

**June 2021****The Other Major Sports: Golf, Tennis & Auto Racing - US**

“Golf, tennis and auto racing may not be the top sports in the US, but they all nonetheless command significant consumer and brand attention. While COVID-19 wreaked havoc across the sports world, the other major sports all experienced reasons for optimism since the onset of the pandemic. Increases in consumer ...

**May 2021****eSports - US**

“In the face of setbacks brought on by the COVID-19 pandemic, esports managed to continue growing its audience by emphasizing online events, tapping into professional players streaming outside of competitions and piggybacking off the success of the overall gaming industry in 2020. In-person events might face an uphill battle, but ...

**April 2021****Global Sporting Events - US**

“Global sporting events attract consumer and brand attention both in the US and across the globe. The Olympics and FIFA World Cup are not just the two most prominent global sporting events but the two biggest sporting events in the world. These events are limited in duration, which captures consumer ...

**Console Gaming: Spotlight on the Next Generation - US**

“2020 was a banner year for console gaming. Nintendo Switches flew out of stores as console players sought a more relaxing escape from the pandemic, while the launches of the PS5 and Xbox Series X/S ignited interest among established console players. Console brands will build on this momentum in ...