



April 2023

Retail Promotions - US

“Consumers are generally mindful of their financial resources when making purchasing decisions. However, the current inflationary climate and economic uncertainty are further emphasizing this behavior and leading consumers to actively seek out ways to maximize the value of their purchases. To remain competitive, brands and retailers must communicate their sales ...

March 2023

Baby and Children's Clothing - US

“The baby and children’s clothing market will see slow, steady growth in the next five years. Decelerating birth rates will create less demand for these items; however, parents could be willing to spend more per child if they have fewer children to care for in their household. The landscape will ...

February 2023

Convenience Store Foodservice - US

“C-store operators have an opportunity to build strong, long-lasting relationships with customers through loyalty memberships that encourage repeat visitation and boost the purchase of in-store food and drink items. Consumers will continue to seek out a wide variety of high-quality menu and packaged food and drink items that can fulfill ...

State of Retail & eCommerce - US

“Although consumers are still on guard about the pandemic, inflation is the main factor influencing their shopping behaviors at this time. They continue to be very value-driven which provides retailers with opportunities to redefine how they offer value, both from a monetary and nonmonetary standpoint. Despite ongoing headwinds, the retail ...

Back to College Shopping - US

“College spending comprises two thirds of the total back to school market, driven by extensive needs for school. Overall, students are enthusiastic consumers who are eager to assert their independence, making the season a critical time for brands to build affinity with young consumers. Value will be a necessity amidst ...

Back to School Shopping: K-12 - US

“Back to school season is an essential shopping occasion for families and one that sets the tone for the rest of the year in retail. In recent years, the shopping cycle has been disrupted as families navigate the stress of the pandemic, supply shortages and now inflation. Rising prices dominated ...

Consumers and the Economic Outlook - US

“Cooling inflation and a solid labor market are likely the direct contributors to consumers’ positive outlook entering the new year. With further rate hikes and unemployment projected to rise, revisiting these sentiments six months from now – which is when experts project the US to enter a mild recession – ...