

August 2023

Golf and Golf Tourism - US

"Golf's popularity had been in decline in the US for the first two decades of the millennium – then came the pandemic and participation spiked. Golf continues to enjoy renewed interest and a broad shift in consumer perceptions. However, continued growth in course play will be challenged by the hectic ...

July 2023

Consumers and the Economic Outlook - US

"The economic sentiment for most of last year was that the US was headed towards a downturn, as inflation ran rampant in tandem with quickly rising interest rates. Over a year from when prices peaked at a more than 40-year high, however, the US economy has continued to defy the ...

Esports - US

"Esports has become a popular form of entertainment and an effective marketing tool, but it has also attracted professional players who take the game seriously. As a result, it is no longer just fun and games, but rather a legitimate sport that must be managed with the same level of ...

April 2023

PC Gaming: Desktops and Laptops - US

"PC gaming today is the best it's ever been. PC gaming drives esports and is a major part of streamer culture's broad appeal. PC players are heavily invested in keeping their gaming rigs up-to-date with newer and better components, and they're a highly brand loyal demographic."

March 2023

Video Gaming and Wellness - US

"Contrary to misconceptions, gamers are interested in improving their wellness, and consider games an excellent way to reduce stress and fostering social opportunities. Players want video games that help reduce anxiety and create more positive social interactions. Combating toxicity online may accomplish both."

Auto Racing: Sponsorship Activation Meets Emerging Audiences - US

"Sponsorships have consistently played a key role in the business of auto racing. Boosted by strong response to Netflix's Formula 1: Drive to Survive docuseries, auto racing has attracted attention from a new wave of racing fans, giving companies and brands new opportunities to engage with an emerging fan base ...

February 2023

Gaming Trends: 2023 - US

"The video game industry continues to provide entertainment that consistently excites and engages fans. Gamers in 2023 want to relax and play more, and they will find the games where monetization options work for whatever they can afford to engage the most with."

Consumers and the Economic Outlook - US

"Cooling inflation and a solid labor market are likely the direct contributors to consumers' positive outlook entering the new year. With further rate hikes and unemployment projected to rise, revisiting these sentiments six months from now – which is when experts project the US to enter a mild recession – ...

In-person Sporting Event Experience - US

"Live sporting events play an important role in developing and cultivating fan interest. Excitement, value and fan engagement are core elements of live sports. Through enhanced technologies like AR and by accommodating diverse fan interests as well as emphasis on flexibility, accessibility and memorable experiences, providers can achieve continued long-term ...

Upcoming Reports

Gaming Subscriptions - US - 2023

Mobile Gaming - US - 2023

Emerging Gaming Technology - US - 2023

Advertising in Gaming - US - 2023