

Market Essentials

A global, syndicated study tracking how consumers respond to global challenges on a monthly basis



What is Market Essentials?

Market Essentials is the most accessible and up-to-date 'State of the Nation' across 15 markets. We keep a pulse on consumers' attitudes, emotions, and behaviors as they navigate the storm of economic uncertainty, political shifts, health concerns, tech innovations, environmental challenges, and conflicts, both global and domestic.

With Market Essentials, you can connect with consumers on an ongoing basis as they adapt to the changing world around them. Use Market Essentials insights to add consumer context to custom research studies, inform executive briefings, and assist with annual planning.

Topics of Investigation



Impact of economy and finances (incl. tariff threats)



Omnichannel shopping behavior in key verticals



Environmental, social and governance issues (ESG)



Attitudes towards tech and Artificial Intelligence (AI)



Health and wellness



Travel intentions and attitudes



Global conflicts



Food and beverage (grocery & restaurant)



Emotional outlook and stress factors



Social and entertainment activities



Shifts in time spent



World of work and employee attitudes

Options

- Subscriptions available monthly, quarterly, and annually
- Flexible options for data access, standard reporting, and custom reports
- Global and country-specific reporting available

Countries

Sample size of 500 respondents per country per month, and 1,000 per month in the U.S. and Canada

- Australia
- Brazil
- Canada
- China
- France
- Germany
- India
- Italy
- Japan
- Mexico
- South Africa
- South Korea
- Spain
- UK
- US

Examples of business questions Market Essentials can address

- What are consumers' priorities and what macro risks are they worried about?
- How is inflation impacting consumer behavior/switching in my category?
- How are people feeling about their personal finances? How is this changing over time?
- Are ESG priorities shifting as concerns about inflation and political unrest increase?
- How do different generations prioritize their health and wellness?
- What are the latest behaviors and attitudes related travel, dining, and entertainment?
- Where are people spending their money – and where are they pulling back?
- How are omnichannel behaviors evolving?

Client feedback



Deliverables	Subscription Options					
	Single Month One Country	Single Month Global	Quarterly Subscription	Annual Subscription	Custom Country Report	Custom Topical Report
Monthly Data: Single Country	●				●	
Monthly Data: All Countries		●	●	●		●
Monthly Automated Global Report		●	●	●		
Monthly Automated Country Report	●	●	●	●	●	
Quarterly Report with Analysis			●	●		
Annual ESG Report				●		
Q4 State of the Nation (US & CA)				●		
Qualitative insights			●	●		●
Custom Report					●	●
\$USD	\$5,000	\$9,000	\$24,000	\$90,000	\$10,000 - \$15,000	\$10,000 - \$20,000

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