

December 2020

Cooking in America: Incl Impact of COVID-19 - US

“Increased time at home has resulted in consumers spending more time in their kitchens cooking and baking. While this is great news for cooking and baking brands, they will be challenged as cooking fatigue sets in and consumers report enjoying the cooking process less. It will be important for brands ...

November 2020

The Future of Live Events: Incl Impact of COVID-19 - US

“The COVID-19 pandemic marks a turning point for live events. For most consumers, attending an event or performance in person is off the table until they can be sure their health will not be put at risk. In a matter of months, livestreamed performances have evolved and so have consumers’ ...

Movie Theaters Outlook: Incl Impact of COVID-19 - US

“Movie theaters won’t go away entirely but they have been dealt a crushing blow in 2020. Even as theaters open back up, fear of contracting COVID-19 has kept consumers focused on social distancing and home entertainment. While dedicated moviegoers will continue to find value in the movie theater experience, casual ...

September 2020

Entertaining at Home: Incl Impact of COVID-19 - US

“Humans are social animals, driven by a need to connect with others. Ideally, these interactions would occur in person, but the current pandemic is disrupting social gatherings of all sorts. At the same time, it is making consumers more aware of the importance of their personal relationships. Brands and businesses ...

Outdoor Cooking: Incl Impact of COVID-19 - US

“Prior to the pandemic, the outdoor cooking category benefitted from slow but stable growth, which was expected to continue. However, the COVID-19 pandemic and recession are altering that trajectory. While consumers look to limit their discretionary spending, extended periods of time at home will foster the desire to improve their ...

Consumers and the Economic Outlook: Incl Impact of COVID-19 - US

“The unpredictable pace of the spread of COVID-19 is worrying, but consumers have remained optimistic about their finances throughout this pandemic and the subsequent recession. Time will tell how deeply consumer finances will be affected, but right now, consumers are most definitely holding out hope for themselves, while their confidence ...

July 2020

The Impact of COVID-19 on Leisure and Entertainment - US

“During the stay-at-home period, out-of-home activities were not an option for most consumers, which gave in-home leisure alternatives a chance to thrive. Activities that typically involve on-site experiences, such as visiting museums and working out at fitness facilities, also found clever ways to shift to digital options for their members ...

June 2020

Traditional Toys and Games: Incl Impact of COVID-19 - US

“The toys and games industry saw unexpected growth at the beginning of 2020 due to the COVID-19 pandemic. Consumers of all ages are looking for new and entertaining ways to spend their abundant at-home leisure time, and they are turning to toys and games to fill this need. While toys ...

May 2020

Lawn and Garden Products: Incl Impact of COVID-19 - US

“These are uncertain times. COVID-19 casts a shadow over a category with slowing sales growth, not to mention the health and safety of consumers. But there is also space for the category to reinvent itself around better health, sustainability and nutrition for humans as well as plants.”

Activities of Kids and Teens: Incl Impact of COVID-19 - US

“The immediate impact of COVID-19 on kids and teens is clear. They are out of school, isolated from their friends and missing coming-of-age milestones such as prom and commencement. However, it is yet to be seen if kids will rebound quickly, relatively unfazed, or if this will alter their social ...

March 2020

Exercise Trends - US

“In today’s health-driven society, commitment to exercise is universal, permitting year-over-year growth of the health and fitness club industry. As a form of exertion, exercise is inherently connected to improving and maintaining physical health. However, benefits outside of physical pursuits, such as mental/emotional wellbeing, are gaining traction as consumers ...

February 2020

The Arts and Crafts Consumer - US

"Factors that are motivating purchase in other categories, like sustainability, wellness and nostalgia, are also relevant to the craft category, which helps keep the market engaging for younger consumers. Adults aged 18-34 are some of the most engaged crafters, with more than eight in 10 adults in this age range ...

January 2020

Consumers and the Economic Outlook - US

"The majority of consumers consider their finances to be healthy, and views of the future seem to be positive as well. Consumers are saving for the future, but are still willing to treat themselves."

**- Jennifer White Boehm, Associate Director -
Financial Services & Auto**