

Voice of the Industry: Consumer Lifestyles 2022

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Abstracts

This report highlights the results of Euromonitor International's Voice of the Industry: Lifestyles survey capturing insights on consumer behaviour, shopping and spending priorities and corporate strategy objectives from professionals working in companies spanning industries and geographies.

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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Understand motivation

Forward-looking outlook

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Take a step back from micro trends

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