling - US

"The US casino gaming market has been growing steadily, and is forecast to continue on a stable trajectory, as a consistent stream of visitors come through casino doors each year. The long-time staple of casino floors, slot machines, are the game of choice, but tech-savvy Millennials' interest in more social ...

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Marketing to Sports Fans - US

"Professional football leads the pack as the most popular American sport, followed by baseball and basketball. Avid Fans often follow all three (or more) traditional sports and keep up with their favorite teams by watching sports news, reading articles online, and even scanning the local paper. Whichever channel fans choose ...

Grilling and Barbecuing - US

"Grill ownership is strong and positive sales are expected through 2021. Gas format grills are most popular in full-size units, whereas portable units are most popular in charcoal format. Consumer sentiment toward grills differs by generation, in which younger adults enjoy grilling to socialize while older adults grill to cook ...

Patio and Outdoor Living - US

"The patio and outdoor living market continues to steadily gain momentum parallel to the improving economy and housing market. While the majority of Americans have some form of outdoor space, living situation and household income determine what purchases and enhancements can be made. Further growth in the category hinges on ...