Understanding Social Media Consumer Trend in the US and its Impact on the CPG Industry, H1 2014

Description: Companies and marketing firms across the world require a multidimensional understanding of consumer lifestyles and behavior. This is essential for firms with multinational operations to help them take informed business decisions regarding products and services and to build their social media initiatives. Socintel360’s “consumer insight offering - SocialTrack360, is a comprehensive solution for companies looking for unique insights on social media usage behavior from across more than 10 countries. The SocialTrack360 series of reports provide analysis at a country level, offering key insights on how the local consumer landscape is evolving. Our actionable consumer insight analysis helps companies identify current and evolving consumer behavior trends and facilitates informed decision making. SocialTrack360 evaluates over 100+ indicators on social media for each of the 10 countries it covers.

Consumer behavior in the context of social media is evolving even for the developed markets. Companies are also beginning to link this channel to their overall marketing strategy. Executing social media initiatives that combine different marketing channels and consumer segments is challenging but if executed well, they can provide companies with direct access to a very loyal and easy to target consumer base.

This report will enable marketers to leverage in-depth intelligence on evolving consumer habits and trends to understand and predict changes in consumer behavior. These reports include inputs from the publisher's Global Consumer Trends survey that provides critical data for assessing potential business opportunities.

This report answers several key questions that are critical for marketers looking to formulate winning social media strategies in the US.

- Operational - How can CPG marketers formulate social media strategies to gain maximum benefits?
- Consumer Behavior Analysis – What are the key consumer trends (existing and emerging) that will impact the social commerce market and how companies can leverage these trends to maximize benefits?
- Competitive Landscape – How are companies using social media along with other marketing channels to gain market share?
- Best Practices – How are companies are implementing social media strategy to create maximum positive impact? What are some of the social media initiatives that have been successful? (Includes case studies across the consumer value chain and industry sectors)

This report provides detailed information, insights and opinion on consumer trends in the context of social media in the US. Below is an overview of the scope of this report:

- Market Focus: US
- Industry Focus: CPG – Consumer Packaged Goods
- Sectors covered – Food & Beverages, Personal Care, Household
- Data & Analysis: This report provides extensive analysis of industry and consumer trends, including best practices for implementing social media strategy in the US.

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