

March 2013

Marketing to Sports Fans - US

“While many Americans are drawn to professional sports, leagues and marketers have an ongoing opportunity to make sporting events more accessible to a wider array of fans. They should develop more ways for fans to socialize through on-screen viewership, make it easier for ads to share the screen with more ...

Marketing to the Green Consumer - US

– Fiona O'Donnell, Senior Lifestyles & Leisure Analyst

America's Pet Owners - US

“America's pet owners are feeling the pressure to be ‘good’ parents for their animals, and their spending behaviors reflect owners’ need to be emotionally connected and socially interactive. Their desire to do anything to keep their pets healthy informs their preferences for ‘premium’ brands and preventive healthcare. Advanced technology may ...

February 2013

Millennials' Leisure Trends - US

“Compared with older generations, more Millennials want to spend leisure time connected to the internet, and can as such be dubbed the ‘online generation.’ However, marketers can make more inroads among these young adults by making them more comfortable in offline social situations as well as giving them opportunities ...

January 2013

The Drug Store Shopper - US

“Sales of drug stores are likely to grow over the next few years, largely as a result of the aging population and the rising cost of healthcare. However, drug stores are not immune to challenges such as the impact of competition from other channels, both online and brick-and-mortar. Many drug ...

Baby Boomers' Leisure Trends - US

“Because the baby boom generation comprises nearly 76 million individuals born across a span of nearly two decades, the leisure habits and preferences within this group vary tremendously based not only on age, but also life stage, family responsibilities, and finances, to name just a few.”