

September 2023

Electric and Hybrid Vehicles - US

"Consumers' growing interest in sustainability combined with automakers' increasing commitment toward electric and hybrid vehicles presents a massive potential for growth in this category in the years ahead. However, obstacles such as perceptions, availability and affordability continue to pose challenges to consumers' adoption. As such, it will be crucial for ...

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 ...

June 2023

Car Purchasing Process - US

"Despite ongoing economic and automotive market challenges, consumers still indicate an interest in purchasing a car. Although this may be aspirational for some, it is essential for retailers to maintain a strong presence across all channels to capture the interest of potential buyers. Looking ahead, dealerships must adapt their sales ...

May 2023

Role of Transportation - US

"Current economic and automotive market conditions have presented some challenges for car ownership, driving some consumers to turn to alternate means of transportation. As consumers return to pre-pandemic activities, alternate methods of transportation will continue to play a valuable role, but will won't replace the benefits of personal vehicle ownership ...

April 2023

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Marketing Auto to Gen Z & Millennials - US

"Current economic influences and automotive market conditions have increased barriers for Gen Z and Millennials looking to purchase a new or used vehicle. Moving forward, it will be critical for auto brands and retailers to understand the varying needs across younger generations as well as the physical and digital touchpoints ...

March 2023

Luxury Cars - US

"Despite economic challenges and overall conditions in the automotive market, consumers still crave self-indulgence and see luxury brands as a reward for their hard work and something they deserve, and they are drawn to them by their desire for finer things. As luxury brands continue to both introduce all-electric offerings ...

February 2023

Consumers and the Economic Outlook - US

"Cooling inflation and a solid labor market are likely the direct contributors to consumers' positive outlook entering the new year. With further rate hikes and unemployment projected to rise, revisiting these sentiments six months from now – which is when experts project the US to enter a mild recession – ...

Upcoming Reports

Interior of the Car - US - 2023

DIY Auto Maintenance - US - 2023

Vehicle Financing - US - 2023

CPO and Used Vehicles - US - 2023

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