

## **New Consumer Landscape: A Global Overview**

Global Strategy | 2022-08-26 | 34 pages | Euromonitor

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### **Report description:**

Today's consumer is diverse, not only along the lines of race, ethnicity, age, income, education and urban-rural locations, but also in terms of their behaviours, values and priorities. The environment and the setting in which they live are also changing and play a role in shaping and changing consumer needs and perspectives. Companies need to have a deep understanding of the new consumer landscape in order to keep up with changing consumer demands and capitalise on new opportunities.

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

Product coverage: <|Products|>

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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Introduction

The consumer is changing

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