

December 2014

Live Entertainment - US

“Even among consumers who are the most likely to attend live events, there is some frustration regarding the value they receive in exchange for what they pay. Therefore, increasing the perceived value of admission will likely drive engagement, while better targeting for specific types of promotions will help lead already ...

November 2014

Movie Theaters - US

“The movie theater industry is facing threats from all sides, with studios trying to shrink the exhibition window, consumers increasingly staying at home for their entertainment, and a new generation of moviegoers who expect entertainment content to be customizable and on-demand. Movie theaters can embrace the customization trend by tailoring ...

October 2014

Exercise Trends - US

“Exercise participation rates continue to be relatively stagnant in the US, despite an increase in obesity. Creating more customized programs, especially for the aging population, can help to increase likelihood of exercising. In addition, wearable fitness devices are a huge opportunity within the fitness landscape.”

– Emily Krol, Health ...

Fitness Clothing - US

“The lines between fitness wear and casual wear are blurring as more consumers want clothing options to reflect their busy lifestyles. The number one reason people say they buy fitness clothing is actually not so they can work out in it, but rather so they can “hang out” in it ...

Cooking Enthusiasts - US

“The recession fueled a surge in cooking at home as a way to save money. As the economy improves, brands must work to retain newly minted cooking enthusiasts and encourage consumers overall to cook at home. Mintel data suggest that though saving money is an important driver for cooking, there ...