

June 2022

Marketing to Gen Z - US

“Whether they are teenagers or young adults, Gen Z are in a transitory phase in their lives, as even the adult members of this generation are not yet fully financially independent of their parents. While also having to deal with the struggles traditionally associated with coming of age, Gen Z ...

Kids' Impact on Household Decisions - US

“These are truly unprecedented times for parents, as they do not have the ability to turn to older friends or relatives for advice about what to do in the face of such uncertainty. Parents are coming away from the pandemic carrying more emotional weight, as their concerns about the negative ...

May 2022

Marketing to Middle and High Income Americans - US

“Middle and High Income Americans expect the best of both worlds as they value high quality products and services offered at reasonable prices. To appeal to Middle and High Income Americans, brands must prove that they are worth the price by offering extra-attentive services both on and offline. In addition ...

April 2022

In-home Lifestyles - US

“The mentality of having a home base epitomized life at home throughout the pandemic, and consumers embraced gratitude for everything their abodes allowed them to accomplish. Brand support has been critical to helping consumers embrace life by bringing a variety of comforts directly into the home. Economic uncertainty will keep ...

Women's Wellness - US

“The COVID-19 pandemic intensified the spotlight on health and wellness, with women’s wellness being no exception. An aging population provides opportunity for brands to cater to the needs of older shoppers, looking beyond pregnancy to include the menopausal journey and other age-related issues.”

- Jennifer White Boehm, Director - US BPCH ...

Teen Lifestyles - US

“Teenagers are currently in a formative period of their lives. During these years of adolescence, teens not only face academic and social pressures but are also working to carve out their own identities and figure out their place in the world. For many, the uncertainty and social restrictions of the ...