



March 2006

DIY Retailing - US

The home improvement channel continues to show growth despite wider economic slowdown. Sales have been propelled by strong home sales, "do it yourself" television programming, aggressive marketing by home centers, and continued prioritization of investing in home living spaces on behalf of consumers in the U.S.

Hispanic Shopping and Spending Patterns - US

The population of the United States is increasingly racially and ethnically diverse. The relative sizes of different racial and ethnic groups are also changing, with certain groups growing at faster rates than others. To succeed in this shifting environment, businesses need to understand the demographics and cultures of these different ...

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Office Supplies - US

The office supply market is fragmented, with large chains, discount clubs, independent stores, supermarkets, drug stores, and other outlets fighting for market share. Staples, Office Depot, and OfficeMax, the three largest office supply chains, compete against discount clubs (such as Sam's Club) for the budgets of both consumers and small ...

Plus Size, Petite and Maternity Wear - US

The plus-size, petite and maternity wear market reached \$42 billion in 2005, and accounted for 54% of the total women's clothing market. Since 2000, this market experienced a 12% increase in current dollars, and outpaced the growth in total women's clothing market by 10%.

Jeans - US

An estimated 450 million pairs of jeans are purchased every year, making them a staple of the American wardrobe. Indeed, jeans are the most widely produced piece of apparel in the U.S. Jeans have long been a cyclical market being driven in the main by factors such as employment ...