

## April 2022

### The Arts & Crafts Consumer - US

“More than two thirds of adults turn to creative projects to enjoy their free time and express their unique identities, but relatively few of these creative consumers define themselves as “crafters.” This gives brands the chance to serve as partners in creativity beyond the traditional arts and crafts space ...

## March 2022

### Student Lifestyles - US

“Students are in school to prepare themselves for the future. Therefore, brands that can provide educational guidance to consumers stand to forge lasting connections with them. Importantly, students are not just looking to increase their academic knowledge but are also hoping to learn the life skills that will help them ...

## January 2022

### Consumers and the Economic Outlook - US

“Despite yet another COVID-19 variant, the US economy ended 2021 in good shape, with rising consumer confidence and unemployment rates that fell to a pandemic-era low. Alongside the strong economic gains, consumers’ financial situations also continued to improve, with most remaining optimistic about their finances going into 2022. As the ...

### Families and Technology - US

“Though it remains a top concern for parents, the pandemic has resulted in an abundance of screen time for kids. The popularity of YouTube and video games means brands have opportunities to reach kids with strategic ad placements and partnerships. Parents may not be aware of potential threats to their ...