

Ipsos Presents "SHE SPEAKS"

ALGERIA:

The first and most comprehensive syndicated study on females in Algeria

Why Women?



Women are the world's most **powerful consumers**

\$€€

Women drive **70-80%** of all consumer purchasing



Globally, **women control \$20 trillion** in consumer spending

What will we cover?

Values and Aspirations: What are her attitudes, goals, and dreams in life?

Decision Making: What influences her shopping and purchase decisions?

Brand Perceptions: What brands does she look up to?

Engagement and Communication: What is relevant to her?

How will we do it?

6

Qualitative
Focus Groups

1000

Quantitative
Surveys

6

Qualitative
Immersion

For more information, please get in touch with Najwa Kandil at najwa.kandil@ipsos.com

GAME CHANGERS

