

KANTAR

MONITOR Trends Framework

A comprehensive foresight toolkit

Trends are a critical tool that can help future-proof decision making. As businesses face a host of questions about how consumer routines, rituals and needs are changing amid ongoing, large-scale disruption, trends have never been more important.

MONITOR offers a comprehensive foresight toolkit specifically designed to help organizations mitigate uncertainties and future-proof decision-making.

From macroforces to consumer trends to leading-edge signals, the **MONITOR Trends Framework** enables brands to:



More effectively spot future disruptions to their categories



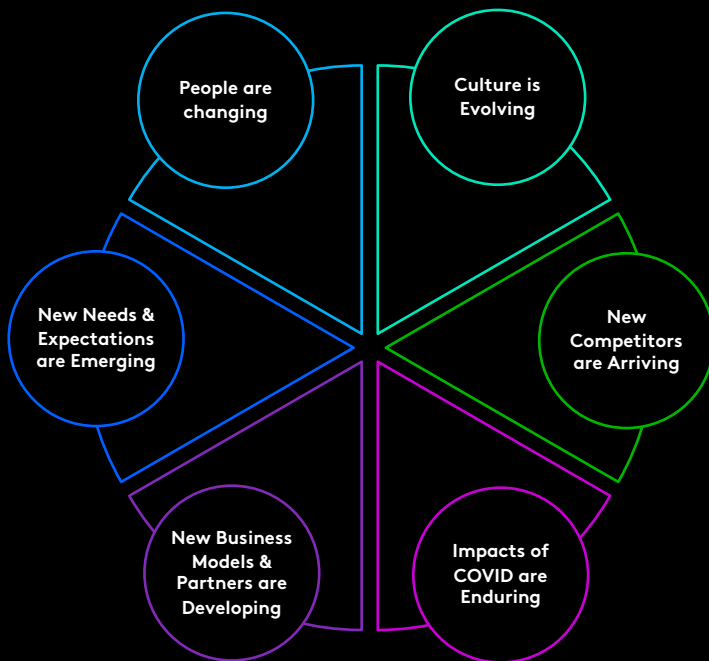
Identify emerging and unmet consumer needs



Make better bets on innovation spaces



Stay on-trend with evolving consumer attitudes and behaviors



MONITOR Trends Framework

Drivers of Change

A set of more than 60 social, technological, environmental, economic, political and wellbeing macro-trends to better understand the forces shaping the future marketplace.

Consumer Trends

A set of more than 30 dynamic consumer, cultural, and lifestyle trends that can be used to optimize everything from innovation and planning to messaging and activation.

Streetscapes Database

A continually updated, searchable database of thousands of leading-edge marketplace examples sourced from our on-the-ground network of cultural correspondents.