

Voice of the Industry: Digital Survey

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Abstracts

Euromonitor International's Voice of the Industry: Digital Survey includes input from more than 1,000 industry professionals working across sectors to understand how digital technology is reshaping commerce. The report discusses planned investments in key technologies, and initiatives driven by these investments. We explore barriers hindering digital effectiveness for companies, and commerce-based applications expected in the future.

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
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- 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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