



September 2023

Men's Clothing - US

"The perception that men don't like to shop for clothes is misguided. A majority of men think it's fun to shop for clothes. Men are more likely than women to be purposeful about their shopping conquests and seek out direct means to find what they want in the most efficient ...

August 2023

Digital Advertising - US

"Digital advertising is in a time of transition as marketers and platforms seek substitutes to user-level data. Despite numerous delays at the federal level, new platform standards and state regulations regarding privacy are in place with more coming. Interest in AI-enabled search is promising, while digital audio and video ad ...

Gifting - US

"The increased cost of living is impacting consumers' purchasing power. They are limiting their discretionary spending and, naturally, gifting is ending up on the chopping block. Consumers are making efforts to spend less on presents and are cautiously choosing the gifting occasions they participate in. Simultaneously, they are looking for ...

Women's Clothing - US

"The women's clothing market is still growing despite the current inflationary environment; however, its full potential is being stifled as women shift shopping behaviors to adjust to rising costs. Female shoppers remain focused on finding the right fit and want retailers to help them with this. They're also keen to ...

Winter Holiday Shopping - US

"A budget-focused mindset will again dominate in 2023 as consumers rebound from economic pressures. Savvy shoppers will shift more effortlessly across channels and formats to seek the best deals and get their shopping done as efficiently and affordably as possible. There is light at the end of the tunnel after ...

July 2023

Consumers and the Economic Outlook - US

"The economic sentiment for most of last year was that the US was headed towards a downturn, as inflation ran rampant in tandem with quickly rising interest rates. Over a year from when prices peaked at a more than 40-year high, however, the US economy has continued to defy the ...

June 2023

Grocery Retailing: In-store and Online - US

Shopping for the Home - US



“The grocery landscape is still in the midst of an evolution after the pandemic accelerated ecommerce and omnichannel shopping routines. Currently, savings are top of mind amid inflationary pressures and consumers are adapting by shifting toward more budget-conscious behaviors. In the longer term, consumers will be eager for a shopping ...

“Today’s home goods consumers are looking for affordable, versatile and eco-friendly items. They also want a flexible and seamless shopping experience that allows them to make more informed purchasing decisions. To meet these consumer needs, companies will want to be strategic with their inventories and make environmental sustainability a priority ...

May 2023

Baby Durables - US

“Baby durables products are essential, but the category has faced slow growth amid low birth rates in recent years. While economic pressures will bring an increased focus on value, parents continue to prioritize safety, quality and durability. Establishing trust will be critical as parents look to brands to provide guidance ...

Circular Shopping - US

“Circular shopping options are becoming increasingly attractive due to their financial and environmental benefits. Additionally, perceptions around ownership are shifting – with more and more consumers looking for flexibility and the stigma of buying secondhand decreasing. But it’s not just about practicality – consumers are also drawn to these ...

April 2023

Retail Promotions - US

“Consumers are generally mindful of their financial resources when making purchasing decisions. However, the current inflationary climate and economic uncertainty are further emphasizing this behavior and leading consumers to actively seek out ways to maximize the value of their purchases. To remain competitive, brands and retailers must communicate their sales ...

March 2023

Baby and Children's Clothing - US

“The baby and children’s clothing market will see slow, steady growth in the next five years. Decelerating birth rates will create less demand for these items; however, parents could be willing to spend more per child if they have fewer children to care for in their household. The landscape will ...

Back to College Shopping - US

“College spending comprises two thirds of the total back to school market, driven by extensive needs for school. Overall, students are enthusiastic consumers who are eager to assert their independence, making the season a critical time for brands to build affinity with young consumers. Value will be a necessity amidst ...

February 2023

Convenience Store Foodservice - US

Back to School Shopping: K-12 - US



“C-store operators have an opportunity to build strong, long-lasting relationships with customers through loyalty memberships that encourage repeat visitation and boost the purchase of in-store food and drink items. Consumers will continue to seek out a wide variety of high-quality menu and packaged food and drink items that can fulfill ...

“Back to school season is an essential shopping occasion for families and one that sets the tone for the rest of the year in retail. In recent years, the shopping cycle has been disrupted as families navigate the stress of the pandemic, supply shortages and now inflation. Rising prices dominated ...

State of Retail & eCommerce - US

“Although consumers are still on guard about the pandemic, inflation is the main factor influencing their shopping behaviors at this time. They continue to be very value-driven which provides retailers with opportunities to redefine how they offer value, both from a monetary and nonmonetary standpoint. Despite ongoing headwinds, the retail ...

Consumers and the Economic Outlook - US

“Cooling inflation and a solid labor market are likely the direct contributors to consumers’ positive outlook entering the new year. With further rate hikes and unemployment projected to rise, revisiting these sentiments six months from now – which is when experts project the US to enter a mild recession – ...

Upcoming Reports

Mass Merchandisers - US - 2023

Beauty Retailing: Instore and Online - US - 2023

Sustainability in Retail - US - 2023

Value-conscious Shopper - US - 2023

Men's and Women's Footwear - US - 2023