

September 2023

Men's Clothing - US

"The perception that men don't like to shop for clothes is misguided. A majority of men think it's fun to shop for clothes. Men are more likely than women to be purposeful about their shopping conquests and seek out direct means to find what they want in the most efficient ...

Beauty Influencers - US

"US consumers are focusing on value, but they are still looking to influencers for ways to most efficiently spend their money. Consumers are taking beauty influencers' recommendations, but they've become accustomed to free content. As brands continue to work with beauty influencers – and influencers continue demanding to be paid ...

August 2023

Direct-to-consumer Retailing - US

"The lines between direct-to-consumer and traditional retailing are becoming even more blurred in an omnichannel landscape where brands must be anywhere and everywhere. What becomes clearer is that direct is just one channel, as DTC brands continue to pivot to wholesale partnerships and physical stores to meet consumers wherever they ...

Digital Advertising - US

"Digital advertising is in a time of transition as marketers and platforms seek substitutes to user-level data. Despite numerous delays at the federal level, new platform standards and state regulations regarding privacy are in place with more coming. Interest in AI-enabled search is promising, while digital audio and video ad ...

Women's Clothing - US

"The women's clothing market is still growing despite the current inflationary environment; however, its full potential is being stifled as women shift shopping behaviors to adjust to rising costs. Female shoppers remain focused on finding the right fit and want retailers to help them with this. They're also keen to ...

Restaurant Takeout and Delivery - US

"Consumers are opting to explore restaurant takeout and delivery methods that limit the added fees and higher prices associated with third-party delivery. Interest in direct ordering for takeout and delivery is quickly growing as consumers seek special offers and discounts through loyalty programs. Operators that provide off-premise experiences that are ...

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 ...

Baby Boomers: Online Shopping Behaviors - US

"Baby Boomers are more savvy online shoppers than they feel they are given credit for. Despite not being digital natives, they have adapted to shopping online, in many ways because the pandemic forced them to. While they have returned to shopping in-stores, three quarters of this generation still shops online ...

Upcoming Reports



**eCommerce -
USA**

**Online BPC Product Discovery -
US - 2023**

**Gen Z: Online Shopping Behaviors
- US - 2023**

**Retailing in the Metaverse - US -
2023**