

Top 10 Global Consumer Trends 2023: Expert Opinions and Trend Manifestation

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Abstracts

Every year, Euromonitor International identifies emerging and fast-moving trends that are expected to gain traction in the year ahead. These trends highlight shifts in consumer values and priorities and related changes in behaviour which disrupts businesses globally. Euromonitor's experts assess how specific trends impact their sector and illustrate how companies are responding with case studies of product and service manifestations.

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.

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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