

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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Initial (one off report) fee:
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