

sociovision
| MASTERING A CHANGING WORLD

THE WORLD IN 2020

INTERNATIONAL OBSERVER



OUR INTERNATIONAL OBSERVER

A global monitor
of cultural and lifestyle change
across several countries



A 360° approach
on values, motivations,
aspirations, attitudes
& lifestyles



A focus
on luxury, beauty,
gender roles, health
& wellness and nature



A 15-year historical
perspective

An online survey
with a **single source**
questionnaire



Next survey:
2019



TOPICS COVERED



● AND MORE!

KEY QUESTIONS 2018 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

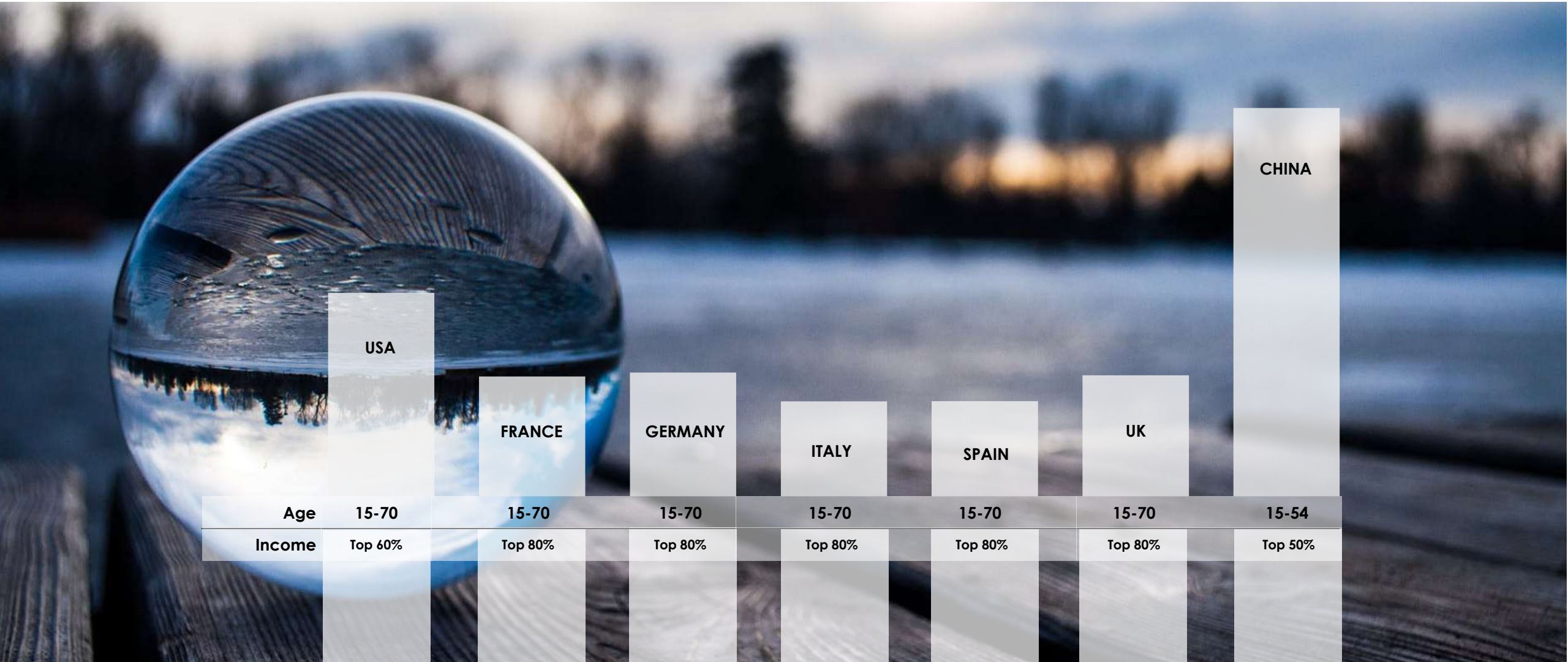
What are the opportunities for snacking innovations?
Food behaviors & Health expectations



BEAUTY

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

SAMPLES



QUESTIONNAIRE & OPTIONS

OUR GOAL

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



GLOBAL SOCIOCULTURAL DRIVERS

Growing trends in the US, Europe, and China

OPTIONS

- **Specific questions**
- **Modifying the samples' structure** – Enlarging the sample base, Adding boosts targeting a specific population, e.g. Millennials (18-29)
- **Enlarging the geographical scope** – Other countries on demand, e.g. Brazil, Korea, Russia...