

Europe

Strategic Insights

2025 planning

Shopper Perspectives Series



Published March – April '25

Behavior Change Report Spring '25

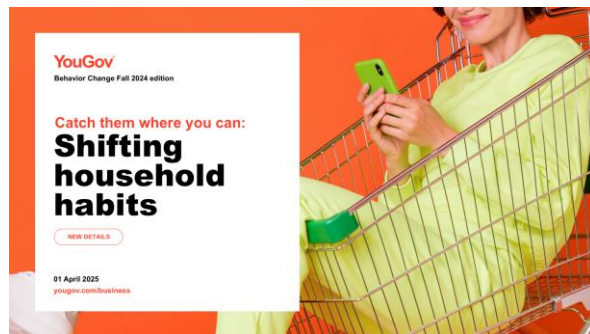


EU-21 report available for purchase end of May – new webinar June 3rd

[Fall '24 webinar on demand](#)

About the Behavior Change reports

- Half yearly report that details how **FMCG shoppers'** needs, choices and preferences evolve in an ever-changing context
- 9th edition, **>105,000 shoppers** surveyed
- Spanning **21 countries** in Europe



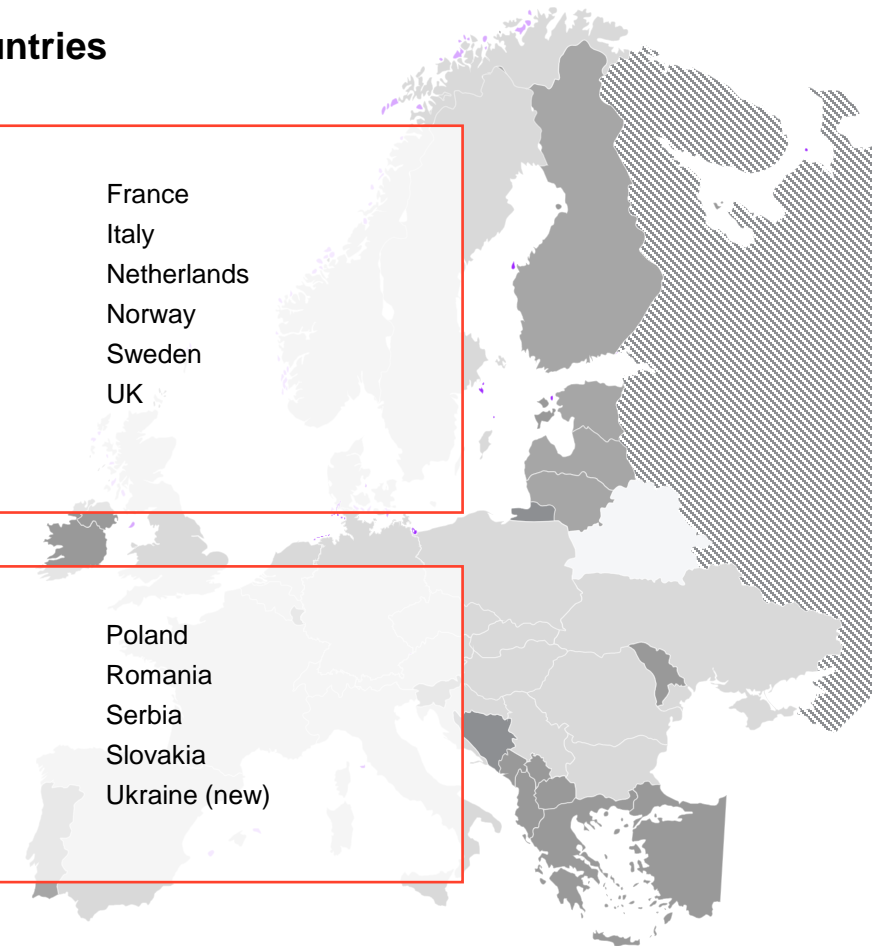
Scope: 21 countries

WSE

Austria	France
Belgium	Italy
Switzerland	Netherlands
Germany	Norway
Denmark	Sweden
Spain	UK

CEE

Bulgaria	Poland
Czech Republic	Romania
Croatia	Serbia
Hungary	Slovakia
	Ukraine (new)



Upcoming

Planned



MAY/JUNE

Brand Footprint

Europe in focus

Ranking of most chosen brands
Shopper Perspectives Papers



OCTOBER

Who Cares Who Does

Sustainability & Health

Key concerns, actions and purchase behavior
Report & webinar



FALL '25 (TBC)

Needs Mapping and Trend Galaxy

Key markets in Europe

Needs and trend quantification (cooperation)
Report, TBC



NOV '25

Behavior Change Fall '25

Households & their choices in context

21 markets
Report, webinar