



Growth
from
Knowledge

If you know
about cultural change as it happens,
you can be the first to adapt to new trends.

Understand consumers, their similarities, and their differences so that you can tailor your strategy to connect with the people you want to reach.

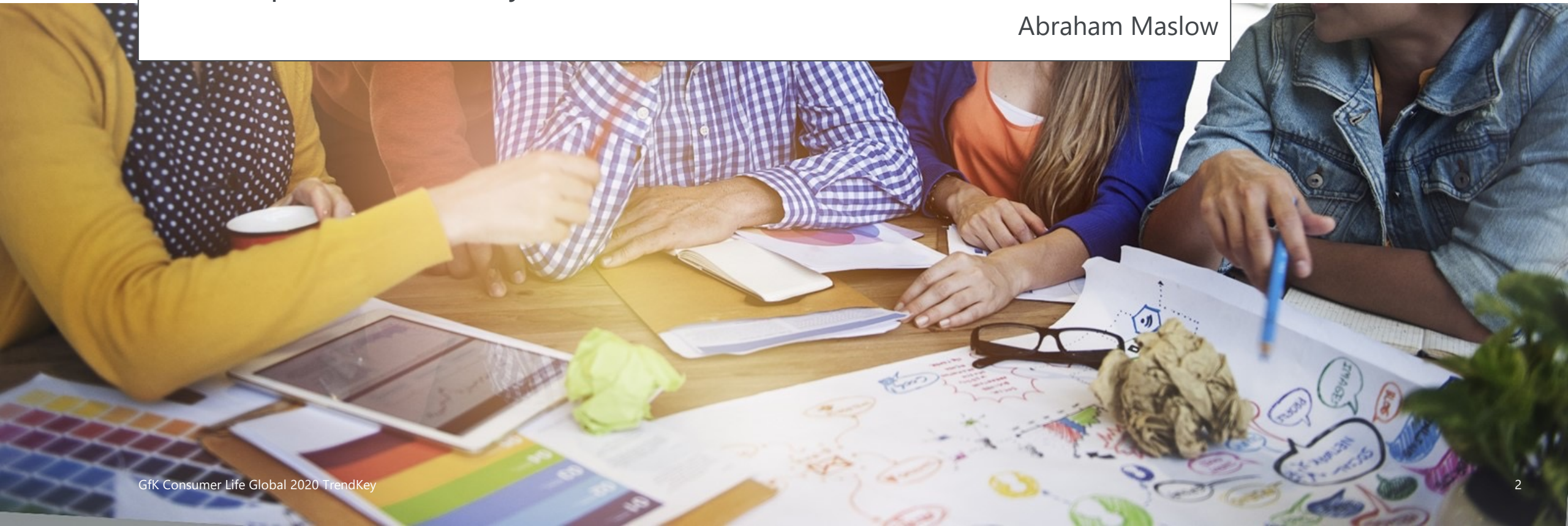
This sample report gives you information about the types of insights you can expect to receive when you purchase our TrendKey report. The full reports contain more insights and are available for 25 different markets.

Insights that foster creativity and growth



"In any given moment we have two options: to step forward into growth or to step back into safety."

Abraham Maslow



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Why TrendKey?



Because the world is always changing, and so are consumers.

- TrendKey is a launch pad to develop next-stage thinking to help you plan for the future through a structured and data-rich platform. It is an excellent tool for workshopping strategic business issues based on robust consumer understanding that combines external forces impacting consumers with trends and in-market manifestations.
- Each of the 9 macro-trends in TrendKey has been identified through analysis of GfK Consumer Life Global data, as well as observations of the global marketplace.
- Recognizing the existence of certain trends is just the beginning. After that come all kinds of questions: How big is the trend? Which consumers is it affecting most? What effects does it have on the kind of products or services I should launch? It is these questions that TrendKey is designed to address.
- TrendKey provides a toolkit of trend narratives, consumer expressions, keywords, data-driven insights, and market manifestations to fuel strategic thinking for future market planning.



