

Strategic Insights to support your business planning

Key 2024 reports & publications

Behavior Change Spring '24

Report, webinar
Europe, 21 markets

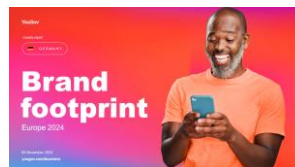


Budget, Cost-of-Living
Coping strategies, Habits
Occasions, Channels
Influencing Trends

[Follow this link to find out more about Behaviour change!](#)

Brand Footprint Europe

White paper, Ranking
Global, Europe, >50 markets



Winning & losing brands
Driving growth
Penetration & Frequency
Consumer Reach Points

[Follow this link to find out more about Brand footprint!](#)

Who Cares, Who Does Sustainability

Report, webinar
Global, Europe, 33 markets



6th edition
Eco-segment evolution
Sustainability concerns
Relevant buying behavior

[Follow this link to learn more about this report!](#)

Who Cares, Who Does Health

Report, Webinar
Global, Europe, 33 markets



1st edition
Health segment introduction
Health concerns & actions
Relevant buying behavior

[Follow this link to learn more about this report!](#)

Attitude Behavior Gap

White paper
Germany



ABG in Sustainability
Key factors to close the gap
Convenience, Price parity
Status, Product choice

[Follow the link to learn more about this report!](#)

Behavior Change Fall '24

Report, Webinar
Europe, 21 markets

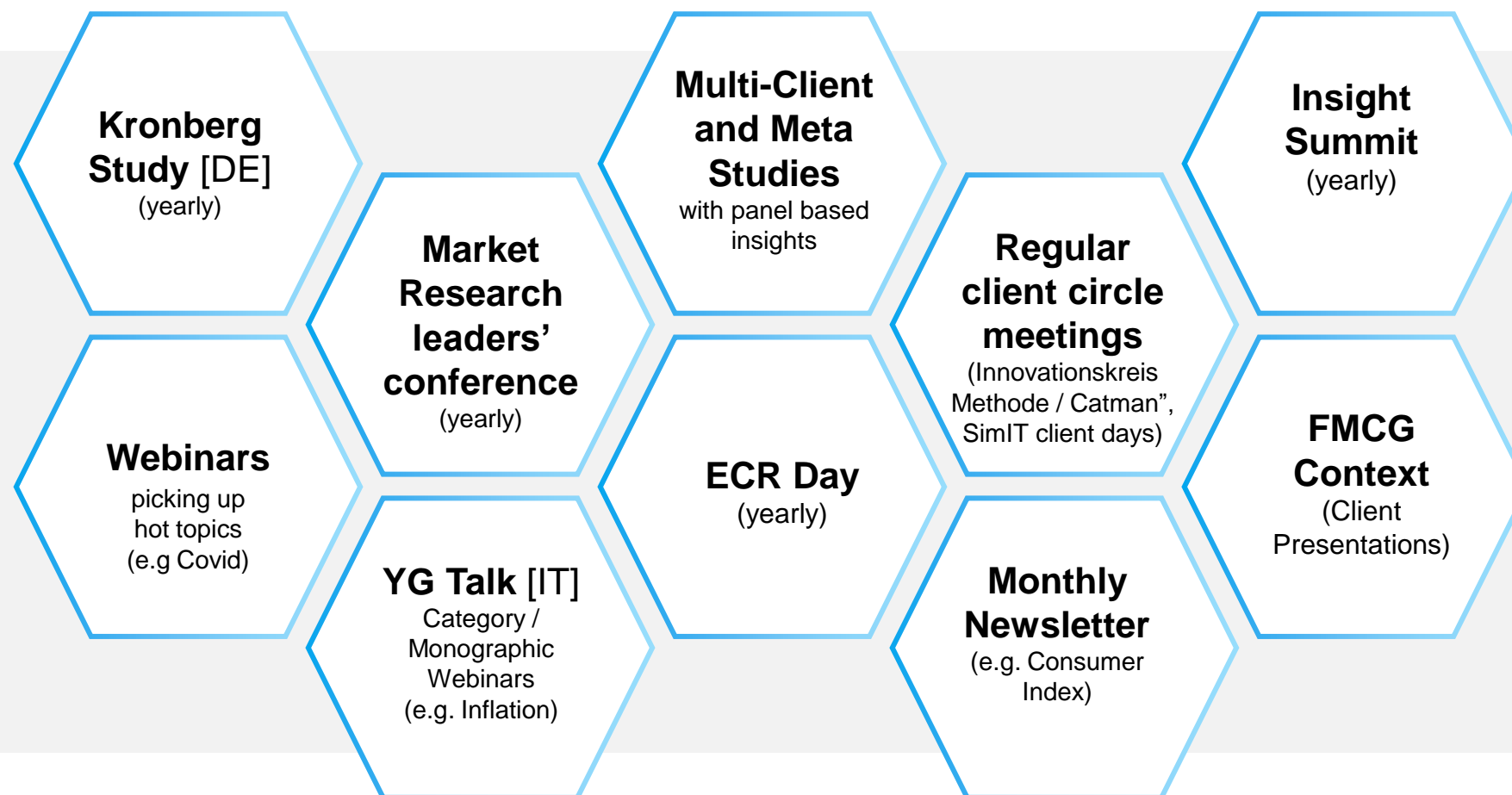


Budget, Cost-of-Living
Awareness, Availability
Entry Points, Trends
Innovation & Packaging

[Follow this link to learn more about new Behavior change wave](#)

Local Thought Leadership pieces

YouGov consumer panel insights are highly relevant ...



... to enable you to manage your business and brands successfully in a rapidly changing market