

Consumer Understanding Reports



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Gen Z - 2022

CONTENT

- Employer branding among Gen Z
- Relevant benefits for Gen Z
- Recruitment & retention for Gen Z
- Connecting & relating to Gen Z
- Ideal workspace for Gen Z

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Price full report: 3000 EUR



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E-COMM PULSE. 2017-2022

An overview of e-commerce market

CONTENT

- Online buying habits
- Delivery apps
- Black Friday
- Conclusions

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ACTIVATIONS VISIBILITY

FESTIVALS STUDIES - 2022 EDITION



NEVERSEA

CONTENT

- Brands and ads visibility
- Spontaneous and prompted participants awareness
- Recalled and most liked activations at both festivals
- Brand-activations participation and brand's customer participation
- Favorite activations by brand
- Interest in future participation

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Content

- Each report offers an exploration of **consumers' attitudes and behaviors** on a specific topic.
- Based on **a mix of qualitative research and quantitative research.**



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E-COMM PULSE. Evolution of Ecommerce, 2017-2022

CONTENT

Economic context, PIB evolution, household consumption, financial impact, inflation evolution, consumption structure

Online buying habits-buying categories, criteria and motivations

Delivery apps-usage, preferred platforms, purchased categories

Black Friday evaluation

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Gen Z – Ways of Engaging and Workplace Strategy

CONTENT

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Ideal workspace for Gen Z



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