

Lifestyles 2016: New Survey Insights and System Refresher

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Abstracts

This Lifestyles system refresher highlights the new Global Consumer Trends 2016 survey results, uncovering key trends that will impact global consumers and brands in 2016 and beyond.

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

Product coverage:

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

Why buy this report

Identify factors driving change now and in the future

Understand motivation

Forward-looking outlook

Briefings and presentation should provoke lively discussion at senior level

Take a step back from micro trends

Get up to date estimates and comment

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