

October 2020

The New Activist: Incl Impact of COVID-19 - US

“Throughout 2020, America has seen a surge in social awareness and consumer activism. The COVID-19 pandemic, the social inequities it’s underscored, and a series of racially fueled conflicts and killings have led to a social and racial justice awakening across the country. While the New Activist consumer segment only includes ...

September 2020

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

Trendsetters and Early Adopters: Incl Impact of COVID-19 - US

“Trendsetters do not just pave the way for cutting-edge tech brands. This group of engaged consumers can bolster the perceptions of value brands, bring authenticity to luxury brands and help connect fitness fanatics with products outside of the gym environment. Brands can connect with trendsetters who may not be internet ...