

Global MONITOR

Understand today,
create tomorrow

Global MONITOR delivers the deepest *insights* into people's passions and priorities, the most vital macro and emerging *trends* and a dedicated *team* of experts to help you get smarter and save time.

Global MONITOR is the only partner in the marketplace that can provide you a truly *comprehensive* and *integrated* trends and insights solution.

Robust database of quantitative insights



Historical database exploring the hearts and minds of global consumers in 25+ markets* around the world



Trends & foresight frameworks

A rich framework for both long-term and near-term trends that are data-supported and future-proofed



Dedicated consulting team

A team of experts dedicated to helping you get smart and save time



Proven thought leadership

Provocative, inspiring and future-focused thought leadership about the important shifts in the consumer marketplace



Key consumers & category perspectives

Grab-and-go, people-centric reports that provide in-depth analysis of key segments, categories, countries and topics



Leading-edge trends platform

A curated and searchable platform containing new product innovations and marketing campaigns from around the world