

August 2023

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

State of Sustainability - US

"Stress and concern over non-stop social, political and personal issues has consumers deprioritizing sustainable living. Instead they are placing the onus of addressing the climate crisis on brands, governments and other consumers. As unsustainable behaviors remain more common than sustainable ones, brands should encourage small, incremental steps toward sustainability to ...

June 2023

Marketing to Gen Z - US

"Gen Zs continue to age into greater responsibility and spending power. Brands can help this group ease their discontent and sense of not being as far along as they should be in life. While the pandemic and economic uncertainty have been obstacles to Gen Z progress, they haven't stifled optimism ...

May 2023

Sleep Health - US

"Sleep is the new frontier of health as consumers more widely recognize the integral role it plays in their overall health. Yet a majority of adults struggle to fall and/or to stay asleep, and many recognize the nuances of quality sleep.

While worsening sleep habits raise public health concern ...