

April 2021

Marketing to Affluent and HNW Consumers - US

“There are millions of wealthy Americans, many of whom have not suffered much – or have even benefitted – as a result of the financial conditions of 2020. Most are older adults who have actively avoided contact with those outside of their households during the pandemic but, once they are ...

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 ...

February 2021

Student Lifestyles - US

“The COVID-19 pandemic has greatly disrupted higher education in the US. In Fall 2020 fewer students enrolled overall, and declines were especially steep at community colleges and among incoming freshmen. Less incoming tuition means schools are struggling financially while also facing unexpected pandemic-related expenses. Some institutions will be forced to ...

January 2021

The Arts & Crafts Consumer - US

“In-home leisure categories like arts and crafts have thrived over the last 12 months and will continue to thrive over the next several years. During this time of high stress, both emotional and financial, consumers will look to arts and crafts for a fun, affordable leisure activity that helps them ...