



December 2018

The Amazon Effect - US

Amazon is the world's second largest retailer behind Walmart, with \$120 billion in US sales in 2017, up 71% in two years' time. This one company accounts for approximately 40% of total US ecommerce sales. Its membership program, Amazon Prime, surpassed the 100 million member mark globally this year, and ...

Wearable Technology - US

"Although some segments of the market are more mature, it's still early days for most wearables. Features and standards are evolving, companies are still jostling for position, and consumers seeking to buy are finding it difficult to get all the features they want in a single device at an affordable ...

November 2018

Digital Video - US

"As new players enter the streaming market and established names invest in unique consumer experiences, digital video platforms are staking their claim in a crowded media landscape. The domination of a few key players and increasing consumer interest have bolstered revenue, but made it difficult for new entrants to convince ...

Pay TV - US

"Television is an essential element of nearly all US homes. The pay TV industry is going through a period of rapid change, with traditional cable and satellite companies now competing for market share against a host of new streaming contenders. During this transformation, corporations and consumers alike have been struggling ...

October 2018

Consumers and the Economic Outlook - US

"The economy continues its slow and steady recovery, though economists are hesitant to say that it has officially recovered. While some consumers may be watching economic indicators, many are not, and even those who are may not see the direct effects on their daily lives. Overall, if consumers were already ...

Streaming Audio - US

"The competitive landscape for streaming audio is fairly level in terms of service offerings, but a few standouts have dominated through partnerships with other services and easy access to extensive libraries. Paid streaming apps likely find that their biggest competition is the free version they offer – finding ways to ...