

September 2020

Entertaining at Home: Incl Impact of COVID-19 - US

“Humans are social animals, driven by a need to connect with others. Ideally, these interactions would occur in person, but the current pandemic is disrupting social gatherings of all sorts. At the same time, it is making consumers more aware of the importance of their personal relationships. Brands and businesses ...

Consumers and the Economic Outlook: Incl Impact of COVID-19 - US

“The unpredictable pace of the spread of COVID-19 is worrying, but consumers have remained optimistic about their finances throughout this pandemic and the subsequent recession. Time will tell how deeply consumer finances will be affected, but right now, consumers are most definitely holding out hope for themselves, while their confidence ...

Outdoor Cooking: Incl Impact of COVID-19 - US

“Prior to the pandemic, the outdoor cooking category benefitted from slow but stable growth, which was expected to continue. However, the COVID-19 pandemic and recession are altering that trajectory. While consumers look to limit their discretionary spending, extended periods of time at home will foster the desire to improve their ...