

# Global Nostalgia Marketing

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## Abstracts

In an uncertain economic climate, consumers view the past through rose-tinted glasses and are ready to spend on any product or service that can help them recreate the feelings of warmth and security they felt during happier times. At the same time, for the young, retro is seen as cool. This new global report identifies the ways in which companies are exploiting the nostalgia trend, using emotional response to form a bond with consumers and secure their trust and future loyalty.

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

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