

# Voice of the Industry: Consumer Lifestyles

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Date: February 2021

Pages: 42

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

ID: V6F0605F2302EN

## Abstracts

In the Voice of the Industry (VOI) series, Euromonitor connects with industry professionals to explore trends and innovations. This report draws on insights from a new addition to the series, VOI Lifestyles, and explores how and why businesses are rethinking strategy planning to put the consumer centre stage, alongside sustainable initiatives and technological investment.

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

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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