

November 2021

Cooking in America - US

"Brands in the at-home food space are well positioned as the conditions surrounding the pandemic have led to an increased reliance on meals made at home. Currently, safety concerns around eating out combined with rising inflation are keeping consumers in their own kitchens. Fortunately for brands, this time spent cooking ...

October 2021

Urban, Rural and Suburban Lifestyles - US

"Urban, suburban and rural consumers already had different desires and challenges heading into the pandemic; COVID-19 has upended life in many ways for each group. As the country enters deeper into the vaccine phase of the pandemic, brands should be paying attention not only to how COVID-19 has left its ...

Upcoming Reports

Families and Technology - US - 2021

The Evolution of Technology in Consumers' Lives - US - 2021

Marketing to Adults Without Kids - US - 2021

Lifestyles of First Time Parents - US - 2021