

GfK Consumer Life  
NEED-TO-KNOW Reports



The Cornerstones of Innovation

# About this report



## Global Consumer Trends | The Cornerstones of Innovation

This report utilizes GfK's unique market analysis tool, the Predictive Benefit Framework. This road-tested model is built upon the idea that any market decision a consumer makes traces back to four over-arching cornerstone motivators (Freedom, Gratification, Security, and Wellbeing) and the corresponding emotional benefits.

Using this framework in conjunction with GfK Consumer Life Reports® Worldwide data allows us to understand the ways in which consumer needs are evolving in each of the four cornerstones. The Predictive Benefit Framework is also used to understand the benefits offered to consumers by today's products and experiences.

By linking evolving consumer needs with today's new market activity using the framework, we are able to better predict what benefits will resonate with your consumers in the future and help guide your innovation strategy.

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## Table of Contents

	page	
1	Freeing Innovations	4
2	Tailored Value	6
3	"I'm Worth It" Developing	8
4	In the Now	10
5	Assuage My Fears	12
6	Shortcuts to Security	14
7	Looking for Leeway	16
8	Holistic Help Wanted	18
All	Summary	20

Notes: For purposes of this report, the term global consumers refers to those surveyed in the GfK Consumer Life Reports Worldwide 2014 core study of 20 countries (as well as previous surveys).

Developing markets refers to countries surveyed in Latin America, Central/Eastern Europe, and Developing Asia. Developed markets are defined as those in North America, Western Europe, and Developed Asia.

In North America, Europe (West and Eastern), Developed Asia and Latin America, surveys are conducted among national samples, online.

In Developing Asia, Russia and South Africa, surveys are conducted among urban samples, in-person.