

Global Parents: A Growing Area of Opportunity



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About

Global Parents: A Growing Area of Opportunity 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 Knows 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 mind set 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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