



December 2021

Beauty Retailing - US

“Beauty retailing is evolving and becoming more flexible to meet consumers’ needs and shopping preferences. The global health crisis has shifted consumer behavior in many forms. There is an increased interest in wellness-related beauty products, and value offerings. Digital channels now have a more critical role in the shopping journey ...

November 2021

Value-conscious Consumer - US

“Retailers should view every consumer as value-conscious and work to understand the different dimensions of value to best serve customers’ varying needs and motivations. Essentially, everyone appreciates a good deal, and some shoppers will go to great lengths to find one. Retailers who consistently offer affordable prices and flexibility will ...

Sporting Goods Retail - US

“The pandemic took an industry on the decline and launched it to record breaking growth. Brands and retailers are setting new revenue records and looking to expand with new locations and offerings, such as new immersive in-store experiences and improved cross-channel shopping options, to capitalize on the new demand. While ...