

October 2020

American Lifestyles: Incl Impact of COVID-19 - US

“Similar to 9/11 or the Great Recession, COVID-19 is an event that will draw a line between America before and America after. This global pandemic has disrupted nearly every category of consumer spending, with some seeing a distinct benefit and others experiencing devastating declines. While consumer spending will slowly ...

September 2020

Marketing to Moms: Incl Impact of COVID-19 - US

“In 2020, moms are facing unexpected challenges. Between maintaining their family’s health and safety through the COVID-19 pandemic and addressing and explaining the various aspects of the Black Lives Matter movement and demonstrations to their children, moms have had their hands full. However, even given all of this, moms still ...

Consumers and the Economic Outlook: Incl Impact of COVID-19 - US

“The unpredictable pace of the spread of COVID-19 is worrying, but consumers have remained optimistic about their finances throughout this pandemic and the subsequent recession. Time will tell how deeply consumer finances will be affected, but right now, consumers are most definitely holding out hope for themselves, while their confidence ...

August 2020

Marketing to Gen X: Incl Impact of COVID-19 - US

“Generation Xers crave stability and the reassurance that they will be prepared for the future. Financial concerns make them value-driven shoppers and they look for purchases that offer quality products and affordable pricing rather than a distinctive brand personality. The current recession will only intensify their budget-mindedness as Gen Xers ...

Marketing to Seniors: Incl Impact of COVID-19 - US

“Seniors are a relatively happy and unstressed cohort of the US population. They prioritize family, health and independence to maintain their quality of life. During 2020, COVID-19 has challenged seniors in all these areas which have forced them to change their behaviors and has made it difficult for them to ...