

# THE VIEW

## Consumer Insights | January 2022



Omicron, booster shots, persistent supply chain disruptions, ever-evolving technological innovations, and the conscious consumer. In 2022 we think that relevant data gathering is likely to get tougher thanks to the rapidly changing market landscape.

In this issue we explore the importance of timely market intelligence, redefining customer relationships with data-driven campaigns, and the burgeoning technologies shaping the 'digital' morrow.

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### [A market intelligence approach to post-pandemic success](#)

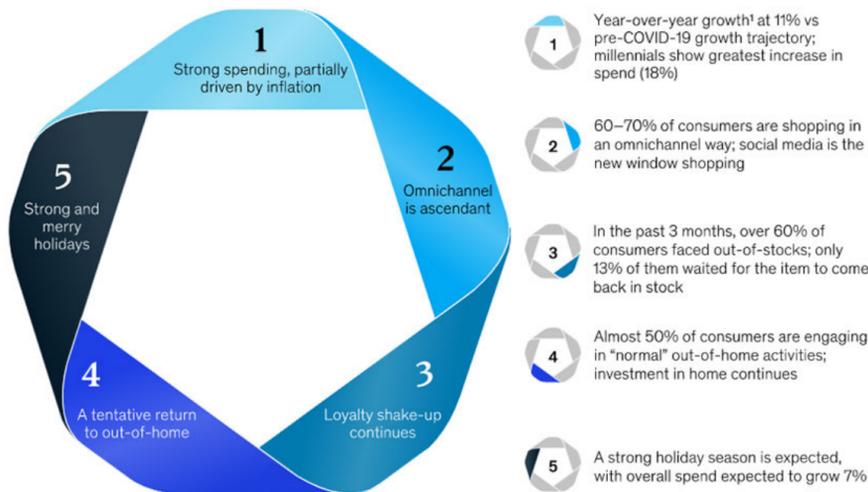
Today, firms are increasing investments in MI and integrating latest technologies to optimize data collection, streamline processes, and meet customer expectations. [>>](#)

B2C | McKinsey

### [Research indicates strong US consumer optimism and spending](#)

44% of US consumers feel optimistic with spending increasing 11% year on year. McKinsey's market research indicates the following consumer trends: [>>](#)

#### Five consumer themes emerged in October 2021.



<sup>1</sup>Year-over-year growth for Mar–Sept 2021 relative to estimate of Mar–Sept 2020 growth if COVID-19 had not occurred. Source: Based on 3rd-party data Feb 2019–Sept 2021, as well as longitudinal surveys conducted Mar 2020–Oct 2021 in the United States

## Latest trends

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### [Customer interactions will be shaped by personalized data-driven campaigns and other e-commerce technology trends in 2022](#)

With 3/4th of Americans set to shop online, more brands are set to adopt D2C to collect first-hand customer information for future products and services. [>>](#)

B2B & B2C | Forbes

### [Meaningful customer relationships and 'doing digital right' among other top marketing trends this year](#)

With the rise of interactive content, leveraging innovative frameworks of operating to build meaningful customer relationships will be key for business success. [>>](#)



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### [\[Whitepaper\] Technologies at the forefront: A 2022 forecast](#)

From AI to quantum and beyond, uncover the latest technology developments in your industry.

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## Not to be missed

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### [Embracing a 'phygital' customer experience with 5G in retail](#)

With rapidly shifting shopping behaviors, and persistent supply chain disruptions, how can retailers bounce back? 5G networks can be a potential game-changer. [>>](#)

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### [Case Study: Curating a customized database across untapped markets](#)

Uncover how a global financial services provider developed an extensive database of key finance decision-makers across untapped geographies and gained optimum results. [>>](#)

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