



March 2023

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 ...

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 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 – ...

Upcoming Reports

Mass Merchandisers - US - 2023

Beauty Retailing: Instore and Online - US - 2023

Men's and Women's Footwear - US - 2023

Digital Advertising - US - 2023

Consumers and the Economic Outlook - US - Summer 2023

Value-conscious Shopper - US - 2023

Sustainability in Fashion - US - 2023

Sustainability in Retail - US - 2023

Men's Clothing - US - 2023

Women's Clothing - US - 2023



Retailing and Apparel - USA



Giftng - US - 2023

Grocery Retailing: Instore and Online - US - 2023

Shopping for the Home - US - 2023

Circular Shopping - US - 2023

Winter Holiday Shopping - US - 2023

Baby Durables - US - 2023

Baby and Children's Clothing - US - 2023

Retail Promotions - US - 2023