

Top Ten Global Consumer Trends for 2019: State of Play

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Date: November 2019

Pages: 12

Price: US\$ 1,325.00 (Single User License)

ID: T9596A08347BEN

Abstracts

At the beginning of 2019 Euromonitor published the Top 10 Global Consumer Trends expected to have the biggest impact on consumer behaviour in 2019. This report reviews 5 of these trends, exploring how they have evolved during the year and highlights 'in action' cases showing how business has been responding.

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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