



September 2023

Men's Clothing - US

"The perception that men don't like to shop for clothes is misguided. A majority of men think it's fun to shop for clothes. Men are more likely than women to be purposeful about their shopping conquests and seek out direct means to find what they want in the most efficient ...

August 2023

Digital Advertising - US

"Digital advertising is in a time of transition as marketers and platforms seek substitutes to user-level data. Despite numerous delays at the federal level, new platform standards and state regulations regarding privacy are in place with more coming. Interest in AI-enabled search is promising, while digital audio and video ad ...

Gifts - US

"The increased cost of living is impacting consumers' purchasing power. They are limiting their discretionary spending and, naturally, gifting is ending up on the chopping block. Consumers are making efforts to spend less on presents and are cautiously choosing the gifting occasions they participate in. Simultaneously, they are looking for ...

Women's Clothing - US

"The women's clothing market is still growing despite the current inflationary environment; however, its full potential is being stifled as women shift shopping behaviors to adjust to rising costs. Female shoppers remain focused on finding the right fit and want retailers to help them with this. They're also keen to ...

July 2023

Consumers and the Economic Outlook - US

"The economic sentiment for most of last year was that the US was headed towards a downturn, as inflation ran rampant in tandem with quickly rising interest rates. Over a year from when prices peaked at a more than 40-year high, however, the US economy has continued to defy the ...