



September 2022

Digital Advertising - US

“As consumers spend more time online, digital advertising has achieved consistently strong growth – decelerating only briefly due to COVID-19. It continues to succeed despite regulatory pressures and consumer frustration with invasive and irrelevant ads that can lead to use of ad blockers. That’s in part because it works. Digital ...

August 2022

Athleisure - US

“The athleisure market is seeing significant growth, thanks in part to the pandemic as well as the hybrid working environments consumers now live in. As consumers continue to wear these items for both fitness activities and everyday tasks, there are huge potential opportunities for brands. Moving forward, consumers will want ...

Men's & Women's Clothing - US

“The men’s and women’s clothing market continues to show resiliency amid constant retraction and expansion as it responds to a surplus of outside factors. For the foreseeable future, the biggest threatening headwind is inflation, which is pulling the market toward another period of retraction. Retailers and brands must be focused ...

Consumers and the Economic Outlook - US

“Consumers are in for a rough time over the course of this year and early 2023. Inflation is at a 40-year peak, with economists not expecting to see it cool down back to the 2% target for the near future. Combined with sharply rising rates and imbalanced supply and demand ...

July 2022

Non-winter Holiday Shopping - US

“Non-winter holidays are just as meaningful, if not more than they were prior to the pandemic. Consumers look forward to celebrating these joyous occasions and connecting with others. However, rising costs and supply chain issues are getting in the way. Brands must focus on providing value in various forms to ...