

August 2022

Electric & Hybrid Cars - US

“As automakers across the globe continue to commit to the development and production of electric and hybrid vehicles, consumers are becoming increasingly interested in purchasing these vehicles. Barriers related to perceptions and availability will continue to impact consumers, making it important for auto brands and retailers to demonstrate the value ...

Consumers and the Economic Outlook - US

“Consumers are in for a rough time over the course of this year and early 2023. Inflation is at a 40-year peak, with economists not expecting to see it cool down back to the 2% target for the near future. Combined with sharply rising rates and imbalanced supply and demand ...

July 2022

Multicultural Young Adults & Sustainability - US

“While sustainability is viewed as important by the majority of multicultural young adults, it is not top priority, playing second fiddle (or sixth fiddle) to more pressing concerns, such as personal health and finance. Entities looking to boost sustainability efforts must lean into the personal benefit to be had from ...

June 2022

Sustainability and Travel - US

“The climate emergency is not lost on travelers, even as they intend to travel in greater numbers. They want travel providers to be more sustainable so that they can travel with a clear conscience and not create undue harm to the planet. This undertaking involves more than sustainable practices; it ...

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 ...

February 2022

Circular Shopping: Resale and Rentals - US

“Consumers’ shifting sense of ownership, increased focus on value, and desire to behave more sustainably are contributing to the rise of circular shopping. While there are barriers and challenges to overcome, secondhand shopping, rentals, and resale of personal items will become more adopted by both consumers and brands in the ...

January 2022

Consumers and the Economic Outlook - US

“Despite yet another COVID-19 variant, the US economy ended 2021 in good shape, with rising consumer confidence and unemployment rates that fell to a pandemic-era low. Alongside the strong economic gains, consumers’ financial situations also continued to improve, with most remaining optimistic about their finances going into 2022. As the ...

Upcoming Reports

Alternate Transportation - US - 2022

Sustainability and Online Shopping - US - 2022

The Natural Household Consumer - US - 2022

Clean and Conscious Beauty - US - 2022

The Holistic Beauty Consumer - US - 2022