

November 2015

Cooking Enthusiasts - US

"Although the share of Cooking Enthusiasts is stable in 2015 versus 2014, the drop from 2013 indicates a longer-term trend which is also reflected in slight declines in the proportion of people who say they cook three or more times per week."

Health and Fitness Clubs - US

"Health club revenues have increased substantially since 2010, and due to a general consumer focus on health and wellness, revenues are projected to continue in an upward trend into 2020.

This report will illustrate the qualities consumers seek from health and fitness clubs. Readers will gain a sense of what ...

Movie Theaters - US

"While the slow and stable growth of movie theaters marks a mature industry, studios and theater operators anticipate 2015 to be one of the biggest revenue generating years on record. Theaters have managed to continue generating profits by enhancing the experiential aspects of movie-going, despite competitive threats coming from a ...

October 2015

Streaming Media: Music - US

"Streaming music services have become a principle means of listening to music, now accounting for roughly one in three hours spent with music. The titans of tech, including Apple, Amazon, and Google compete in this space, yet pure-play services such as Pandora and Spotify continue to perform well, with Pandora ...

Cruises - US

"Recent growth in the North American cruise market has come primarily from increased frequency of cruising by core cruising consumers, who are largely affluent and 55+, rather than by growing the number of cruisers. The industry needs to attract the new and younger cruisers who could ensure future demand keeps ...

August 2015

Marketing to Sports Fans - US

"Technology has impacted sports by changing the way fans follow their favorite teams and as digital marketing takes precedence. Modern fans expect to be targeted online and will increasingly expect leagues to offer a seamless experience across various devices and platforms."

Leisure Time - US

Leisure expenditures are expected to grow at nearly the same rate as overall US expenditures through 2020 as confidence remains high and as consumers become more experience oriented; however, several demographic and lifestyle shifts are expected to alter perceptions of leisure time and change consumer behavior. As the traditional 9-5 ...

June 2015

Attitudes toward Gaming - US

The video game market is poised for impressive growth as the younger generations become adults and gain increased spending power. The major challenge for many gaming brands moving forward will be in meeting the diverse needs of their target audiences and maintaining engagement among new and even more diverse generations ...

May 2015

Theme Parks - US

Most theme parks have benefited from increased attendance and guest spending in the past few years, driven in part by a healthy economy and consumers' desire to spend in experiential categories. Industry leaders drive attendance by regularly unveiling new attractions, many of which are based on popular movies and TV ...

March 2015

Grilling and Barbecuing - US

"Grill companies need to put the 'fun' in functional. Most consumers see grills as cooking tools akin to kitchen appliances, but they do not always think grills are worth the cost. Companies that want to counteract this negative perception, increase brand loyalty, and increase sales must position grills as useful ...

February 2015

Outdoor Enthusiasts - US

"The outdoor recreation market has remained stable over the past several years with about half of Americans aged six and older participating in outdoor activities. However, participants are engaging in these activities infrequently, spending most of their leisure time watching TV or on the computer. Marketers must find compelling ways ...

January 2015

Family Leisure Trends - US

Arts and Crafts Consumer - US



Leisure and Entertainment - USA

“Technology has permeated family life, for better or for worse, and work continues to encroach upon family time. In the meantime, the definition of the ‘typical American family’ has shifted. Companies and marketers need to continue to expand how they define ‘family’ in an effort to resonate with increasingly diverse ...

“The abundance of online communities available to support craft inspiration and instruction has opened new doors for novices and experts interested in crafting. Moreover, these digital platforms have given marketers fresh insights into the wants and needs of the target crafting audience. With this wealth of information available, marketers have ...