



## June 2015

### Online Shopping - US

With a 16% CAGR (compound annual growth rate) from 2010-14, e-commerce is the engine of growth for retail, driving gains in excess of \$500 million for 11 retailers in 2014 alone. At the same time, many e-tailers are having trouble profiting even on these high levels of topline growth, with ...

### Attitudes toward Gaming - US

The video game market is poised for impressive growth as the younger generations become adults and gain increased spending power. The major challenge for many gaming brands moving forward will be in meeting the diverse needs of their target audiences and maintaining engagement among new and even more diverse generations ...

## May 2015

### Internet Ads: Search, Display and Video - US

"Online advertising revenue is expected to reach \$79.6 billion by 2019. Search and video have historically driven the market, but consumers are increasingly ambivalent about ads that disruptive their normal online experiences. Given that consumers also now have tools, such as ad blockers, that offer them greater control over ...

## April 2015

### Mobile Phone and Tablet Accessories - US

"As mobile hardware and connectivity increasingly become central to consumers' lives, a wide variety of accessories are being purchased to facilitate usage. Looking forward, sales will be driven not only by a desire for necessities such as cases and chargers, but also by products that increase functionality, such as portable ...