

December 2022

Evolving Role of Activism - US

"As the role of social activism in society today continues to evolve, brands must remain informed on who Socially Active consumers are, what causes they support and what they expect from socially active brands. Making up 66% of the population, Socially Active consumers already involve brands in their social advocacy ...

November 2022

The American Workforce - US

"There's a false sense that the ball is in the workers' court. Record low unemployment, job switching that's led to salary increases and unprecedented work flexibility provides a sense of empowerment that leaves the majority of workers happy with work/life balance. However, inflation has led to a decline in ...

October 2022

A Divided America - US

"Americans remain concerned about the national division currently splitting the US across social, political and economic issues. Most are skeptical that the country will be able to find common ground and unite. Because of their lost faith in political leaders, many consumers are looking to brands and companies to help ...

September 2022

American Lifestyles - US

"As prices continue to rise and economic uncertainty continues, financial concerns are widespread among US consumers. Not all consumers consider themselves financially struggling at this time, but many are already adjusting their shopping behaviors regardless of their level of financial comfort. To support struggling and concerned consumers, brands need to ...

August 2022

Consumers and the Economic Outlook - US

“Consumers are in for a rough time over the course of this year and early 2023. Inflation is at a 40-year peak, with economists not expecting to see it cool down back to the 2% target for the near future. Combined with sharply rising rates and imbalanced supply and demand ...

July 2022

Gender Identity and Expression - US

“Traditional gender roles continue to influence social expectations and norms. Younger generations and LGBTQ+ people are more likely to recognize and feel limited by these outdated but enduring stereotypes. As gender expansive identities and expressions grow in prominence, consumers will increasingly look to brands to eliminate traditional gender roles and ...

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

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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 exclusive pre-release events into campaigns would catch their

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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

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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 ...

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 forging new friendships. Brands have the opportunity to

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