

### October 2021

#### Marketing to Moms - US

“American moms experienced mixed feelings in the past year as they balanced feelings of thankfulness with others such as exhaustion, being overwhelmed and anxiety, as their workload was aggravated during the pandemic. Despite some uncertainty due to the new COVID-19 variant, moms understand it is time for their children to ...

#### American Lifestyles - US

“With the country’s economic recovery underway yet the threat of COVID-19 variants continuing to obscure the conclusion of the pandemic, America currently resides in a limbo state. While the isolated, lockdown phase of the pandemic is past, the country eagerly waits for when the pandemic will be fully in the ...

### August 2021

#### America's Pet Owners - US

“The number of households with pets grew in 2020 as people found themselves with more time to dedicate to pet ownership during the pandemic. In a time of uncertainty, pets have provided their owners with comfort, stability and a sense of identity. During the recovery, young adult pet parents will ...

### July 2021

#### Marketing to Empty Nesters - US

“Parents look forward to becoming empty nesters, but their identity as a parent still remains intact. They desire to maintain their strong connection with their children and are still there to provide any kind of support their children need. Beyond their children, they look for community and connection with their ...

#### Consumers and the Economic Outlook - US

“The current economic climate of the US has the country primed for further growth over the course of the next few years. The nation is reopening, vaccination rates are increasing, and consumer sentiments are exceedingly positive. With unemployment rates continuing to improve and the economy rapidly growing, many consumers have ...