



December 2015

The Budget Shopper - US

"Several years after the recession, the economy is stronger, and people are beginning to work, to buy and to live more freely again. Unfortunately for retailers looking to make a profit, consumers' expectations for fair prices have not waned."

November 2015

Grocery Retailing - US

"Retailers across channels are battling for a share of wallets and cash registers, creating what might be the most "crowded" segment in retail. Consumers are enjoying these options and fulfilling their grocery shopping needs by bouncing around to multiple stores that most definitely include nonsupermarkets."

October 2015

Character Merchandising - US

"After some stagnant years, the character merchandising sector is coming back to life. That's due in part to 2013's Frozen heating up the sector. The LEGO Movie also helped spur results, causing LEGO's sales to jump in the first half of 2014 and allowing it to overtake Mattel as the ...

Children's Clothing - US

"Parents continue to struggle with issues related to sizing and would likely welcome solutions that address this. In-store shopping is preferred over online shopping given that parents often need their children to try on clothes, but online purchasing should become more prevalent in the future."

September 2015

Watches and Jewelry - US

"While jewelry comprises the vast majority of purchases, watches should gain momentum as consumers' interest in smartwatches builds. Fine jewelry has a slight edge over fashion/costume jewelry, and diamonds and gold continue to be favored. Although watches and jewelry preferences are highly personal, a focus on gifting should be ...

August 2015

Winter Holiday Shopping - US



"Retailers have their work cut out for them during the 2015 winter holiday season given that 2014 was touted as one of the strongest in recent years. However, positive economic factors like higher consumer confidence, lower gas prices, and an improving job market signal that comping over 2014 is attainable ...

July 2015

Mobile Advertising and Shopping - US

With rapid adoption of smartphones and tablets, mobile ad sales and mobile shopping are both seeing dramatic growth: Mobile ad sales grew 76% in 2014 and 41% in 2015. Mobile shopping sales grew 57% in 2014 and 32% in 2015.

Home Linens - US

"Opportunities exist in the home linens category for brands to emphasize product innovations, such as linens that prevent bed bugs or that improve sleep, as well as focusing on quality in order to attract consumers. Brands can also market toward younger consumers aged 18-44, who are in need of a ...

June 2015

Online Shopping - US

With a 16% CAGR (compound annual growth rate) from 2010-14, e-commerce is the engine of growth for retail, driving gains in excess of \$500 million for 11 retailers in 2014 alone. At the same time, many e-tailers are having trouble profiting even on these high levels of topline growth, with ...

Retailer Loyalty Programs - US

"While loyalty memberships for retail are likely to increase through 2018, many consumers are beginning to feel fatigue from the sheer number of loyalty accounts they have. For market segments experiencing growth, digital and multichannel engagement has become key to ensuring that loyalty promotions remain relevant. Struggling segments need to ...

Plus Size and Big & Tall Clothing - US

Unfortunately, the obesity epidemic continues to linger in the US, impacting over one third of Americans. However, it is this sheer number of consumers that play a major role in creating demand for the plus size and big and tall clothing markets. The industry will also be supported by growing ...

May 2015

Women's Clothing - US

"The women's clothing market will be supported by a growing female population and a strengthening economy in spite of continuing obesity rates. Consumers' continued emphasis on savings, convenience, and selection are key factors that influence



where, why, and how they shop. Women 18-34 are the most engaged in the ...

April 2015

Gift Registries - US

“The demographic groups most interested in creating registries are also the most digitally connected, but they are split in preference between online and in-store registry experiences. Therefore, gift registries are prime candidates for reaching across the digital and brick-and-mortar gap to create seamless retail experiences regardless of which channel customers ...

Baby Durables - US

“There are many opportunities for retailers serving the baby durables market to improve customer service. In a category like this where strong emotions can come into play, a human touch can go a long way. Retailers can stand out above the rest and earn customer trust and loyalty by providing ...

March 2015

Convenience Store Foodservice - US

“While some consumers have a less-than-stellar opinion of c-store foodservice, this sentiment is beginning to wane, especially among younger consumers. Now is the time for c-store operators to showcase their new food and drink capabilities that can rival those of quick service, be just as fresh as fast casual, and ...

Mass Merchandisers - US

“Mass merchandisers are well-positioned to continue being a primary part of customers’ shopping journeys because of consumers’ continued emphasis on wanting value and convenient shopping solutions. However, it appears that all the key retailers are focused on the same initiatives including small store format expansion, adding services like in-store pickup ...

February 2015

The Drug Store Shopper - US

“Retail channel lines continue to blur with more outlets like mass merchandisers and supermarkets clambering to become consumers’ primary destinations for their drug store needs including OTC and prescription medications. Traditional drug stores can no longer afford to be just drug stores, and should continue evolving their positioning as health ...

January 2015

Beauty Retailing - US

“For many consumers, buying beauty products can become somewhat of a mundane task. Shoppers in this category have a multitude of options to choose from including where they shop and what they buy, but still,

Back to School Shopping - US

“With many retailers expanding the scope of their price matching policies, differentiating based on low prices is becoming increasingly difficult. However, shoppers’ trust is an increasingly important currency that can be exchanged for engagement. Retailers that can meet



Retailing and Apparel - USA



many will frequent a few favorite places, and/or buy the same brands repeatedly. Retailers ...

needs as specific as individual school requirements can build that trust, thus ...