



## December 2014

### The Budget Shopper - US

“Coupons are still an effective way of appealing to budget shoppers. Not only do they provide tangible value, but they can sway consumers to try products or stores they may not have otherwise considered. Retailers should strive to make it easy and even fun for customers to use coupons, tailor ...

## November 2014

### Jeans - US

“The current jeans marketplace is tepid and challenged, as a broader athleisure trend is competing for consumers’ attention and wallets. This trend is expected to have some lasting power, so jeans retailers should be front-loading the innovation pipeline while considering unique, stand out marketing approaches to attract attention and stay ...

## October 2014

### Fitness Clothing - US

“The lines between fitness wear and casual wear are blurring as more consumers want clothing options to reflect their busy lifestyles. The number one reason people say they buy fitness clothing is actually not so they can work out in it, but rather so they can “hang out” in it ...

## September 2014

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

“Online shoe retailing is one of the key developments in the footwear marketplace in recent years. The challenge now is how to best integrate, streamline, and develop use of websites as well as other tools such as social media and smartphone apps to maximize turnover and customer satisfaction. Online tools ...

## August 2014



## Winter Holiday Shopping - US

“The winter holidays are serious business – both for retailers hoping to make their revenues for the year and for consumers trying to make the perfect dinner and find the right gift at the best price. As the sector grapples with tepid consumer confidence, rampant discounting and smaller families, there ...

## July 2014

### Mobile Advertising and Shopping - US

“With smartphone penetration rising quickly through the late majority, brand spend on mobile ads and consumer spend on mobile shopping will both see radical growth.”

### Retailer Loyalty Programs - US

“While loyalty programs likely do not lead to complete loyalty to a specific retailer, many consumers are likely to change their shopping habits in order to earn incentives. However, there is also a significant demand for more meaningful rewards and easier ways of earning them, suggesting that consumers see a ...

## June 2014

### Online Shopping - US

“E-commerce sales are growing rapidly, but are still only at the outset of a journey to become the default means of shopping for the vast majority of purchases, including categories currently seen as unsuitable for online sales.”

### Warehouse Clubs - US

“Warehouse clubs are favored for their competitive prices, bulk items and quality products; however annual membership fees deter some consumers. Warehouse clubs can offer more tiers of membership as well as more trial shopping days to promote the value of shopping at warehouse clubs.”

## Electronics Retailing - US

“Retailers face a considerable challenge in selling electronics as consumers shift more spending toward mobile technology and traditional big-ticket items reach saturation. Although consumers clearly show an interest in upgrading their current technology, they are also beginning to feel overwhelmed by the myriad upgrades that are available.”

### Furniture Retailing - US

“Unmotivated by sales messages, afraid of buying online, and reluctant to spend another \$1,000 on furniture before they absolutely have to, furniture retailers face numerous challenges in getting consumers back into stores before their current furniture is worn out. Retailers must find new ways to motivate consumers to visit ...

### Perimeter of the Store - US

“As consumers shop the perimeter more, they are expanding their use of various grocery channels. Nontraditional retailers such as mass merchandisers must be sure that the quality of their perimeter products and the services provided at specialty counters are as important as value to successfully compete with traditional supermarkets.” ...



– Ali Lipson, Senior Retail ...

## May 2014

### Men's Clothes Shopping - US

“Most men’s clothing purchases are made as replacements for old or worn-out items, as well as to update wardrobes. Retailers can encourage greater frequency of shopping for men’s clothing by focusing on in-store services as well as showcasing clothing items in various styles to appeal to different tastes.”

## April 2014

### Traditional Toys and Games - US

“Shoppers are looking beyond price and are willing to pay a slight premium in exchange for quality and a great toy-shopping experience. Toy buyers’ pre-planning stage, an essential part of shoppers’ path to purchase, is an important opportunity to actively engage children and adults. Brands and retailers could leverage children ...

### Shopping for Home Decor - US

“Most consumers buy home décor to update the look and feel of their homes and many also buy home décor simply to treat themselves. As consumers are so inclined to buy for themselves/their homes more often, retailers should focus on encouraging more impulse buys in this category. Showcasing new ...

## March 2014

### Convenience Store Foodservice - US

“Convenience stores today have to perform a tricky balancing act in regards to foodservice: consumers are asking for healthy options, an array of foods and beverages, freshly made sandwiches and entrees, and indulgent treats, all while still providing quick service at a low price. Operators will need to focus on ...

### Convenience Stores - US

“Quick stops to pick up a few items or get gasoline are the primary reasons that consumers visit convenience stores. While convenience stores have a reputation for unhealthy food, many are improving their offerings to provide healthier alternatives appealing to shifting consumer tastes, hoping to encourage more visits.”

## February 2014

### Grocery Retailing - US

“When it comes to shopping for groceries, the choices can be overwhelming. While an increasing range of different retailers sell grocery items, their offerings vary. In a crowded marketplace, retailers need to clearly define and communicate how they differ from the



competition, stand out by offering customized promotions to retain ...

## January 2014

### Back-to-School Shopping - US

“While the still-recovering economy means consumers remain cautious and price sensitive, parents still have to budget to accommodate purchases in the BTS space. Many school supplies are necessary for a successful school year and others can be considered an investment for the future. However, recent innovations in mobile technology have ...

### The Drug Store Shopper - US

“Drug stores continue to live in danger of losing core market sales to mass merchandisers and supermarkets both OTC products and pharmacy services. Maximizing their position as a local retailer, creating laser focus on customer service, and continuing to develop a closely integrated online/offline service offering should be high ...