



sociovision
MASTERING A CHANGING WORLD

INTERNATIONAL OBSERVER

THE WORLD IN 2018

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OUR INTERNATIONAL OBSERVER

A global monitor
of cultural and lifestyle
change across 12 countries



A 360° approach
to luxury, beauty,
gender, social values
and lifestyle issues



A **15-year historical**
perspective

An online survey
with a single source
questionnaire



Last survey:
2017
(29,500 interviews)





OUR INTERNATIONAL OBSERVER TOPICS COVERED



- Values & attitudes
- Social & family life
- Leisure & cultural activities
- Digital & media
- Consumption
- Food trends
- Health & Wellness
- Mobility
- The Internet of things
- Luxury
- And more!



KEY QUESTIONS TO BE ADDRESSED



HEALTH & WELLNESS

How to measure expected health benefits by country?
Attitudes towards health



CONNECTED LIFE

Perceptions of the Internet of Things
Expected benefits
Privacy issues



SHARING ECONOMY

Motivations & Intentions for the future



FOOD & DRINKS

What are the opportunities for snacking innovations?
Food behaviors & Health expectations



BEAUTY

How is body culture evolving?
What does beauty mean to men and women?
What are their strategies to remain young and beautiful?

OUR INTERNATIONAL OBSERVER

Blending **qualitative insights** with **quantitative measurement, visual cues** and **innovative examples**



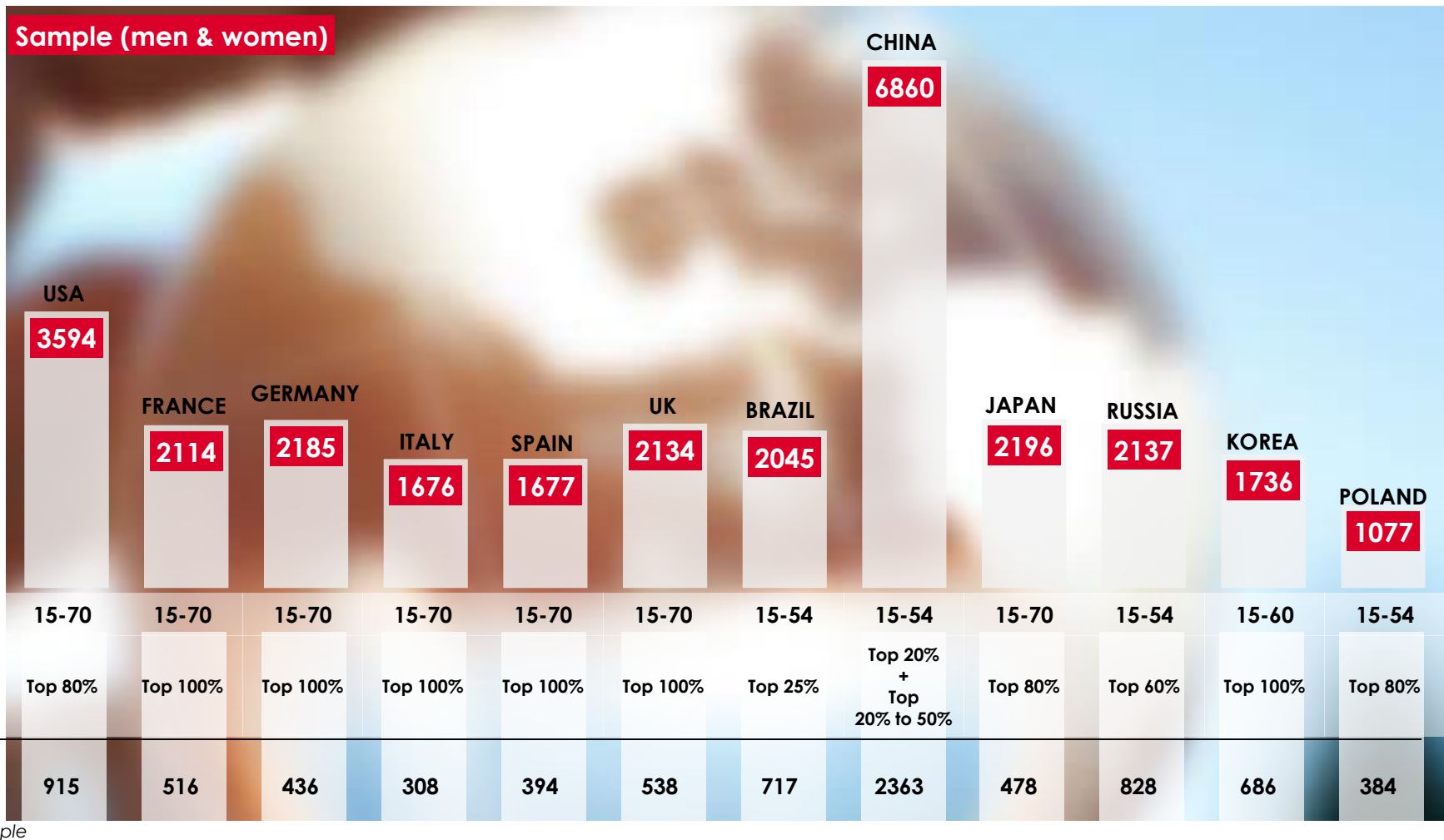
GLOBAL SOCIOCULTURAL DRIVERS

Growing trends in the US, Europe, Asia and Brazil

SPECIFIC FOCUS

- Examples:
- Affluents
 - Millennials
 - ...

2017 SOCIOVISION OBSERVER SAMPLES



* CHINA : Top 20% - 2500 W / 1000 M
 Top 20% to 50% - 1000 W / 500 M

OUR INTERNATIONAL OBSERVER ADDITIONAL OPTIONS

Enlarging the geographical scope –
other countries on demand

Modifying the samples' structure

- Enlarging the sample base
- Adding boosts targeting a specific population:
e.g. Millennials (18-29)

