



September 2018

Consumer Attitudes toward Fintech - US

"Financial technology has undergone a radical transformation in the past decade. In response to the growth in online banking and smartphone ownership, financial brands have come up with new, innovative technologies that make the consumer's financial experience faster and more secure."

- Jennifer White Boehm, Associate Director - Financial Services

Digital Trends (Hardware) - US

"In the modern tech market, efficient devices are expected and consumers are increasingly looking for connection between devices to contribute to a cohesive experience. Hesitation toward new, unproven technology has hindered growth in emerging categories, but advancements in displays and voice assistance have increased demand for upgrades on products that ...

August 2018

Online Grocery Shopping - US

"Despite doubling from 2013-18, online grocery sales in the US remain a small proportion of total grocery sales and an even smaller proportion of total eCommerce. Unlike other major product categories, adoption of online shopping in this sector has been slow, namely due to consumers' strong preference to shop in-store ...

Digital Advertising - US

"Sales of desktop and mobile banner and video ads have grown dramatically over the years, rising from \$10.7 billion in 2013 to \$39.3 billion in 2017. However, 2018 is the last year in which sales growth is expected to remain around or exceed 20%. This is likely because ...

July 2018

The Magazine Reader - US

"The plight of print publications in the 21st century has been much publicized, and remains ongoing. Total print and digital copies sold fell from 2010-17, and as a result, ad sales have fallen. However, there remain bright spots for the industry, including the successful emergence of digital brands that offer ...

Consumers and the Economic Outlook - US

"Consumers remain confident in their financial health and anticipate little change in the coming year, resulting in stable patterns of financial opinions and behaviors. Consumers hope to save for the future while also maintaining spending levels that accommodate their current lifestyle. This Report looks at the role credit score plays ...