

Why Population Insights Matter for Business Strategy

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Date: June 2019

Pages: 29

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

ID: WD3F3FFC824EN

Abstracts

Consumer and labour markets around the world are shaped by population change. Understanding the data and future demographic shifts will enable businesses to prepare, strategise and adapt their products and services to the most important consumer profiles, to understand where new opportunities lie and how demand is changing. No long-term strategy would be complete without population projections in order to maximise the prospects that changes such as ageing, diversity or wellbeing provide.

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

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