



June 2021

Recreational and Specialty Vehicles - US

“Lifestyle changes caused by the pandemic resulted in increased interest in recreational and specialty vehicles. As COVID-19 becomes less of a threat, brands look to continue to capitalize on the heightened demand. Barriers such as ownership costs, lifestyle compatibility and safety concerns will hinder widespread interest. Moving forward, the category ...

March 2021

Luxury Vehicles - US

“Luxury automotive has undergone an evolution over the past few years. What was once a pinnacle of older class and style, now caters to a younger consumer base seeking sustainable, tech-forward and stylish vehicles. That said, luxury vehicles still have a serious issue in terms of perceived value and will ...

Vehicle Financing - US

“Vehicle financing was already stressful prior to the pandemic; the added layers of high unemployment rates and increasing financial concerns have amplified consumers’ feelings of confusion and being overwhelmed by the process. However, through the advent of emerging technology and an industry-wide shift to offer more digital customer experiences, financial ...

Consumers and the Economic Outlook - US

“Despite COVID-19 putting a dent in consumers’ finances and morale, many still remain hopeful on their financial situation going forward. A recovering US economy, rallied by the availability of a vaccine, has instilled optimism in many consumers during tumultuous times. In spite of that, how well this recovery can be ...

February 2021

Role of Transportation - US

“The role of transportation in consumers’ lives is always evolving. Consumers currently favor their personal vehicles out of fear of contracting COVID-19, underscoring their emotional need to feel safe and clean when deciding how to get around. On the other hand, alternate transportation providers’ ridership and usage rates have generally ...



**Automotive -
USA**



Upcoming Reports

**Alternative Transportation - US -
2021**

DIY Auto Maintenance - US - 2021

**Car Purchasing Process - US -
2021**

Tires - US - 2021

Interior of the Car - US - 2021

CPO and Used Vehicles - US - 2021