

Voice of the Industry: Consumer Insights

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Abstracts

This report highlights the findings from Euromonitor International's Voice of the Industry survey, gathering insights from professionals across diverse industries and regions on company strategy and consumer behaviour. Additionally, the report delves into innovation, new product development (NPD), and technological advancements impacting businesses.

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

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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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