

March 2016

Kids as Influencers - US

"35 million US households include children younger than 18. The majority are headed by a married couple. Parenting trends allow for kids to have significant influence on household decisions – including purchases for the child individually as well as those for the whole family."

January 2016

The Arts and Crafts Consumer - US

"Crafting is a popular activity for US adults, with more than half participating in at least one type of craft in the past year. The market is steadily gaining, with an increase in store visits for major craft retailers and the development of social commerce on popular sites such as ...