

December 2014

The Budget Shopper - US

“Coupons are still an effective way of appealing to budget shoppers. Not only do they provide tangible value, but they can sway consumers to try products or stores they may not have otherwise considered. Retailers should strive to make it easy and even fun for customers to use coupons, tailor ...

The Premium Brand and Luxury Consumer - US

“The internet is the ultimate equalizer, and it has given brands both large and small a chance to communicate directly with consumers; however, the ‘access for all’ mentality of the web does not always work in favor of brands that have an exclusive reputation to manage. Though the adoption of ...

November 2014

Cause Marketing - US

“As partnering with a cause organization has become a standard marketing tactic, it has become increasingly difficult to stand out from competitors using cause marketing. Consumers have become skeptical of cause marketing and some brands have seen backlash from aligning with controversial causes.”

Diet Trends - US

“Due to rising levels of obesity, the diet market is poised for growth. However, a great deal of skepticism toward products is hindering growth.”

– **Emily Krol, Health and Wellness Analyst**

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 ...**

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 ...