January 2022

The American Workforce - US

"The COVID-19 pandemic continues to transform the country's job market and workforce. In addition to impacting where and how people work, the pandemic has also incited other workforce trends including the Great Resignation, surging labor unrest and the heightened focus on DEI initiatives in the workplace. Brands and companies need ...

November 2021

Social Awareness and Engagement - US

"Interest and participation in social causes is becoming more widespread among US consumers. With over half of the US population qualifying for Mintel's Conscious Consumer segment, value-based marketing and cause-driven business practices are becoming more expected of brands. Conscious Consumers' outlook on and expectations for brand social engagement can provide ...

October 2021

Connecting with Superfans - US

"Fans across different areas are deeply engaged with their interests to a degree that was not possible before the rise of digital and social platforms. People long for authentic connections within their communities as well as authenticity from the brands they buy. Media, brands and the technology sector have an ...

American Lifestyles - US

"With the country's economic recovery underway yet the threat of COVID-19 variants continuing to obscure the conclusion of the pandemic, America currently resides in a limbo state. While the isolated, lockdown phase of the pandemic is past, the country eagerly waits for when the pandemic will be fully in the ...

July 2021

Consumers and the Economic Outlook - US

"The current economic climate of the US has the country primed for further growth over the course of the next few years. The nation is reopening, vaccination rates are increasing, and consumer sentiments are exceedingly positive. With unemployment rates continuing to improve and the economy rapidly growing, many consumers have ...

Holidays and Traditions - US

"The threat of COVID-19 dampened or canceled holiday celebrations last year. Thanks to the widespread availability of vaccines in the US this year, adults are ready to celebrate Thanksgiving and Christmas with extended family and friends. Brands should bear in mind, however, that a sizable share of families will be ...

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June 2021

Conservative and Liberal Beliefs - US

"The United States is in a politically divisive period. The majority of Americans feel the country has never been more divided, and seven in 10 say they fear for the future of the country's political landscape. The 2020 presidential election and the January 6 insurrection at the Capitol Building both ...

May 2021

Ancestry and American Identity - US

"In a time when the United States has possibly never been more divided, one area where the majority of Americans agree is the role of diverse heritage and ancestry in the American identity. Nearly seven in 10 Americans agree that the culture of their heritage has influence on their life ...

April 2021

The Sustainable Consumer - US

"Consumers remain divided on the need for and effectiveness of sustainable habits and behaviors. Even those who are considered environmentally conscious consumers face challenges to living a fully sustainable lifestyle, which include lack of knowledge and lack of trust in brands' claims. Ultimately there's a definitive gap between people's desire ...

March 2021

Consumers and the Economic Outlook - US

"Despite COVID-19 putting a dent in consumers' finances and morale, many still remain hopeful on their financial situation going forward. A recovering US economy, rallied by the availability of a vaccine, has instilled optimism in many consumers during tumultuous times. In spite of that, how well this recovery can be ...

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February 2021

American Values - US

"2020 took a toll on Americans' outlook on their country, its leaders, and their fellow Americans. Trust and optimism are lacking, with three in 10 Americans still doubting the validity of the presidential election results, and more than four in 10 skeptical that the country will be able to restore ...

January 2021

Marketing to LGBTQ+ Communities - US

"Following a traumatic year marked by a global pandemic, economic struggle and political divisiveness, the LGBTQ+ population is in a unique and unsteady position entering 2021. LGBTQ+ Americans have been notably vulnerable to the COVID-19 pandemic and its affects; LGBTQ+ adults are more likely to have lost their job, be ...

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