

June 2022

The Sustainable Consumer - US

“Despite a growing need for more sustainable behaviors, US consumers continue to be minimally engaged with living a sustainable lifestyle. Consumers perceive sustainable living to be challenging and often confusion. Brands need to work to better educate consumers on various sustainability concepts in hopes of bridging their knowledge gaps and ...

April 2022

Diversity, Equity and Inclusion - US

“In the past year, more brands and companies have turned their attentions to improving their diversity, equity and inclusion both internally and externally. Although consumers are noticing these efforts and seeing certain positive effects, the majority feel there is still a long way to go make workplaces, media and branding ...

March 2022

Understanding LGBTQ+ Communities - US

“As more Americans identify as LGBTQ+ due to widespread awareness and acceptance, brands must invest in growing their knowledge and understanding of this population and its sub-communities. Today many LGBTQ+ marketing efforts are considered pandering, misrepresentative or hypocritical. Brands looking to target this population should explore the ways they can ...

American Values - US

“The past two years have been marked by uncertainty, social tension and political division for Americans. This unprecedented period of time in US history has affected Americans’ outlook on the country, their fellow Americans and their own personal American values. As the country begins to recover from the COVID-19 pandemic ...

February 2022

Trendsetters and Early Adopters - US

“Trendsetters and Early Adopters are keen to stay ahead of the curve. To connect with these segments, brands must make sure to maintain and enhance this feeling. As these consumers are inherently drawn to being first, incorporating “insider” programs, limited releases and

Americans' Social Circles - US

“The COVID-19 pandemic and the growing presence of virtual spaces are changing the way consumers think about and pursue new friendships. As people navigate the new landscape of social life, they continue to struggle with the challenges of meeting new people and



Culture and Identity - USA

exclusive pre-release events into campaigns would catch their ...

forging new friendships. Brands have the opportunity to ...

January 2022

Consumers and the Economic Outlook - US

“Despite yet another COVID-19 variant, the US economy ended 2021 in good shape, with rising consumer confidence and unemployment rates that fell to a pandemic-era low. Alongside the strong economic gains, consumers’ financial situations also continued to improve, with most remaining optimistic about their finances going into 2022. As the ...

Upcoming Reports

Appealing to Introverts and Extroverts - US - 2022

Evolving Role of Activism - US - 2022

American Lifestyles - US - 2022

Gender Identity and Expression - US - 2022

American Workforce - US - 2022

A Divided America - US - 2022

Consumers and the Economic Outlook - US - Summer 2022