

September 2016

Diet Trends - US

"The market for diet products has faced slight declines since 2011. As what consumers consider "healthy" continues to evolve, diet products have struggled to keep up with changing preferences. Packaged and processed foods continue to fall out of favor, shrinking the opportunity for diet foods but opening up new possibilities ...

Marketing to Moms - US

"Moms today are having their first child later in life and are choosing to have smaller families. Increasing childcare costs and limited benefits for working moms (such as paid maternity leave), are leading more moms to consider staying at home. Ultimately, moms today are proud of their parenting decisions and ...

August 2016

America's Pet Owners - US

"In 2016 the market for pet products and services is an estimated \$67.5 billion, an increase of 4.3% over the previous year. A majority of households own at least one pet (59%) and as the economy improves, households are more likely to take on the expense and commitment ...

July 2016

Marketing to Sports Fans - US

"Professional football leads the pack as the most popular American sport, followed by baseball and basketball. Avid Fans often follow all three (or more) traditional sports and keep up with their favorite teams by watching sports news, reading articles online, and even scanning the local paper. Whichever channel fans choose ...

Marketing to Baby Boomers - US

Baby Boomers are aged 52-70 and are making the transition from parents to grandparents and from full-time employment to full-time retirement. Although Baby Boomers have entered the second half of their lives, they don't necessarily feel "old" and want to continue to have exciting, active, and fulfilling lives.