

Global Simplicity Market Segmentation, Application, & Market Analysis Research Report 2017

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Summary

WiseGuyReports published new report, titled "Trend Sights Analysis: Simplicity".

"Trend Sights Analysis: Simplicity" is part of Trend Sights series and explores how brands can facilitate demand for a less complicated lifestyle.

As a result of a rapidly evolving, and sometimes unpredictable, global landscape, today's consumers are leading more complicated, stressful, and fast-paced lives than ever before. In turn many are seeking to take a step back from this environment. By simplifying their lifestyles as well as their product choices, Simplicity offers a form of relief from modern life for consumers.

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Scope

- 74% of consumers globally find living a less complicated lifestyle to be important in creating a feeling of wellbeing.
- Women are among the consumer groups most likely to agree that there is too much choice when shopping for products.
- Brands need to cut through the clutter for consumers by ensuring that product benefits and usage instructions are clearly stated on-pack as well as communicating the differences between products in their portfolios.

Key points to buy

- Gain insight into the different routes through by which products can align with the Simplicity trend including examples of best-in-class innovation.
- Compare the presence of this trend in each industry across the FMCG space, and learn what the key opportunities are.
- Identify the innovation implications of the trend for your sector.

Table of Contents



Trend snapshot
Meeting the needs of time scarce consumers
Back-to-basics
De-consumption
What next?
Appendix

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About Us

Wise Guy Reports is part of the Wise Guy Research Consultants Pvt. Ltd. and offers premium progressive statistical surveying, market research reports, analysis & forecast data for industries and governments around the globe.

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