

Why Household Insights Matter for Business Strategy

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Date: November 2020

Pages: 28

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

ID: W766EC9D93DEN

Abstracts

Household data and insights are on hand to record and forecast shifts on the most basic level of relationships and lifestyles. The difference in consumption behaviors between the different types of households is huge and recognizing which type of home is your target can make or break a business plan. This Strategy Briefing identifies eight key household changes that are impacting various segments globally.

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

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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