

July 2022

Gender Identity and Expression - US

“Traditional gender roles continue to influence social expectations and norms. Younger generations and LGBTQ+ people are more likely to recognize and feel limited by these outdated but enduring stereotypes. As gender expansive identities and expressions grow in prominence, consumers will increasingly look to brands to eliminate traditional gender roles and ...

June 2022

The Sustainable Consumer - US

“Despite a growing need for more sustainable behaviors, US consumers continue to be minimally engaged with living a sustainable lifestyle. Consumers perceive sustainable living to be challenging and often confusion. Brands need to work to better educate consumers on various sustainability concepts in hopes of bridging their knowledge gaps and ...

April 2022

Diversity, Equity and Inclusion - US

“In the past year, more brands and companies have turned their attentions to improving their diversity, equity and inclusion both internally and externally. Although consumers are noticing these efforts and seeing certain positive effects, the majority feel there is still a long way to go make workplaces, media and branding ...