

Global Women Pursue the Good Life



	Introduction	4
	Global Women Pursue the Good Life	
1	Self-Directed Surge	5
2	Emphasizing Excitement	7
3	Changing Priorities Ahead	9
4	Mother of Reinvention	10
5	High Growth, High Pace	11
6	Health and Food	13
7	Insular Lives	14
8	Technology – with Purpose	15
9	Craving Trust	16
	Summary: From Need to Know to Need to Do	18

About

Global Women Pursue the Good Life 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 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.**”

More info:

Stefan Peters

Tel: +31 35 6258 534 | +31 6 51139351

E-mail: stefan.peters@gfk.com