

September 2021

Digital Advertising - US

“In a world where digital behaviors and digital media consumption increased post COVID-19, it has never been more important for brands to have a strong, comprehensive, efficient digital marketing strategy for success in the marketplace. Digital activities are on the rise across the board, and brands that do not leverage ...

Online Apparel Retailing (Men's & Women's) - US

“Consumers were shopping for clothing online prior to COVID-19; however, the pandemic accelerated this behavior and adoption for many. The convenience and overall enjoyable experience will keep consumers shopping for clothes online moving forward. Brands and retailers will need to emphasize their elevated experience which should include digital tools for ...

August 2021

Older Generations: Online Shopping Behaviors - US

“Older consumers are increasingly adopting online shopping practices across categories. They are savvier than some might credit them, desiring to use ecommerce not only for health and safety but for convenience and an enjoyable experience as well. As a result, many will continue shopping online even as COVID-19 becomes less ...

July 2021

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 ...

Alcoholic Beverages Online - US

“While in-store alcohol shopping continues to dominate, online channels made huge gains from 2019-21, nearly doubling adoption to 41% of alcohol shoppers, including one in 10 who shop online mostly or exclusively. 40% of online shoppers did so for the first time due to the pandemic, and while waning safety ...