

Update on our Top 10 Global Consumer Trends for 2018: It's in the DNA – I'm so Special

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Abstracts

At the beginning of the year, Euromonitor International revealed its Top 10 Global Consumer Trends for 2018 and identified "It's in the DNA – I'm so special" as one of the ones to watch. This update reviews the traction of the trend six months later.

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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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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