

Tool to identify key trends/ dynamics and implications

Step 1

Step 2

Key trends/dynamics

Implications

Global Trends

Category

Competition

Consumer

Partners

Channel

Brand

- Assess multiple data sources
- Capture key trends or dynamics for each of the categories
- Gather input from a cross-functional team
- Build a structured and succinct analysis to capture the most relevant findings

- Understand what these analysis means to the category or the business
- Think of how these trends & dynamics will affect the business going forward
- Keep in mind how the implications affect your business objectives

