

Europanel FMCG Barometer

This report looks at what is happening in the FMCG market globally and the consumer behaviour that is driving these trends.



Based on over 2000 FMCG categories in major 'barometer' countries:

France, Germany, Italy, Netherlands, Spain, UK, Poland, Russia, USA (IRI) to end 2021, Brazil, Mexico, China, India and Japan (Intage).



Put your brand story in context with Economic & Consumer data



Value & volume trends back to 2007



The impact of price on consumer choice



How the number of buyers, shopping frequency, and basket size are affected



Changes in buying behavior



Quarterly updates with macro data including inflation, consumer confidence, Discounter/ Private Label trends

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