



GfK Consumer Life

Insights to inspire & drive growth

GfK Consumer Life in a nutshell



GfK Consumer Life is a **global, syndicated** service providing visibility to **cultural changes** and **disruptive forces** so you can **harness** them for business **advantage**.

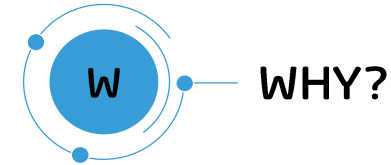
It combines **ad-hoc data driven insights** with **continuous observations** of the global & local marketplaces with the aim to fuel strategic thinking and to inspire tactical activities.



The study is **run annually** in multiple countries.

It provides **a holistic perspective & a deep understanding** of how consumers are living, what are they thinking, doing, buying and what is changing.

Since 2019, **Consumer Life is fielded together with Future Buy**, using the same respondent base.



With GfK Consumer Life, you can:

- get **rapid answers** due to the field being done;
- receive **customized analysis & consultancy** based on your business needs & objectives;
- **unlock trends** in your category or related to your target by receiving consultative support by synthesizing primary research, macro indicators and in-market manifestations;
- have an **overview** towards the global, regional vs. local market place;

GfK Consumer Life – methodological details



"Largest, longest-standing and most robust consumer trends study in the world"



WHAT?

A **global, syndicated trend** service providing visibility to cultural changes and disruptive forces that impact consumers by understanding what is changing, why and who is impacted.



WHAT FOR?

What are the **big consumer trends & market disruptors**?

How are **peoples' values & lifestyle** evolving?

How does this **impact a category**?

Which role do **generations** and **cohorts** play?



HOW & WITH WHOM?

Conducted annually since **1997**

31 markets in 2019 out of which 18 representing a consistent country set
30,000+ consumers each year

Consumers aged **15+, internet users only**
Between 1,000 and 1,500 consumers per market

F2F / online



ROMANIA

4 waves: 2008, 2012, 2015
(f2f) & **2019 (online)**

Watch out: there is no data comparability

GfK Consumer Life – study content in a nutshell

From what consumers **think** to what consumers **do**

Attitudes towards life

Personal values

Consumer mood & confidence

Leisure & lifestyle

Money & finance

Health & wellness & beauty

Youth



Food & beverage

Retail habits: online & in store (FB)

Technology

Durables

Automotive & transportation

Voice of the consumer videos

Picture a trend

Answering the big questions tied to your business challenges

01
New Market



We want to expand into high growth markets, we need to understand the consumer landscape

02
Media Consumption



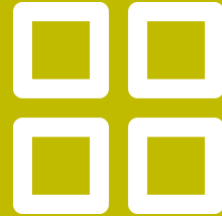
How do I stay relevant in an increasingly fragmented media landscape?

03
New Consumers



We are losing our understanding on consumers? Who is this young Gen Z and how will she impact my business?

04
Category Development



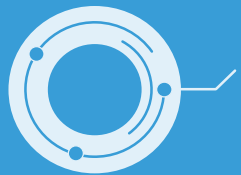
What impact will an emerging middle class have on category usage?

05
Market Opportunity



What societal trends are shaping the health of my category and my brand and how can I leverage them?

GfK Consumer Life is a consultancy kit, involving different type of analysis



READY TO USE STANDARD REPORTS

- TREND KEY
- MARKET PROFILES BY COUNTRY
- MOOD OF THE WORLD



NEED TO KNOW REPORTS - developed on request

Possible topics:

- Embedding Ethics: Corporate Social Responsibility and Consumers
- Impact of technological developments
- Target understanding report – e.g. iBrain – the “selfie” generation



READY TO USE CONSUMER PROFILES

- Lifestyle segmentation (Roper Consumer Styles)
- Leading-Edge-Consumers (essentials and expert versions)
- ValueScope segmentation (essentials and expert versions)



TAILORED MADE CONSULTANCY

- Answers, support to your specific challenges
- Charts and tables to your ad hoc queries
- Partnering with you to answer how to grow your business
- Workshop facilitation
- Consumer Life to enrich adhoc studies and insights



Have we aroused your interest?
Please contact us.
We look forward to hearing from you

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