



December 2022

Alternate Transportation - US

"As pandemic imposed restrictions and concerns ease across the United States, consumers are increasingly returning to pre-pandemic activities. As a result, consumers are looking to alternate transportation services to accommodate their need for travel – a positive sign for the industry overall. Moving forward, it will be critical for alternate ...

Motorcycles - US

"Motorcycles are engrained in the fabric of American culture. As pandemic lockdowns influenced consumers' hunger for experiences, many looked to motorcycles as a viable alternative to traditional transportation – pushing the industry forward and presenting motorcycle brands and retailers with an opportunity to reach new consumer segments. However, motorcycle brands ...

October 2022

DIY Auto Maintenance - US

"Current economic conditions and industry factors are driving consumers to be more interested in taking on DIY auto projects. This is likely a result of consumers keeping their cars longer and in an effort to save money on professional services. Moving forward, brands and retailers must ensure they are continuing ...

September 2022

CPO and Used Vehicles - US

"Economic influences, coupled with barriers related to the availability and affordability of new vehicles, have driven consumers' interest in CPO/used vehicles. However, these vehicles have not been immune to rising prices, which has increased skepticism about the condition and pricing of these vehicles, likely further delaying consumers' consideration and ...

August 2022

Electric & Hybrid Cars - US

"As automakers across the globe continue to commit to the development and production of electric and hybrid vehicles, consumers are becoming increasingly interested in purchasing these vehicles. Barriers related to perceptions and availability will continue to impact consumers, making it important for auto brands and retailers to demonstrate the value ...

Consumers and the Economic Outlook - US

"Consumers are in for a rough time over the course of this year and early 2023. Inflation is at a 40-year peak, with economists not expecting to see it cool down back to the 2% target for the near future. Combined with sharply rising rates and imbalanced supply and demand ...

June 2022



Female Car Consumers - US

“In the eyes of female consumers, auto brands and retailers leave much to be desired when it comes to female friendliness, inclusivity, social responsibility and transparency. This should raise alarm bells, as more than half of women are looking to buy a car within the next three years – further ...

May 2022

Car Purchasing Process - US

“Current economic influences and supply chain disruptions have increased barriers for consumers looking to purchase a new or used vehicle. Automotive brands and retailers must cater to consumers’ changing needs and preferences, as well as focus on longer-term efforts for when consumers are ready to return to market. Moving forward ...

Shopping for a Car Online - US

“While the broader automotive industry continues to struggle with inventory and availability, shopping for a car online has become an increasingly viable alternative for consumers looking for vehicles. As inventory challenges and rising prices persist, the adoption of online car shopping will continue and online car marketplaces must look to ...

March 2022

Perceptions of Auto Brands - US

“Consumers’ perceptions across measured attributes further illustrate the crowded, competitive nature of the auto industry. Brands must look to differentiate from the competition and drive appeal by communicating the benefits consumers care about most – such as value, safety and efficiency. This will help influence consumer perceptions and lead to ...

February 2022

Perceptions of Car Types - US

“Consumers have varying perceptions across car types – with SUVs and sedans being the most positively viewed. Moving forward, automakers and retailers will want to provide consumers options of car types and focus on communicating the benefits of each. As price remains a top consideration factor, ongoing economic uncertainties and ...

January 2022

Consumers and the Economic Outlook - US



Automotive - USA



“Despite yet another COVID-19 variant, the US economy ended 2021 in good shape, with rising consumer confidence and unemployment rates that fell to a pandemic-era low. Alongside the strong economic gains, consumers’ financial situations also continued to improve, with most remaining optimistic about their finances going into 2022. As the ...