

March 2021

Activities of Toddlers and Preschoolers - US

“While toddlers and preschoolers are aware that their world looks different, they are resilient in the face of change. Brands have opportunities to help bring parents peace of mind through products and services that help support their child’s academic and social development as well as their emotional wellbeing. Done with ...

Consumers and the Economic Outlook - US

“Despite COVID-19 putting a dent in consumers’ finances and morale, many still remain hopeful on their financial situation going forward. A recovering US economy, rallied by the availability of a vaccine, has instilled optimism in many consumers during tumultuous times. In spite of that, how well this recovery can be ...

February 2021

Patio & Backyard Living - US

“2020 was a good year for the outdoor furniture market. The pandemic caused consumers to stay home, and most gained a newfound appreciation for their outdoor spaces. The uncertainty of the pandemic means 2021 will be a similar year with Americans relying on their yards, decks, balconies and patios for ...

January 2021

The Arts & Crafts Consumer - US

“In-home leisure categories like arts and crafts have thrived over the last 12 months and will continue to thrive over the next several years. During this time of high stress, both emotional and financial, consumers will look to arts and crafts for a fun, affordable leisure activity that helps them ...