

January 2017

Lifestyles of Affluent and High Net Worth Consumers - US

US Affluent and HNWIs, with their large amount of income-producing assets, are important to lifestyle brands, particularly those offering value-added products and services. With higher-than-average household incomes, they command a significant amount of purchasing power across a variety of areas, from in-home food to household care to leisure and travel ...

December 2016

The Affluent and High Net Worth Premium Brand and Luxury Consumer - US

"Affluent and High Net Worth Individuals (HNWIs) are key consumers of luxury brands. However, these wealthy individuals are less likely to be swayed by luxury brands' marketing strategies, as they skew older, male, and retired – demographics that tend to be less engaged with consumption and fashion trends. Younger Affluent ...

November 2016

Cooking Enthusiasts - US

"In 2016, 45% of Americans aged 18+ are considered Cooking Enthusiasts – or adults who cook from scratch multiple times a week, enjoy the cooking process, have skills in the kitchen, and cook because they want to rather than because they have to. Due to factors such as the lower ...

October 2016

Attitudes toward Charities and Non-profits - US

"Giving to charities and non-profit organizations reached a historic high in 2015. Individuals account for the largest portion of donors, followed by foundation. Financial support is estimated to grow slightly from 2015-16, though declines in volunteerism may prompt

organizations to promote the importance of giving back to organizations in a ...

September 2016

Diet Trends - US

"The market for diet products has faced slight declines since 2011. As what consumers consider "healthy" continues to evolve, diet products have struggled to keep up with changing preferences. Packaged and processed foods continue to fall out of favor, shrinking the opportunity for diet foods but opening up new possibilities ...

Marketing to Moms - US

"Moms today are having their first child later in life and are choosing to have smaller families. Increasing childcare costs and limited benefits for working moms (such as paid maternity leave), are leading more moms to consider staying at home. Ultimately, moms today are proud of their parenting decisions and ...

August 2016

America's Pet Owners - US

"In 2016 the market for pet products and services is an estimated \$67.5 billion, an increase of 4.3% over the previous year. A majority of households own at least one pet (59%) and as the economy improves, households are more likely to take on the expense and commitment ...

July 2016

Marketing to Sports Fans - US

"Professional football leads the pack as the most popular American sport, followed by baseball and basketball. Avid Fans often follow all three (or more) traditional sports and keep up with their favorite teams by watching sports news, reading articles online, and even scanning the local paper. Whichever channel fans choose ...

Marketing to Baby Boomers - US

Baby Boomers are aged 52-70 and are making the transition from parents to grandparents and from full-time employment to full-time retirement. Although Baby Boomers have entered the second half of their lives, they don't necessarily feel "old" and want to continue to have exciting, active, and fulfilling lives.

June 2016

Marketing to Generation X - US

Generation X is often overlooked, bookended by larger generational groups on either side (Baby Boomers and Millennials). However, in the middle stages of their life, Gen Xers are facing their own unique challenges. They are fighting a financial war on two fronts – paying off debt, and saving for the ...

May 2016

Marketing to Millennials - US

"Although this generational group spans nearly two decades, making it hard to understand what a "typical" Millennial looks like, hallmarks of this group include their support of social change, and changing family dynamics; their penchant for selective spending in which they will scrimp in some areas only to splurge on ...

April 2016

American Lifestyles: Balance or Bust - US

"Even though an improved economy has left Americans with a little extra money in their pockets, some are still struggling to find a balanced approach to spending. In an attempt to spend prudently while still enjoying whatever extra they have, consumers are meeting their financial obligations by saving and paying ...

Marketing to the iGeneration - US

"Until recently, the iGeneration has been largely overshadowed by the preceding generation: Millennials. As iGens begin to edge Millennials out of the key 18-34 demographic, marketers need to pay closer attention to this generation's priorities and how their behavior differs from the dominant Millennials."

- **Fiona O'Donnell, Category Manager - Multicultural ...**

March 2016

Kids as Influencers - US

"35 million US households include children younger than 18. The majority are headed by a married couple. Parenting trends allow for kids to have significant influence on household decisions – including purchases for the child individually as well as those for the whole family."

January 2016

The Arts and Crafts Consumer - US

"Crafting is a popular activity for US adults, with more than half participating in at least one type of craft in the past year. The market is steadily gaining, with an increase in store visits for major craft retailers and the development of social commerce on popular sites such as ...