

The Impact of Coronavirus on Top 10 Global Consumer Trends 2020

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Abstracts

Top 10 Global Consumer Trends 2020 provides insight into changing consumer values and priorities and demonstrates how consumer behaviour is shifting and causing disruption for business globally. This report reflects on the impact of Coronavirus (COVID-19) and how all are being affected, many with a longer-term shift in behaviour.

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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



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