

March 2018

Marketing to Kids and Tweens - US

"In order to reach kids and tweens, marketers will likely have to consider strategies that include parents as decision makers, while at the same time appealing to kids. Gaining an understanding of the topics that kids are interested in, and areas where parents are supportive, can help guide brand strategy ...

February 2018

Kids as Influencers - US

"Typically, parents with children under the age of 18 are in their prime earning and spending years, making them a critical audience for brands to win – and kids have an undeniable impact on parents' spending decisions. As seen in Mintel's analysis, the nature of this impact does however vary ...

January 2018

Consumers and the Economic Outlook - US

"Economic improvement continued at a relatively steady clip as a new presidential administration took office at the beginning of the year. While there have been natural catastrophes and tragedies throughout the US, the economy has generally remained stable and any expert predictions continue to be optimistic."

- **Jennifer White Boehm, Associate ...**

The Arts and Crafts Consumer - US

"Participation in the arts and crafts space remains stable. In 2017, many adults participated in at least one type of arts and crafts activity, with painting/drawing/coloring as the most popular type. The market is propelled by young, female crafters who are motivated to make projects for themselves and ...

Marketing to Middle Americans - US

Middle Americans make up nearly half of the population and reflect the average in terms of their household income and level of education. This group is crucial for marketers to understand, given their size, but they can be hard to define because their attitudes and behaviors occupy a middle ground ...