



March 2011

Consumer Attitudes Toward Luxury Goods - US

While the economy has had an impact on luxury sales, it is also apparent that many consumers still have an affinity for luxury goods and thus are seeking them out in large numbers. It is also clear that consumer definitions of “luxury” are changing and now encompass the superpremium goods ...

February 2011

Home Improvement - US

In the context of a still weak housing market and a slow recovery, the \$10.5 billion DIY home improvement market has seen inflation-adjusted sales fall 21.2% since 2005. However, the need for on-going maintenance and repair, consumer interest in resource-saving products and pent-up demand are among the factors ...

January 2011

Grocery Store Retailing - US

The grocery industry generates billions of dollars in revenue for manufacturers and retailers every year. With so much at stake, it is easy to see why there is such a competitive market for everyone involved. While some people consider the grocery market to be recession-proof, that concept is somewhat misleading ...

Baby Durables - US

The baby durables market is limited in its capacity for substantial growth as demand is driven by the number of births in a given year. According to the National Center for Health Statistics, the biggest drop in birth rates in nearly 40 years occurred in 2008, and birth rates have ...

Greeting Cards and e-cards - US

Despite the popularity of social networks and the availability of other modes of communication that allow people to remain in constant contact, there is still a universal desire to connect on a deeper level, and greeting card manufacturers are cultivating this need. Advances in technology have created a marketplace where ...

Customer Relationship Management - US

While there is some indication that the economy is improving and consumers are gaining the confidence they need to increase discretionary spending, it is equally clear that the current sales environment remains very challenging for many firms. As such, retailers, as well as manufacturers, are taking steps to deliver exceptional ...