

GfK Consumer Life
NEED-TO-KNOW Reports



Global Consumer Trends Now and Next



	Introduction	4
	Global Consumer Trends Now and Next	
1	Safe & Secure	7
2	Eco-Citizenship	8
3	Experience	9
4	House to Home	10
5	Considered Consumption	11
6	We're All Influencers Now!	12
7	Instant Everywhere	13
8	Sense of Wellbeing	14
9	Redefining Value	15
10	Streamlined	16
11	Satisfaction	17
12	Identity	18
	Summary: From Need to Know to Need to Do	19

About

Global Consumer Trends Now and Next is the latest in our series of GfK Need to Know reports, designed to get you the insights, foresight and inspirational thinking you need *right now* in a format that is easy to access and share within your organisation.

GfK Need to Know reports address **people** and **places** – “must-reach” audiences and markets – and **points of view** on the issues that matter most to your business or organization.

Each report is rooted in the most recent and relevant thinking from your GfK Consumer Trends team and our Consumer Life REPORTS WORLDWIDE consumer trends service – the most comprehensive source of intelligence and analysis on the mindset and behaviors of consumers around the world.

We hope this GfK **Need to Know** helps galvanize your thinking around your next marketing “**need to do.**”

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