



### December 2018

#### The Amazon Effect - US

Amazon is the world's second largest retailer behind Walmart, with \$120 billion in US sales in 2017, up 71% in two years' time. This one company accounts for approximately 40% of total US ecommerce sales. Its membership program, Amazon Prime, surpassed the 100 million member mark globally this year, and ...

#### Wearable Technology - US

"Although some segments of the market are more mature, it's still early days for most wearables. Features and standards are evolving, companies are still jostling for position, and consumers seeking to buy are finding it difficult to get all the features they want in a single device at an affordable ...

### November 2018

#### Digital Video - US

"As new players enter the streaming market and established names invest in unique consumer experiences, digital video platforms are staking their claim in a crowded media landscape. The domination of a few key players and increasing consumer interest have bolstered revenue, but made it difficult for new entrants to convince ...

#### Pay TV - US

"Television is an essential element of nearly all US homes. The pay TV industry is going through a period of rapid change, with traditional cable and satellite companies now competing for market share against a host of new streaming contenders. During this transformation, corporations and consumers alike have been struggling ...

### October 2018

#### Consumers and the Economic Outlook - US

"The economy continues its slow and steady recovery, though economists are hesitant to say that it has officially recovered. While some consumers may be watching economic indicators, many are not, and even those who are may not see the direct effects on their daily lives. Overall, if consumers were already ...

#### Streaming Audio - US

"The competitive landscape for streaming audio is fairly level in terms of service offerings, but a few standouts have dominated through partnerships with other services and easy access to extensive libraries. Paid streaming apps likely find that their biggest competition is the free version they offer – finding ways to ...

### September 2018

#### Consumer Attitudes toward Fintech - US

"Financial technology has undergone a radical transformation in the past decade. In response to the growth in online banking and smartphone ownership, financial brands have come up with new, innovative technologies that make the consumer's financial experience faster and more secure."

**- Jennifer White Boehm, Associate Director - Financial Services**

#### Digital Trends (Hardware) - US

"In the modern tech market, efficient devices are expected and consumers are increasingly looking for connection between devices to contribute to a cohesive experience. Hesitation toward new, unproven technology has hindered growth in emerging categories, but advancements in displays and voice assistance have increased demand for upgrades on products that ...



**August 2018**

**Online Grocery Shopping - US**

"Despite doubling from 2013-18, online grocery sales in the US remain a small proportion of total grocery sales and an even smaller proportion of total eCommerce. Unlike other major product categories, adoption of online shopping in this sector has been slow, namely due to consumers' strong preference to shop in-store ...

**Digital Advertising - US**

"Sales of desktop and mobile banner and video ads have grown dramatically over the years, rising from \$10.7 billion in 2013 to \$39.3 billion in 2017. However, 2018 is the last year in which sales growth is expected to remain around or exceed 20%. This is likely because ...

**July 2018**

**The Magazine Reader - US**

"The plight of print publications in the 21st century has been much publicized, and remains ongoing. Total print and digital copies sold fell from 2010-17, and as a result, ad sales have fallen. However, there remain bright spots for the industry, including the successful emergence of digital brands that offer ...

**Consumers and the Economic Outlook - US**

"Consumers remain confident in their financial health and anticipate little change in the coming year, resulting in stable patterns of financial opinions and behaviors. Consumers hope to save for the future while also maintaining spending levels that accommodate their current lifestyle. This Report looks at the role credit score plays ...

**June 2018**

**Smart Homes - US**

Smart home hardware can be divided into two categories, those that provide convenience (eg thermostats, pet feeders, smart lighting, cleaning robots) and those that provide security (eg alarm systems, smoke and leak detectors). Both segments carry interest in ownership among the majority of the US population, and both are also ...

**Attitudes toward Gaming - US**

"While video games may serve the simple purpose of casual entertainment for most, a smaller share of dedicated gamers care a great deal about what they play. The casual nature of mobile gaming can appeal to a wider net of people, but console and computer gamers will drive trends and ...

**Social Media in Foodservice - US**

"More than half of consumers have seen restaurant content on social media in the past year, reflecting the impact social media has in the foodservice space. Social media experiences in restaurants generally drive a positive association among consumers and create memorable moments, but social media isn't a one-size-fits-all strategy. Every ...

**May 2018**

**Mobile Network Providers - US**

**Online Shopping - US**



Wireless service marketing is challenging given that penetration is virtually universal and that the majority of subscribers are not interested in changing service. With limited opportunities for adding new subscribers and difficulty in poaching existing ones, focusing on increasing average revenue per user (ARPU) through new features is likely to ...

"While purchases made online comprise a small portion of total retail sales, e-commerce continues to grow at staggering rates with no end in sight. Even many retailers that are struggling overall report their e-commerce business as a bright spot. Consumers value the convenience and (often) favorable prices digital shopping brings ...

### April 2018

#### Social Media Trends - US

This Report covers trends in social media, inclusive of which services carry the greatest engagement with users and the types of content shared and consumed, including influencer marketing, ads, and coupons. Other topics explored in the Report include the use of social media for product research and discovery, and the ...

#### Consumers and the Economic Outlook - US

"The US economy weathered the political tumult of 2017 with surprising vigor, as most major economic indicators fared increasingly better throughout the year. The nation's GDP (gross domestic product) has been on the rise for 17 consecutive quarters, and consumer confidence has been marching forward at record levels, while unemployment ...

### March 2018

#### Digital Trends (Consumer) - US

With ever expanding means of accessing the internet, ranging from skills on smart speakers to television apps to podcasts, brands face an increasingly daunting task of determining the best points of contact; adding to the difficulty of this task is the finding that the same demographic groups run above average ...

### January 2018

#### Consumers and the Economic Outlook - US

"Economic improvement continued at a relatively steady clip as a new presidential administration took office at the beginning of the year. While there have been natural catastrophes and tragedies throughout the US, the economy has generally remained stable and any expert predictions continue to be optimistic."

- Jennifer White Boehm, Associate ...

#### Television Advertising - US

"Many online adults viewed a commercial via linear television in the last week, and these ads continue to have a powerful influence; the majority of viewers for every category surveyed have had some positive responses to commercials, including the desire to learn about new products and gain new insight into ...