



September 2013

Baby Durables - US

“There are many factors impacting the market for baby durables. The rising birthrate in the U.S. and shifting parent and family dynamics are likely to affect purchasing in this category. Most parents are likely to buy new items when purchasing baby durables; however there is a notable interest in ...

August 2013

Retailer Loyalty Programs - US

“While consumers increasingly expect a personalized retailer experience, they are also worried about privacy and the use of their personal information. Transparency in data collection and usage is critical to building trust. Convincing them that data collected by retailers is being used to enhance the consumers’ program experience may go ...

Dollar and Discount Store Retailing - US

“While dollar and discount stores benefited from increased consumer traffic and a new shopper base as a result of the recession, these channels will have to work hard to retain these shoppers as the economy improves. Everyday essentials are key to dollar stores’ strength, while affordable fashion will help discount ...

July 2013

Holiday Shopping - US

“Christmas, Hanukkah, and Kwanzaa sales represent 73% of total holiday expenditures. Mass merchandisers and department stores are the retail channels most frequently used for holiday purchases, particularly among blacks and Hispanics. Layaway payment options are experiencing a surge in popularity for these groups, as well as for Millennials. Millennial shoppers ...

Men's and Women's Workwear - US

“Changing workplace dynamics have caused a shift in the market for traditional workwear. No longer is formal attire required in many offices and dress codes are becoming less common. Casual wear is not only acceptable, but has become the norm in many workplaces, resulting in decreased demand for traditional business ...