



Report Brochure

**GLOBAL  
CONSUMER  
TRENDS  
2017**

Report price • GBP 1,000 • AUD 1,900 • USD 1,400 •  
EUR 1,240 or 2 Report Credits •



## Introduction

2016 has been a tumultuous year which, at turns, has been positive, negative, and surprising (and occasionally all three at once). Our **fifth** annual Consumer Trends report highlights the pervasive themes that are influencing consumer behaviour across the globe. In collaboration with our international teams in France, Italy, Germany, South Africa, the USA and Australia this overview seeks to provide insight into the market today in 2017.

Our findings can be grouped into **four** categories: **Well-Being** (the increased drive to keep mind and body at full health), **Engage** (the need to involve, excite and inspire consumers to action), **Connect** (the desire to interact with and feel part of a community) and **Express** (the urge to demonstrate one's individuality).

No neat system has yet been invented to categorise the wealth of innovation in products and services which have evolved to meet these demands, but certain patterns do emerge. We trace them here, and add colour with a range of real world examples that we hope will give you a better sense of these key trends.

Lulie Halstead  
CEO  
Wine Intelligence



**Well-Being**

**Exclude**



**Enhance**



**Mindfulness**



**Engage**

**Obsession**



**Fusion**



**Activate**



**Connect**

**Exchange**



**Reduce**



**Community**



**Express**

**Effortless**



**Instant**



**Individual**



# Report price

## Report price\*:

GBP 1,000  
AUD 2,100  
USD 1,600  
EUR 1,400

## Report credits:

2

68-page  
PowerPoint  
report

[Click  
here to  
purchase](#)



REPORT PRICE: • GBP 1,000 • USD 1,400 • AUD 1,900 • EUR 1,240 • 2 Report Credits

Format: 68 page PowerPoint (PDF)

Purchase online: <http://www.wineintelligence.com/reports-shop>

Contact us directly: [reports-shop@wineintelligence.com](mailto:reports-shop@wineintelligence.com)

If you have any questions, please contact your local Wine Intelligence office:

#### **AVIGNON**

Jean-Philippe Perrouty, Director, Wine Intelligence France | T +33 (0)486 408 417 | Email: [jean-philippe@wineintelligence.com](mailto:jean-philippe@wineintelligence.com)

#### **CAPE TOWN**

Dimitri Coutras, South Africa Country Manager | T +27 828288866 | Email: [dcoutras@iafrica.com](mailto:dcoutras@iafrica.com)

#### **DELAWARE**

Erica Donoho, USA Country Manager | T +1 973 699 4158 | Email: [erica@wineintelligence.com](mailto:erica@wineintelligence.com)

#### **FRANKFURT**

Wilhelm Lerner, Associate Director/Germany Country Manager | T +49 (0)175 5806 151 | Email: [wilhelm@wineintelligence.com](mailto:wilhelm@wineintelligence.com)

#### **LONDON**

Eleanor Hickey, Business Manager | T +44 020 7378 1277 | Email: [eleanor@wineintelligence.com](mailto:eleanor@wineintelligence.com)

#### **SYDNEY**

Liz Lee, Australia Country Manager | T +61 (0) 416 638 272 | Email: [liz@wineintelligence.com](mailto:liz@wineintelligence.com)

#### **TRIESTE**

Pierpaolo Penco, Italy Country Manager | T +39 349 424 3371 | Email: [pierpaolo@wineintelligence.com](mailto:pierpaolo@wineintelligence.com)