

December 2014

Live Entertainment - US

“Even among consumers who are the most likely to attend live events, there is some frustration regarding the value they receive in exchange for what they pay. Therefore, increasing the perceived value of admission will likely drive engagement, while better targeting for specific types of promotions will help lead already ...

November 2014

Movie Theaters - US

“The movie theater industry is facing threats from all sides, with studios trying to shrink the exhibition window, consumers increasingly staying at home for their entertainment, and a new generation of moviegoers who expect entertainment content to be customizable and on-demand. Movie theaters can embrace the customization trend by tailoring ...

October 2014

Exercise Trends - US

“Exercise participation rates continue to be relatively stagnant in the US, despite an increase in obesity. Creating more customized programs, especially for the aging population, can help to increase likelihood of exercising. In addition, wearable fitness devices are a huge opportunity within the fitness landscape.”

– Emily Krol, Health ...

Fitness Clothing - US

“The lines between fitness wear and casual wear are blurring as more consumers want clothing options to reflect their busy lifestyles. The number one reason people say they buy fitness clothing is actually not so they can work out in it, but rather so they can “hang out” in it ...

Cooking Enthusiasts - US

“The recession fueled a surge in cooking at home as a way to save money. As the economy improves, brands must work to retain newly minted cooking enthusiasts and encourage consumers overall to cook at home. Mintel data suggest that though saving money is an important driver for cooking, there ...

September 2014

Gamers and Gaming - US

“The majority of US adults now play video games on at least one platform, and the majority of gamers play on at least two. The shift toward digital distribution, comparatively new monetization strategies, such as the free-to-play model, and supplemental premium content, however, have made long-term engagement a critical component ...

July 2014

Marketing to Sports Fans - US

“Watching sports on TV is not going to be enough for today’s young adult and teen fans. To keep them involved with sports, leagues will have to operate across all media channels, including those yet to be developed. This will likely require the cultivation of diverse revenue streams to reduce ...

June 2014

Casino and Casino-style Gambling - US

“The casino market is unique in that most consumers have visited a casino in the past, even though four in 10 expect to lose when they gamble. The excitement of the environment, the possibility of winning, and the ancillary offerings create an alluring alternative to most leisure and entertainment offerings ...

Social Networking - US

“Social advertising spend is on the rise and shows no sign of slowing down. While display ads still play a key role in terms of brand awareness and new product discovery, getting the most out of social media marketing requires a greater emphasis on aiding networkers in conducting deeper research ...

May 2014

Living Online - US

“Our increasing need to be online will continue to impact all areas of consumers’ lives in ways that we mostly cannot right now imagine. The internet has so consistently been a disruptive force to the distribution of goods and ideas over the past 20 years that the only safe bet ...

Activities of Toddlers and Preschoolers - US

“Parents are keeping their 2-5-year-olds entertained through traditional activities like reading and physically active play. Traditional gender roles influence the way that moms and dads interact with their children. Moms are more likely to shop with kids and try to play outside as much as possible. Dads lean toward self-directed ...

April 2014

Traditional Toys and Games - US

“Shoppers are looking beyond price and are willing to pay a slight premium in exchange for quality and a great toy-shopping experience. Toy buyers’ pre-planning stage, an essential part of shoppers’ path to purchase, is an important opportunity to actively engage children and adults. Brands and retailers could leverage children ...

March 2014

Grilling and Barbecuing - US

“The grilling category is unique in that, for many adults, it is strongly associated with positive memories and emotions of cookouts past. Those who purchase a grill are not just buying an appliance upon which they can prepare food; they are buying it for the experiences they can have through ...

February 2014

Lawn and Garden - US

“Technology is gaining importance in the lawn and garden sector, and it is particularly attractive to urban dwellers. This demographic tends to be made up of home renters, young adults, and the tech-savvy, which are all important targets for the sector. Brands and retailers must overcome consumers’ frustrations in their ...

January 2014

Streaming Media: Music - US

“At \$1.5 billion in advertising and subscription sales, the total revenue for the US streaming music market is small, and with high costs for music licensing, market leader Pandora has yet to show two consecutive quarters of profitability. In spite of these issues, leading tech companies are flocking to ...

The Arts and Crafts Consumer - US

“There is a core audience of arts and crafts consumers, generally women aged 18-34. Yet marketers have plentiful opportunities to attract new audiences. Parents, younger men, unskilled crafters and consumers selling arts and crafts online are just some examples. Marketers can engage with and increase their share of consumers by ...