

Understanding the New Age Global Consumer-2014

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Abstracts

The new age consumer and market place has been a puzzle that has baffled many a company. Added to it is the concept of radical individualism that makes every consumer similar to another yet highly different and individualistic. Unfortunately the market is evolving swiftly and accordingly, the pace of change that will be required to create products, brand and services catering to this quickly evolving consumer is breathtaking. The major drivers for this market will be based on aspects such as original ideas, continuous innovation and building opinion via community construction.

The power shift in consumption patterns is gradually moving towards developing nations with a rise of about 60% consumption in more than 75% of product categories while the advanced economies are recording a gradual slowdown. With such trends, it is imperative that the companies and brands need to rework their strategies to break some ground.

Why should the report be purchased?

The report "Capturing the new age consumer-A 2014 study of evolving mindsets" highlights key drivers of and trends emerging in the consumption market throughout the world. The report contains fine research and implications with the latest industry leaders verbatim. The incisive examples combined with academic prowess and keen contemporary insight will also highlight important psychological and economic shifts that have profoundly impacted how consumers shop and buy.

"Capturing the new age consumer-a study of evolving mindsets" is an absolute read for those that intend on thriving in the new consumer reality. Be it a marketer, a retailer, a manufacturer, or a consumer trying to understand how the rules have been rewritten.

Research methodology and delivery time

Smart Research Insights has conducted in depth secondary research to arrive at key insights. Data collected from key public industry sources and publications has been scanned and analyzed impartially to present a clear picture of the industry. All recent developments which impact the sector dynamics have been captured and used to support the research hypothesis.

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About Smart Research Insights (SRI)

SRI is a research organization specializing in industry research reports and custom research. Our team of dedicated researchers with rich experience across industry segments focuses on delivering high quality analysis. Undertaking in-depth secondary research we arrive at key insights, which are supported by data that has been analyzed impartially to present a clear picture of the industry. All recent developments and industry opinions which impact the sector dynamics are captured and used to support the research hypothesis.

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