



July 2022

Winter Holiday Shopping - US

“Value-seeking behaviors will predominate in the 2022 winter holiday season, as inflation leads consumers to prioritize lower prices and other forms of value. The season will continue to stretch earlier and longer as consumers embrace new habits and a planned approach to their shopping. In spite of challenges, consumers are ...

June 2022

Convenience Stores - US

“Convenience stores are an essential part of many consumers’ shopping journeys and will see an increase in traffic as some consumers with pent-up demand take to the roads in Summer 2022. Convenience stores will be a functional purchase for shoppers, but there is opportunity to infuse fun into the purchase ...

DIY Home Improvement Retailing - US

“The pandemic has positively impacted the DIY home improvement category as consumers took on more projects. The connection to the home has strengthened and consumers continue to look for ways to improve their spaces. However, the category will be challenged moving forward due to current economic conditions. Brands and retailers ...

Corporate Social Responsibility in Retail - US

“Consumers expect companies to act in ethical ways that support their employees, their local communities, the environment and the greater world at large. Consumers also can’t support every company they admire all the time – they too have to make choices. However, consumers are willing to listen, learn and get ...

May 2022

Shopping for the Home - US

“Home décor and furniture have experienced rapid growth in recent years. However, the market is expected to decline due in part to rising prices, supply chain issues and spending shifting away from the home. When shopping the category, consumers will be looking for brands that: offer value in its various ...

April 2022

Handbags and Accessories - US



Retailing and Apparel - USA



“Changes to lifestyles stemming from the pandemic and rising prices are impacting how consumers shop for handbags and accessories. They are shopping less frequently and approach the category more consciously. As a result, consumers will look to spend wisely on items that last and shop brands and products they feel ...