

December 2012

Marketing to Baby Boomers - US

“Boomers face a host of financial challenges as they near retirement, which these may cause them to postpone as they build up funds. Boomers are using their resources to care for aging parents and adult children. Increases in human longevity necessitate greater funds to prevent outliving resources while increases in ...

November 2012

Marketing to Teens - US

“Expecting to catch any significant volume of time from a teen is unrealistic as they bounce between media, and as a result companies that recognize and embrace the transient nature of teens’ attention will be best placed to engage with this audience. However, at the same time, an environment of ...

Diet Trends - US

“The diet industry is expected to do well in light of the current obesity epidemic. However, with sales of certain products down, consumers are turning to products that provide long-term wellness solutions rather than a quick fix. Diet brands poised to help consumers make lifestyle changes will be effective.”

The Golf Consumer - US

Participation in golf has been steadily declining since its peak in 2003. While the economic recession foots some of the blame, the fact that annual rounds had been declining prior to the downturn indicates a loss of interest in the sport itself. As with most leisure activities, a lack of ...

October 2012

Exercise Trends - US

“The recession caused many Americans to reevaluate how they were spending their money. One of the things to be cut was usually gym memberships or workout plans. Consumers adopted ways to save money on fitness and have carried these practices through into recovery. Additionally, consumers continue to seek new and ...

Marketing to Kids - US

“The primary concern for any marketer targeting kids is that they do not inadvertently offend parents or children’s advocacy groups with cleverly designed campaigns that may be deemed ‘too effective’ or exploitative of impressionable kids—particularly for products that are not seen as beneficial for kids. Aside from this key issue ...

Cooking Enthusiasts - US

“Cooking at home is an activity that many Americans have accepted as a part of their weekly routines. However, despite being interested in taking an experimental approach to cooking, most are likely to



Lifestyles - USA

stick to what they know. The key to increasing overall enthusiasm for cooking is likely to lie ...