



October 2019

Shopping Malls - US

"The market for malls and mall retailers has seen stagnation and decline over the last decade and can expect to see these trends continue as the current oversupply of mall retail space in the US shrinks to meet actual demand. To counter this, malls are increasingly turning to nonretail uses ...

August 2019

Sporting Goods Retail - US

"People are buying sporting goods. They're also prioritizing their health to a greater degree, which means more exercising and participation in sports and fitness; this should fuel demand for sporting goods in the future. However, more often than not, people are buying sporting goods at places other than stores that ...

Digital Advertising - US

"Digital advertising is a \$125 billion industry and is estimated to account for more than half of total advertising spending following robust growth across all segments including banner, video and search. Growth is expected to continue, albeit at a slightly slower rate than in years past, indicating that the digital ...

Loyalty Programs - US

"Loyalty program membership continues to grow, even as many programs struggle to keep current members actively participating. With so much competing for their attention, consumers have no patience for programs that are complex, confusing or time-consuming. Yet, well-executed loyalty programs can be a powerful tool to drive customer engagement and ...

July 2019

Winter Holiday Shopping - US

"US retail sales in November and December are predicted to reach \$787 billion in 2019, up nearly \$20

Women's Clothing - US

"Most women are buying clothes and many do so frequently. With numerous options of where and how to shop, retailers are pressured to evaluate their assortments and, just as importantly, the way they engage with shoppers. More diverse and independent women shopping the category means more preferences and behaviors retailers ...

Teen Fashion - US

"For fashion retailers, appealing to the ever-changing teen market is challenging. Teenage consumers are savvy, trendy, and price conscious. They have high expectations of apparel brands and are looking for a variety of styles and sizes, as well as relevant and poignant brand messaging. However, as teens are shopping with ...

Consumers and the Economic Outlook Q3: A Look at Both Sides - US



Retailing and Apparel - USA



billion, or 2.3% over 2018. Macroeconomic factors at the time of writing paint a positive picture for the coming months, as does the fact that 84% of shoppers say they intend ...

"A lot of coverage has been given to the growing divide between political views in the US. While there may be cultural and moral differences that cause fundamental shifts in beliefs, some underlying concerns, specifically financial ones, are more similar than different. However, if a consumer's personal belief system aligns ...