

Voice of the Consumer: Lifestyles Survey 2024 Key Insights

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Date: May 2024

Pages: 33

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

ID: V9D93DCEC1FDEN

Abstracts

The Voice of the Consumer: Lifestyles Survey report 2024 highlights important shifts in consumer values, consumption patterns and sentiment. This year's report focuses on making sense of significant changes in consumers' lifestyles over the past five, turbulent years. Key themes include consumers' outlook, responses to high inflation, attitudes towards sustainability, retail preferences and relationship with technology.

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Product coverage:

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

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- Understand motivation
- Forward-looking outlook

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- Take a step back from micro trends
- Get up to date estimates and comment

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