



## September 2015

### Watches and Jewelry - US

"While jewelry comprises the vast majority of purchases, watches should gain momentum as consumers' interest in smartwatches builds. Fine jewelry has a slight edge over fashion/costume jewelry, and diamonds and gold continue to be favored. Although watches and jewelry preferences are highly personal, a focus on gifting should be ...

## August 2015

### Winter Holiday Shopping - US

"Retailers have their work cut out for them during the 2015 winter holiday season given that 2014 was touted as one of the strongest in recent years. However, positive economic factors like higher consumer confidence, lower gas prices, and an improving job market signal that competing over 2014 is attainable ...

## July 2015

### Mobile Advertising and Shopping - US

With rapid adoption of smartphones and tablets, mobile ad sales and mobile shopping are both seeing dramatic growth: Mobile ad sales grew 76% in 2014 and 41% in 2015. Mobile shopping sales grew 57% in 2014 and 32% in 2015.

### Home Linens - US

"Opportunities exist in the home linens category for brands to emphasize product innovations, such as linens that prevent bed bugs or that improve sleep, as well as focusing on quality in order to attract consumers. Brands can also market toward younger consumers aged 18-44, who are in need of a ...

### Retailer Loyalty Programs - US

"While loyalty memberships for retail are likely to increase through 2018, many consumers are beginning to feel fatigue from the sheer number of loyalty accounts they have. For market segments experiencing growth, digital and multichannel engagement has become key to ensuring that loyalty promotions remain relevant. Struggling segments need to ...