

June 2018

Marketing to Millennials - US

Millennials are the largest generational group in the US and as they age they are only becoming a more important part of the consumer economy. Millennials are growing their incomes and entering new markets as they buy homes and start families. Marketers interested in reaching this group will need to ...

May 2018

Marketing to the iGeneration - US

Aged 11-23 in 2018, the iGeneration is the generational group that follows Millennials. Also referred to as Gen Z, to Millennials' Gen Y, the iGeneration is starting to take Millennials' place in the desirable 18-34 demographic, and marketers are investing in building relationships with this group. In some senses, iGens ...

April 2018

American Lifestyles: Markets in Motion - US

"After seeing that the divisive political climate did little to disrupt the economy in 2017, Americans seem ready to roll with the punches this year. The headlines may be highlighting the Russia investigation, potential tariffs, and talks with North Korea, but most Americans will be focused on the low unemployment ...

Consumers and the Economic Outlook - US

"The US economy weathered the political tumult of 2017 with surprising vigor, as most major economic indicators fared increasingly better throughout the year. The nation's GDP (gross domestic product) has been on the rise for 17 consecutive quarters, and consumer confidence has been marching forward at record levels, while unemployment ...