

# Why Consumers Analytics Matter for Business Strategy

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## Abstracts

Euromonitor International's Analytics Models take data insights to the next level, while complementing our statistics and analysis. Consumers Analytics empower business strategy by enabling you to segment consumers and target specific income groups; drill down to city income levels to help with granular strategies; analyse wealth and spending patterns; spot population niches; identify similar demographic territories; and stress-test the impact of "what if" macro scenarios on consumer groups.

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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Why Income and Wealth Distribution Model?!

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