

10 Global Consumer Trends for the Next Five Years

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Abstracts

Today's consumers are value-conscious, interactive, multicultural, health-driven, socially responsible and always connected. In developed markets, conspicuous consumption is out, with personal appearance and wellbeing taking priority over the accumulation of material possessions. Following on from "10 Global Macro Trends for the Next Five Years", this new global report discusses how the latest consumer trends will shape demand and impact marketing strategies going forward.

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