



GfK Roper TrendKEY

Unlock the secrets of your target market by exploring key global consumer trends.

Available exclusively from GfK Roper Consulting, *TrendKEY*SM is a unique trend platform and tool that:

- Identifies major global consumer trends
- Explores the implications of each trend via white papers, examples of products that tap into the trend and comprehensive data support
- Leverages our consultancy process and assignments to put relevant trends to work for your brands

The insights within *TrendKEY* are based on robust consumer understanding derived from the world's largest survey of consumer attitudes, values and behaviours—**GfK Roper Reports® Worldwide**. As a result, your perspective into consumer behaviour extends from a global to a local market-level.



“Global”—Big picture stories on what the major worldwide trends are



“Regional”—How a region compares to the world as a whole



“Local”—How a country compares to the rest of its region or to the world as a whole with extra depth for the US



“Micro”—Which trends are affecting particular groups of consumers and in what ways

GfK Roper TrendKEY: Global Consumer Trends



Understanding Why and How Consumers Change



Drivers:

These are the external forces that consumers have to face. They react to these forces by changing how they think and how they live. Values and Lifestyle trends represent our framework for understanding these consumer responses. *TrendKEY*SM provides information and perspectives on 11 drivers of global consumer behaviour:

Drivers:

Affluence	Education	Resources
Changing Populations	Environment	Technology
Culture	Globalisation	Urbanisation / Migration
Economy	Politics	



Personal Values:

With the blurring of age and gender, marketers are putting more and more emphasis on understanding the personal values of their consumers. Our unique global ValuescopeTM model allows marketers to see what values drive consumers—values lead to attitudes and attitudes lead to behaviours. We have identified 12 values trends:

Value Trends

Adventure	Individuality	Scrimp 'n' Save
Changing Gender Roles	Looking for Success	Security for All
Desire for Authenticity	Mixing Influences	Simplicity
Green Awakening	Moving to Fun	Youthfulness



Lifestyles:

While values trends show us the things to which people aspire, it is also important to understand the lifestyles that people actually lead. The two are not the same. We have identified 14 lifestyle trends:

Lifestyle Trends

Consumers in Control	Home Is Where It's At	New 4 Old Media
Convergence Is Multi-Modal	Indulgence	Pursuit of Wellbeing
Critical Consumers	Joy of Shopping	Stretched Lives
Experience It All	Life on the Go	Virtual Lives
Home Is Where You Are	Live to Work	

GfK Roper TrendKEYSM—Insights to Impacts to Actions...

TrendKEY is delivered via an interactive memory stick containing a library of resources that offer an in-depth understanding of each key trend. Just click on a trend to explore the wealth of corresponding resources, including detailed descriptions of the trend and a document library of relevant perspectives. Extensive data sheets show how the key indicators for each trend play out among particular consumer groups. You can also access the impact of the trend by employing up-to-date manifestations that show how new products and services in the marketplace are leveraging the trend. TrendKEY also shows how you can use trends in marketing strategy, product innovation or we can help you with this.

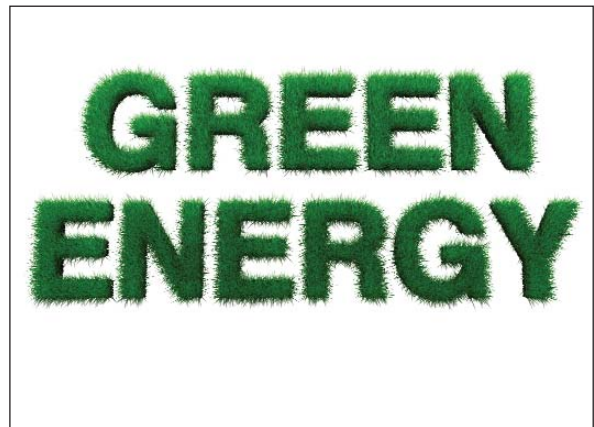


Description of the trend



Understand—What is the trend? How does it work? What does it mean for me?

In-Market Manifestation



Visualise—Which new products and services are tapping into this trend around the world?

Document Library



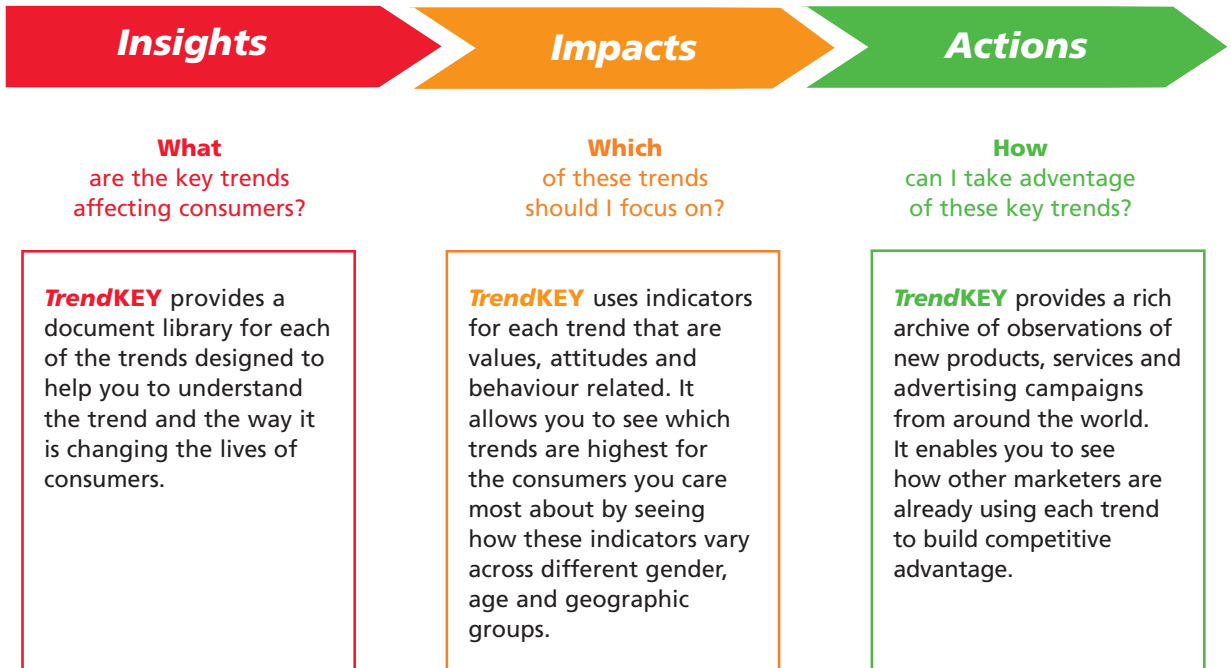
Cross Reference—See what GfK Roper Consulting has said about this and related trends in the past.

Supporting Data



Access—How important are each of the trends to the consumers you care most about?

*TrendKEY*SM is based around a three-step process that aims to provide insights, assess the impacts of those insights on the consumers you care most about and then help you respond with appropriate actions.



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