

Top 10 Global Consumer Trends 2021: Expert Opinions and in Action Case Studies

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Abstracts

This report looks at the top10 global consumer trends Euromonitor International has identified as set to have the most impact on business in 2021. It explores the changing consumer values and behaviour driving the trends, the impact on business, examples of company responses and the future outlook for each trend.

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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Forward-looking outlook

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