

### December 2022

#### Attitudes toward Nonprofits - US

"The relationship between brands and nonprofits continues to strengthen as consumers seek out brands with ethical missions. Consumers are aware of the significant need that exists, but inflation and economic uncertainty is leaving them with a smaller pool of funds to donate. While brands often are forced to prove their ...

#### America's Pet Owners - US

"The majority of Americans have pets and are committed to providing the best for their companions, even in the face of sharp price increases across pet products and services. The human market continues to influence trends in pet care including a focus on mental health, holistic wellness and premium experiences ...

### November 2022

#### Healthy Lifestyles - US

"Consumers are embracing holistic health, prioritizing actions that address both their mental and physical health needs. Healthy lifestyle behaviors traditionally reserved for physical benefits are now being used to boost mental health, underscoring the recognition that health is interconnected.

### October 2022

#### Marketing to Moms - US

"Most moms put the needs of others before their own. This presents opportunities for brands to encourage moms to take moments for themselves and practice self-care so they can be at their best for their families. More can be done to encourage dads to take on a greater share of ...

#### Cooking in America - US

"While the number of home cooks is higher than it's been in recent years, interest in cooking has hit a low. Consumers emerged from pandemic restriction enthusiastic about dining out. However, 2022 quickly ushered in a new limitation: inflation, which is forcing many back into the kitchen for cost savings ...