

### March 2022

#### Sports Merchandising - US

“US spending on sports merchandise accounts for nearly a quarter of the entire global market. Sports fandom is pervasive and the US hosts a majority of the world’s top sports leagues, making it ripe for merchandising. Purchasing appears poised to remain strong going forward while the industry struggles to meet ...

#### Diversity in Gaming - US

“Overall, gamers feel that representation and diversity is a positive force. For brands, this also represents an opportunity to give players what they want and gain goodwill, as inclusivity only seems to increase players’ likelihood to purchase games if done in a respectful and authentic manner.”

– **Brian Benway ...**

### February 2022

#### Fighting Sports - US

“Fighting sports have several reasons for optimism. Its fandom appeals strongly to certain demographics often sought out by brands – namely Gen Z and multicultural consumers. Boxing and MMA are growing and create destination events for fans. Combat sports are open to new types of partnerships and sponsorships across a ...

#### Gaming Trends: 2022 - US

“The gaming industry continues to grow even as COVID-19 variants shut down major industry events and hardware shortages limit stock in stores. Gamers themselves remain interested as both players and as viewers, motivated by their desire to see gaming crossover with other forms of entertainment.”

– **Brian Benway, Gaming ...**

### January 2022

#### Sponsorships & Sports Marketing - US

“Sports sponsorship opportunities remain in high demand from brands and advertisers. Sports fans present a massive audience of deeply engaged consumers, well suited for brand integration and marketing. Sports sponsorships will continue to utilize star players, ethical and charitable components and reach fans across a variety of mediums in the ...

#### 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 ...