



May 2023

Role of Transportation - US

“Current economic and automotive market conditions have presented some challenges for car ownership, driving some consumers to turn to alternate means of transportation. As consumers return to pre-pandemic activities, alternate methods of transportation will continue to play a valuable role, but will won’t replace the benefits of personal vehicle ownership ...

April 2023

Marketing Auto to Gen Z & Millennials - US

“Current economic influences and automotive market conditions have increased barriers for Gen Z and Millennials looking to purchase a new or used vehicle. Moving forward, it will be critical for auto brands and retailers to understand the varying needs across younger generations as well as the physical and digital touchpoints ...

March 2023

Luxury Cars - US

“Despite economic challenges and overall conditions in the automotive market, consumers still crave self-indulgence and see luxury brands as a reward for their hard work and something they deserve, and they are drawn to them by their desire for finer things. As luxury brands continue to both introduce all-electric offerings ...

February 2023

Consumers and the Economic Outlook - US

"Cooling inflation and a solid labor market are likely the direct contributors to consumers’ positive outlook entering the new year. With further rate hikes and unemployment projected to rise, revisiting these sentiments six months from now – which is when experts project the US to enter a mild recession – ...



**Automotive -
USA**



Upcoming Reports

Interior of the Car - US - 2023

DIY Auto Maintenance - US - 2023

**Electric and Hybrid Vehicles - US -
2023**

**Car Purchasing Process - US -
2023**

Vehicle Financing - US - 2023

CPO and Used Vehicles - US - 2023

**Consumers and the Economic
Outlook - US - Summer 2023**