

November 2021

Cooking in America - US

“Brands in the at-home food space are well positioned as the conditions surrounding the pandemic have led to an increased reliance on meals made at home. Currently, safety concerns around eating out combined with rising inflation are keeping consumers in their own kitchens. Fortunately for brands, this time spent cooking ...

July 2021

Outdoor Leisure Activities - US

“Outdoor leisure activities received a boost in participation from the pandemic, as many out-of-home leisure venues such as museums, theaters and restaurants were closed. As the country reopens and out-of-home leisure has more points of competition, outdoor leisure activities have an opportunity to be a mechanism for both strengthening social ...

Outdoor Cooking - US

“2020 was a good year for the outdoor cooking market. COVID-19 drove consumers back to their homes, which led them to prioritize their surroundings and invest in their outdoor spaces. What’s more, outdoor cooking became a source of escape and relaxation, as well as provided consumers an opportunity to shake ...

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 ...

June 2021

COVID-19 Impact on Leisure: One Year Later - US

“The circumstances of the pandemic afforded many people an increase in leisure time, but COVID-19 risks prevented most from enjoying their leisure time away from home. As a result, consumers filled their hours with paid television and streaming content, culinary adventures and game playing. As summer arrives, rising vaccination rates ...

April 2021

Family Entertainment - US

“Families are an engaged audience and are looking for entertainment they can enjoy together in every form. They want a balance of digital and analog entertainment while cooped up at home, and they are eager to return to out-of-home entertainment activities as soon as it feels safe. With the weight ...

March 2021

Activities of Toddlers and Preschoolers - US

“While toddlers and preschoolers are aware that their world looks different, they are resilient in the face of change. Brands have opportunities to help bring parents peace of mind through products and services that help support their child’s academic and social development as well as their emotional wellbeing. Done with ...

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

Patio & Backyard Living - US

“2020 was a good year for the outdoor furniture market. The pandemic caused consumers to stay home, and most gained a newfound appreciation for their outdoor spaces. The uncertainty of the pandemic means 2021 will be a similar year with Americans relying on their yards, decks, balconies and patios for ...

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 ...