

Child-Friendly and Parent-Approved: Impact of Changing Consumer Values and Behaviour

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Abstracts

This report is the second of a four part report series “Child-Friendly and Parent-Approved”. It explores global changes in consumer lifestyles, values and priorities, the implications for lifestyle trends and the market for children’s products, informing brands and retailers how best to target adults and influencer children.

Strategy Briefings offer unique insight into emerging trends world-wide. Aimed squarely at strategists and planners, they draw on Euromonitor International’s vast information resources to give top line insight across markets and within consumer segments. Written by some of our most experienced analysts, they are designed as provocations for senior management to use in their own forum, allowing them to stand back and reflect on the behaviour and motivation driving global markets today and tomorrow

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Understand motivation

Forward-looking outlook

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Take a step back from micro trends

Get up to date estimates and comment

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