

Brand Leaders at American Eagle, Intuit, T-Mobile, and More Predict 2026

2025 was a strange and tough year for consumers, which made for a strange and tough year for those in marketing hoping to reach people with messages meant to inspire and sell.

Although the U.S. commerce engine seemed to hum along spectacularly by the year's end, it was the product of a lot of hard work.

So what will 2026 bring? ADWEEK asked top marketers at companies like Kellanova, U.S. Bank, Autodesk, and Chime to tell us what they *hope* will happen in the year ahead, and what they *realistically think* will happen.

Click on the name or scroll down to see answers from each marketer, listed alphabetically.

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