

October 2022

A Divided America - US

"Americans remain concerned about the national division currently splitting the US across social, political and economic issues. Most are skeptical that the country will be able to find common ground and unite. Because of their lost faith in political leaders, many consumers are looking to brands and companies to help ...

September 2022

American Lifestyles - US

"As prices continue to rise and economic uncertainty continues, financial concerns are widespread among US consumers. Not all consumers consider themselves financially struggling at this time, but many are already adjusting their shopping behaviors regardless of their level of financial comfort. To support struggling and concerned consumers, brands need to ...

August 2022

Consumers and the Economic Outlook - US

"Consumers are in for a rough time over the course of this year and early 2023. Inflation is at a 40-year peak, with economists not expecting to see it cool down back to the 2% target for the near future. Combined with sharply rising rates and imbalanced supply and demand ...