March 2021

Consumers and the Economic Outlook - US

"Despite COVID-19 putting a dent in consumers' finances and morale, many still remain hopeful on their financial situation going forward. A recovering US economy, rallied by the availability of a vaccine, has instilled optimism in many consumers during tumultuous times. In spite of that, how well this recovery can be ...

February 2021

College Football & Basketball - US

"COVID-19 completely upended the college sports world. Days before it was set to begin, the biggest event in all of college sports – the NCAA Basketball Tournament – was cancelled. Even when college sports returned in the fall, it was anything but normal. While brands still flocked to two of ...

Emerging Gaming Technology - US

"The future of gaming is here, as innovative hardware (VR, accessories) and services (cloud gaming) are on the cusp of the mainstream. Still, it's going to take more than a slick campaign to convince gamers to invest in new gaming technology. Compelling games and use cases should be presented as ...

January 2021

Sports & Social Awareness - US

"There is now a stronger connection between sports and social awareness than ever before, on every level. Fans are expecting sports entities to be actively involved in providing support and creating change. Sports leagues and teams are establishing initiatives to drive consumer awareness and involvement in various causes, as well ...

Gaming Retail: How Games Are Purchased - US

"Gaming is firmly in the spotlight of mainstream pop culture, which will help continue a streak of strong video game sales into the near future. Video game purchasers don't really care where they buy a game as long as they are able to get the game they want for a ...

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