Reach out to your GfK contact if you need support on building or refreshing your custom trends framework.

Analysis framework



This report examines trends at 3 levels, beginning with external forces that drive consumer macro-trends and sub-trends.

EXTERNAL FORCES (STEEP)

These are social, technological, economic, ecological, and political shifts that are beyond the control of individuals, but are the root causes of consumer change, driving key trends and sub-trends.

KEY TRENDS

Consumer attitudes and behaviors shaped by external forces, representing genuine, long-term shifts in consumer wants and needs. Key trends may be shaped by multiple external forces.

SUB-TRENDS

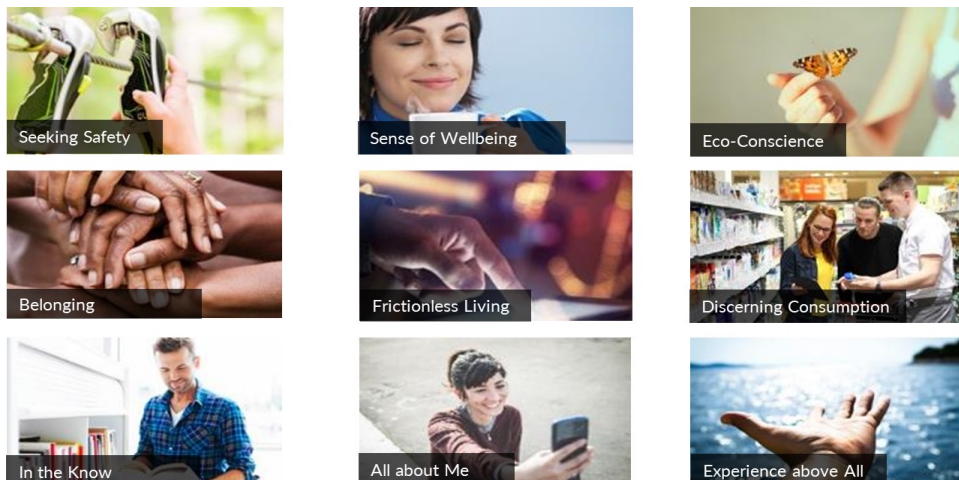
These are specific aspects of key trends that may be shorter-term and more specific in nature. Note that the sub-trends in this report are not comprehensive, merely illustrative.

How to use this report



 Social	Age structure	Population flows	Diversity	Education
 Technological	Tech democratization	Tech advances		
 Economic	Recession	Globalization	Income distribution	E-commerce
 Ecological	Food, air & water safety	Climate change	Disease	
 Political	Political tension	Litigation & regulation		

Section 2 describes 5 types of external forces that impact consumer behavior, structured around the commonly used STEEP framework: Social, Technological, Economic, Ecological, and Political.



Section 3 explores our 9 key trends and 27 sub-trends, including a description of what each trend signifies, data highlights from the 2020 Consumer Life global study, and manifestations of the trend in the marketplace.

New to 2020: A slide summarizing the latest shifts for each macro trend, the impact of COVID-19 on its trajectory, and our perspective on its future evolution.

5 STEEP forces that impact consumer behavior

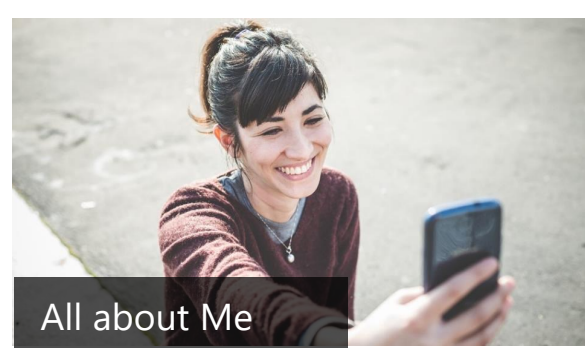
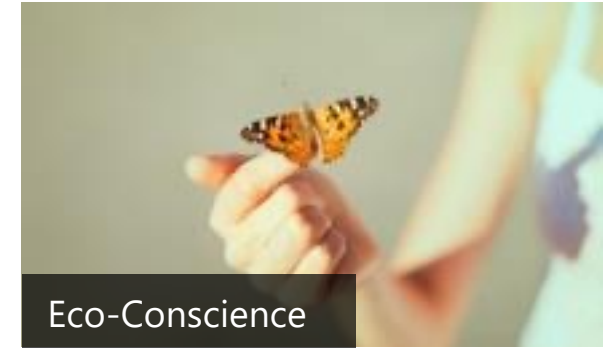


