



June 2018

Smart Homes - US

Smart home hardware can be divided into two categories, those that provide convenience (eg thermostats, pet feeders, smart lighting, cleaning robots) and those that provide security (eg alarm systems, smoke and leak detectors). Both segments carry interest in ownership among the majority of the US population, and both are also ...

Social Media in Foodservice - US

"More than half of consumers have seen restaurant content on social media in the past year, reflecting the impact social media has in the foodservice space. Social media experiences in restaurants generally drive a positive association among consumers and create memorable moments, but social media isn't a one-size-fits-all strategy. Every ...

May 2018

Mobile Network Providers - US

Wireless service marketing is challenging given that penetration is virtually universal and that the majority of subscribers are not interested in changing service. With limited opportunities for adding new subscribers and difficulty in poaching existing ones, focusing on increasing average revenue per user (ARPU) through new features is likely to ...

Attitudes toward Gaming - US

"While video games may serve the simple purpose of casual entertainment for most, a smaller share of dedicated gamers care a great deal about what they play. The casual nature of mobile gaming can appeal to a wider net of people, but console and computer gamers will drive trends and ...

Online Shopping - US

"While purchases made online comprise a small portion of total retail sales, e-commerce continues to grow at staggering rates with no end in sight. Even many retailers that are struggling overall report their e-commerce business as a bright spot. Consumers value the convenience and (often) favorable prices digital shopping brings ...

April 2018

Social Media Trends - US

This Report covers trends in social media, inclusive of which services carry the greatest engagement with users and the types of content shared and consumed, including influencer marketing, ads, and coupons. Other topics explored in the Report include the use of social media for product research and discovery, and the ...

Consumers and the Economic Outlook - US

"The US economy weathered the political tumult of 2017 with surprising vigor, as most major economic indicators fared increasingly better throughout the year. The nation's GDP (gross domestic product) has been on the rise for 17 consecutive quarters, and consumer confidence has been marching forward at record levels, while unemployment ...