

January 2017

Live Entertainment Venues - US

"As streaming music subscriptions replace album sales, recording artists hit the road to generate income from touring. This has led to an abundance of exciting live shows to choose from in the past few years, including record-breaking concert tours. Fans continue to show their enthusiasm for the live entertainment experience ...

November 2016

Movie Theaters - US

"Both theater owners and studio executives continue to see moderate revenue growth. While consumers remain hesitant about the overall cost of going to the movies, they are willing to spend around \$20 per person for the entire experience. Millennials and Hispanic moviegoers are in favor of allowing social media use ...

Cooking Enthusiasts - US

"In 2016, 45% of Americans aged 18+ are considered Cooking Enthusiasts – or adults who cook from scratch multiple times a week, enjoy the cooking process, have skills in the kitchen, and cook because they want to rather than because they have to. Due to factors such as the lower ...

Traditional Toys and Games - US

The toy market totals an estimated \$26.2 billion in 2016 and has experienced strong growth in the past two years. This trajectory is likely to continue into 2017 given the positive economic climate and the anticipated release of new installments in movie franchises popular with kids. Character merchandising is ...

October 2016

Exercise Trends - US

"Fitness facilities and gym memberships have increased in tandem in the last decade, showing that Americans have an increased interest in getting fit. However, even though more are reportedly exercising regularly, obesity rates continue to climb, indicating that adults haven't been able to offset poor diets with exercise alone."

- Dana ...

August 2016

Casino and Casino-style Gambling - US

"The US casino gaming market has been growing steadily, and is forecast to continue on a stable trajectory, as a consistent stream of visitors come through casino doors each year. The long-time staple of casino floors, slot machines, are the game of choice, but tech-savvy Millennials' interest in more social ...

July 2016

Marketing to Sports Fans - US

"Professional football leads the pack as the most popular American sport, followed by baseball and basketball. Avid Fans often follow all three (or more) traditional sports and keep up with their favorite teams by watching sports news, reading articles online, and even scanning the local paper. Whichever channel fans choose ...

Grilling and Barbecuing - US

"Grill ownership is strong and positive sales are expected through 2021. Gas format grills are most popular in full-size units, whereas portable units are most popular in charcoal format. Consumer sentiment toward grills differs by generation, in which younger adults enjoy grilling to socialize while older adults grill to cook ...

Patio and Outdoor Living - US

"The patio and outdoor living market continues to steadily gain momentum parallel to the improving economy and housing market. While the majority of Americans have some form of outdoor space, living situation and household income determine what purchases and enhancements can be made. Further growth in the category hinges on ...

June 2016

Attitudes Toward Gaming - US

The video game market is benefitting from a growing audience, but this also means that consumers are placing new pressures and demands on the video game industry. While many gamers don't have the time to play as much as they would like, they still like to be competitive and are ...

April 2016

Lawn and Garden Products - US

The lawn and garden products market is on the rise in an improving economy as more consumers engage in discretionary projects to improve their outdoor living space. In addition, consumers are viewing lawn and

garden care as an enjoyable activity with benefits rather than a chore. While a stable and ...

February 2016

Party Planning and Home Entertaining - US

"Home entertaining is a common activity for Americans. Holiday celebrations and birthdays are both popular reasons to entertain, but casual events such as poker nights or book club meetings also prompt in-home socializing. Social media is an important component of an at-home event, as those who plan get-togethers are using ...

January 2016

The Arts and Crafts Consumer - US

"Crafting is a popular activity for US adults, with more than half participating in at least one type of craft in the past year. The market is steadily gaining, with an increase in store visits for major craft retailers and the development of social commerce on popular sites such as ...

Family Entertainment - US

"Preliminary 2014 data suggests that the number of births ticked upward for the first time since 2007. Though the increase was small it effectively ended a three-year streak of birth rates at historic lows. There is a possibility that the increase is the initiation of a "baby bounce," or ...