Social, technological, economic, ecological, and political shifts that are beyond individuals' control, but are root causes of consumer change*

 Social	Age structure	Population flows	Diversity	Education
 Technological	Tech democratization	Tech advances		
 Economic	Recession	Globalization	Income distribution	E-commerce
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 Political	Political tension	Litigation & regulation		

* Note: This is not a comprehensive list of forces, merely the ones most relevant for this report.

9 Key Trends



Our full TrendKey Report
provides you with a deep dive
into each trend.

GfK Consumer Life 2020 study

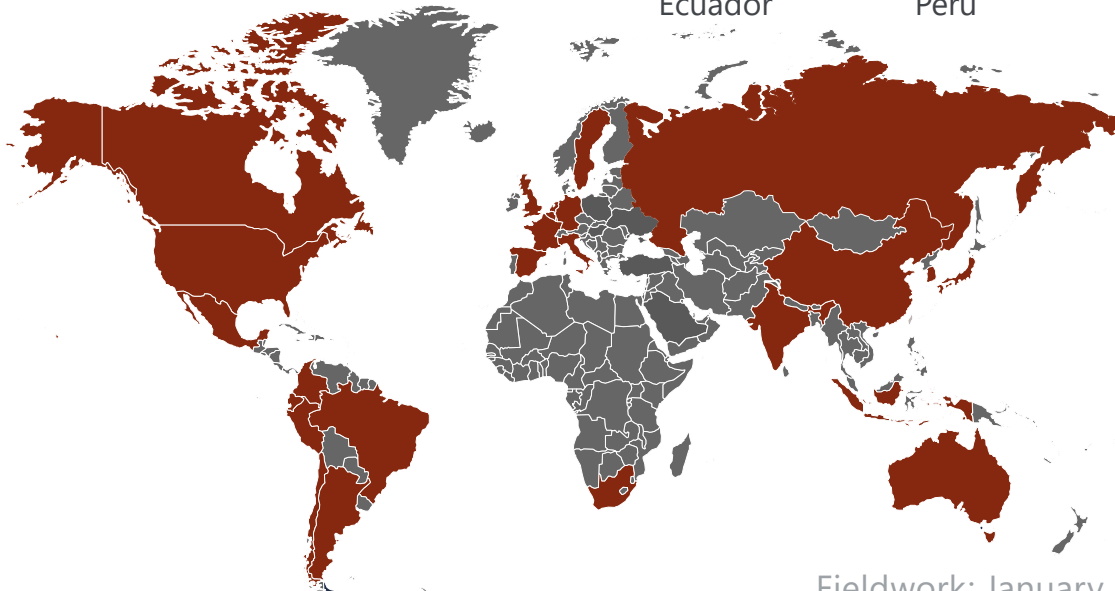


Sample 1,000 to 1,500 per market

Argentina
Australia
Belgium
Brazil
Canada
Chile
China
Colombia
Ecuador

France
Germany
India
Indonesia
Italy
Japan
Mexico
Netherlands
Peru

Russia
South Africa
South Korea
Spain
Sweden
UK
USA



Light gray text designates "non-core" country – market may not be covered every year

Fieldwork: January - April 2020



**25
Markets**

All Regions: Asia-Pacific, Africa, North America, South America, Western Europe and Central/Eastern Europe



Online

Panel blend of 4-6 online and mobile providers for each market



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