

Global Case Study



Challenge

Due to global shifts in consumer values and lifestyles, a top global CPG company needed to refresh its strategic vision and uncover growth opportunities for the next decade across **9 business units** and **9 regions**.



Approach

- Rebuilt their global trends framework around **macro forces + consumer demand**
- Applied **STEEP analysis** + stakeholder interviews across markets
- Partnered with **cultural & category experts**
- Conducted **trend-hunting** of products, benefits, and communications



Impact

- Created a **future-ready framework** linking global forces to strategic pillars
- Developed a taxonomy of **35 emerging trends** with innovation opportunities
- Delivered **implications & thought-starters** tailored by business unit
- Led a **2-day work session** to prioritize trends and innovation pathways



Result

A powerful, demand-driven roadmap that now guides **global and category-specific innovation** for one of the world's biggest CPG players.