

## June 2010

### Holiday Shopping - US

Holidays are prime occasions for giving gifts, decorating and entertaining with food and beverage. For retailers, the \$496.6 billion annual holiday market is a key source of revenue. But, the ongoing recession had a major impact on retailers and consumer spending throughout 2009. Whether they sought wool sweaters or ...

### Exercise Trends - US

The majority of Americans are not getting enough exercise, and that means there are numerous opportunities for companies in the exercise category to help motivate them. Some of the topics covered in this report include:

### Family Purchases: Kids as Influencers - US

Kids and teens often influence what their parents purchase on their behalf and play a key role in determining what type of foods and entertainment will be purchased for the family household. At the same time, the FTC and other agencies are regulating advertising directed at kids more closely than ...

### Senior Purchasing Decisions - US

In today's media, over-65s are largely marginalized by marketers that want to keep their appeal as broad as possible. This tendency will necessarily change over the next few years as Baby Boomers bring their buying power across the 65-year mark. An understanding of how retirement and age shift purchasing behavior ...

## May 2010

### Diet Trends - US

The recession has thrown the weight loss category into flux, causing consumers to change their behaviors and seek out alternatives to accomplish their weight loss goals. Understanding these new dynamics is essential for success. This report explores a number of factors that are shaping consumers' attitudes, including:

### Green Marketing - US

Despite increased awareness and interest in green living and climate change, the job of the green marketer has not been made easier. Corporate ethics is now a major field of study and an important focus area for many companies. This increased level of competition makes acquiring the consumer's attention ...

## April 2010

### Men's Attitudes Towards Clothes Shopping - US

Men shopping for clothes in the US report a wide range of habits, motivations and frustrations that accompany the retail experience. While more than three quarters of men say they bought clothes in the past year, most buy only to replace old or worn out items. This is cause for ...

### Marketing to LGBTs - US

As marketers look for ways to create brand relationships, many develop highly-targeted communications designed to boost brand appeal among specific segments of the population. Many companies are strengthening relationships with the LGBT community, which has an average household income well above the national average and high levels of disposable income.