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 ...

Lawn and Garden Products - US

“Participation lawn and garden work burgeoned during the pandemic. That triggered enormous market growth, from 4.9% in 2019 to 21.9% in 2021. Since then, growth has tempered, but remains historically high, in part due to inflation, but also sustained consumer involvement. The outlook is strong over the next ...

Family Entertainment - US

“The types of activities and experiences families can enjoy together continue to evolve thanks to emerging technology and immersive in-person offerings. That said, at the core, it’s all about the time they are spending together. For parents, it’s less about the quantity of time with their kids and more about ...

Outdoor Cooking - US

"The pandemic served as an accelerant for a trend that was already in motion, and economic conditions will only fuel outdoor cooking behaviors. Adults are drawn to the category for its many benefits: flavor, experience, even health. Yet everyday outdoor cooking occasions and frequency, as well as ownership, are challenged ...

Sports Betting - US

“Sports betting revenues in the US continue to grow, fuelled by legalization and greater accessibility. As consumers desire to engage more deeply with the sports they love, sportsbooks must continue to optimize their offerings to drive awareness, appeal and loyalty among consumers.”

– Gabe Sanchez, Reports Analyst

June 2023

Casinos and Casino-Style Gambling - US

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"Casinos present themselves in a certain way to consumers, and this kinetic atmosphere has worked for them to date. It still will work for them – as record revenues can attest – but casinos can bring more value to consumers. By bringing their vibe, offerings and messaging more in line ...

April 2023

Entertaining at Home - US

"The pandemic has taken a toll on home entertaining, with fewer people gathering and fewer occasions celebrated in 2022 than in 2019. There are key segments of the population who are eager to entertain, however, including parents with kids under 18. Encouraging these consumers to celebrate even small occasions can ...

February 2023

Arts and Crafts Consumer - US

"New arts and crafts consumers gained during the pandemic are maintaining their interest in the category, driven by a desire to try new things, make things for themselves and enjoy the mental health benefits of creative projects. Continuing inflation will fuel a DIY spirit and keep the category strong, but ...

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 – ...

Leisure and Entertainment: 2023 - US

"The health risks of the pandemic placed wellness in the spotlight, and the goal of better wellness overlaps with leisure and entertainment; consumers adopted wellness-oriented leisure in droves. Bicycle sales doubled in 2020, yoga mats flew off shelves, and the meditative qualities of crafting sparked a knitting revival that led ...

Upcoming Reports

Outdoor Recreation and Sporting Activities - US - 2023

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