

The Future of Series



A suite of forward-looking sales forecasts and industry insights to help you shape your strategy — available for the apparel, automotive, footwear, home, juvenile products, office supplies, technology, and toy industries

As COVID-19's impact continues to transform the market, it is more important than ever to know what the future holds.

HOW WILL THE MARKET PERFORM?

Which product categories are growing? What is driving the growth? Where is the market shrinking, and why?

WHO IS BUYING?

Which consumers are driving product purchases? How should I talk to them?

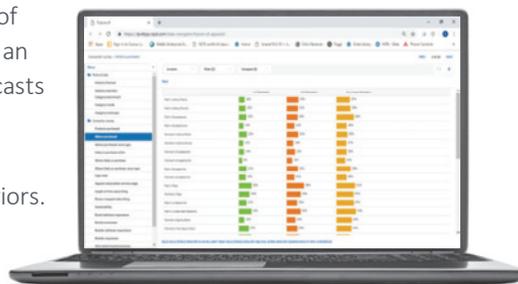
WHERE ARE THEY BUYING?

Are they looking to purchase online or in brick-and-mortar stores? What drives them to each channel?

The NPD Group's **Future of Series** is your interactive look into the future of **apparel, automotive, footwear, home, juvenile products, office supplies, technology, and toys**. These category-specific forecasts, available for hundreds of categories, give you a trusted, third-party check on the decisions you've made and those you're considering.

What's Included?

- Two Waves of Forecasts** — This package includes two waves of three-year forecasts — Wave 1 projects volume to 2023, with an update six months later using updated data to adjust the forecasts based on changing market conditions.
- Analyst Perspectives** — You get NPD's experienced advisors' perspectives on industry trends and evolving consumer behaviors.
- COVID-19 Impacts** — A proprietary model shows the impacts of COVID-19 on the economy and what economic recovery forecasts will look like.
- A Look at the Future of Retail** — NPD advisors offer their observations and insight on trends across categories and industries, supported by the full complement of NPD's data assets.
- Access to Changing Consumer Sentiment** — Get access to NPD's ongoing COVID-19 tracker survey dataset, updated monthly. Use it to understand purchase intent and purchase channel shifts by consumers as the nation reopens and the economy recovers.



Why the Future of Series?

Without this kind of credible, external validation, you could take on millions of dollars of unnecessary risk. Whether you're a mature brand or new to the market, you'll benefit from information and insights on hundreds of product categories. Use it to manage your portfolio, understand where to invest and divest, and plan for the future.

THE FUTURE OF APPAREL

Covers 150+ product categories with emphasis on tops, activewear, bottoms, intimates, outerwear, sleepwear, and undergarments.

THE FUTURE OF AUTOMOTIVE

Covers 160+ categories with a deeper focus on accessories and appearance, chemicals, additives and fluids, and maintenance and repair.

THE FUTURE OF FOOTWEAR

Covers 110+ categories with emphasis on the fashion, outdoor, sport leisure, and performance categories.

THE FUTURE OF HOME

Covers 140+ categories with a deeper focus on home appliances, kitchen appliances, personal care appliances, cookware, tabletop, and food storage.

THE FUTURE OF JUVENILE PRODUCTS

Covers 40+ categories with a deeper focus on bed and bath, entertainment, feeding, furniture, safety, and travel.

THE FUTURE OF OFFICE SUPPLIES

Covers 120+ categories with a deeper focus on writing instruments, office essentials, coloring and art, and janitorial and breakroom.

THE FUTURE OF TECH

Covers 180+ categories with a deeper focus on computers, televisions, portable audio, wireless, consumables, and handhelds.

THE FUTURE OF TOYS

Covers 90+ categories with a deeper focus on action figures, arts and crafts, building sets, dolls, and games and puzzles.

What's Inside?

Delivery dashboards bring the forecasts and consumer survey data to life visually in a dynamic and easy-to-use format. Designed to enable exploration of both the forecast data and the consumer survey results, data from the forecasts can be extracted to make it easy for you to extend use cases. Written reports blend the forecasts with consumer insight to weave the story of each industry through 2023. This includes buyer profiles through a segmentation scheme and commentary from NPD's leading industry analysts.

Future of forecast accuracy was within 5% of dollar and unit volume actuals in 2020 for four of the industries we covered at that time (apparel, automotive, footwear, and technology).

Learn More

Contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.