

September 2017

Marketing to Moms - US

"The 43 million moms in the US are an important segment for marketers to understand, as they are often making purchases for the entire household. Although some family dynamics have changed – with more women having children without getting married, having children later in life, and having fewer children – ...

Marketing to Sports Fans - US

"85% of US adults follow at least one sport. The most passionate sports fans, Avid Fans, almost never miss a game/event for the sport/team they follow and account for more than half of sport fans (43%) or 109 million adults. America's sport of choice is football, which attracts ...

August 2017

Millennial Dads - US

"There are an estimated 22 million Millennial dads in the US, aged 23-40. The majority of this population has kids under the age of 12, although a growing number are seeing their kids enter their tween/teen years. As this young group becomes fathers, they are taking a different path ...

The Natural Consumer - US

"Interest in natural living is largely driven by consumers' desire to improve their health and to feel better. While Natural Consumers are committed now and in the future to natural living, they aren't entirely sure what "natural" means. The perceived high cost of natural products and already favorable perceptions of ...

July 2017

America's Pet Owners - US

"Pet ownership continues on an upward trajectory with growth experienced among all segments (pet food, pet supplies, veterinary services, pet services). An interest in keeping pets healthy, coupled with the rising cost of veterinary care, is propelling the market forward as veterinarian services overtake pet food as the largest segment ...

Consumers and the Economic Outlook: Quarterly Update - US

"As of June 2017, the economy is still improving, wages are slowly rising, and unemployment numbers continue to fall. Consumer sentiment about their financial situation remains healthy, and most consumers don't think their finances will change (or increase) that significantly. Parents overall are somewhat more optimistic about the financial future ...