

# Window On the Global Consumer in 2019

January 23, 2019



# Some of the critical questions and issues we will be discussing today

1. How has global consumer confidence been evolving lately?
  - ✓ Global consumer confidence in Q4-2018
  - ✓ What difference between regions?
  - ✓ Critical underlying factors (jobs, income, spending)
2. The biggest challenges and opportunities for the consumer sector (and retail in particular) in 2019
  - ✓ C-Suite Challenge 2019 survey question on future consumer
  - ✓ What will happen in 2019 and what may take longer
3. The transformation of the digital consumer
  - ✓ How fast is the trend towards digital retail evolving?
  - ✓ What are most important trends in digital to watch?
  - ✓ What is the future of brick and mortar stores?



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# Today's Presenters



**Steve Odland**  
President & CEO  
*The Conference Board*



**Regan Leggett**  
Executive Director, Thought  
Leadership and Foresight  
*The Nielsen Company*



**Denise Dahlhoff, Ph.D.**  
Senior Researcher,  
Consumer Research  
*The Conference Board*

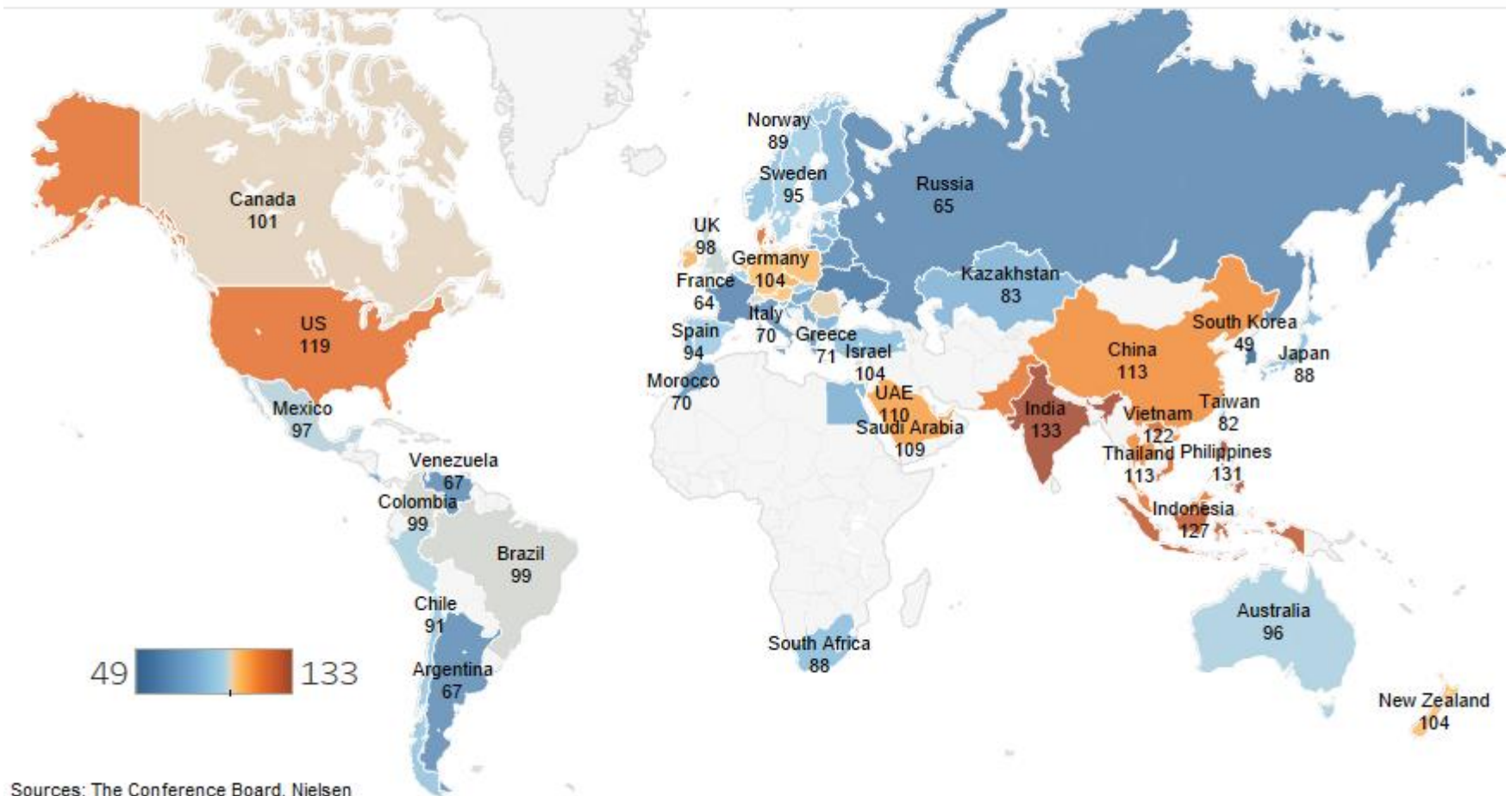


**Bart van Ark (moderator)**  
Executive Vice President,  
Chief Economist & Chief  
Strategy Officer  
*The Conference Board*



# Consumer Confidence levels remain at historically high levels, especially in US and Asia

## GLOBAL CONSUMER CONFIDENCE INDEX, Q4 2018: 107



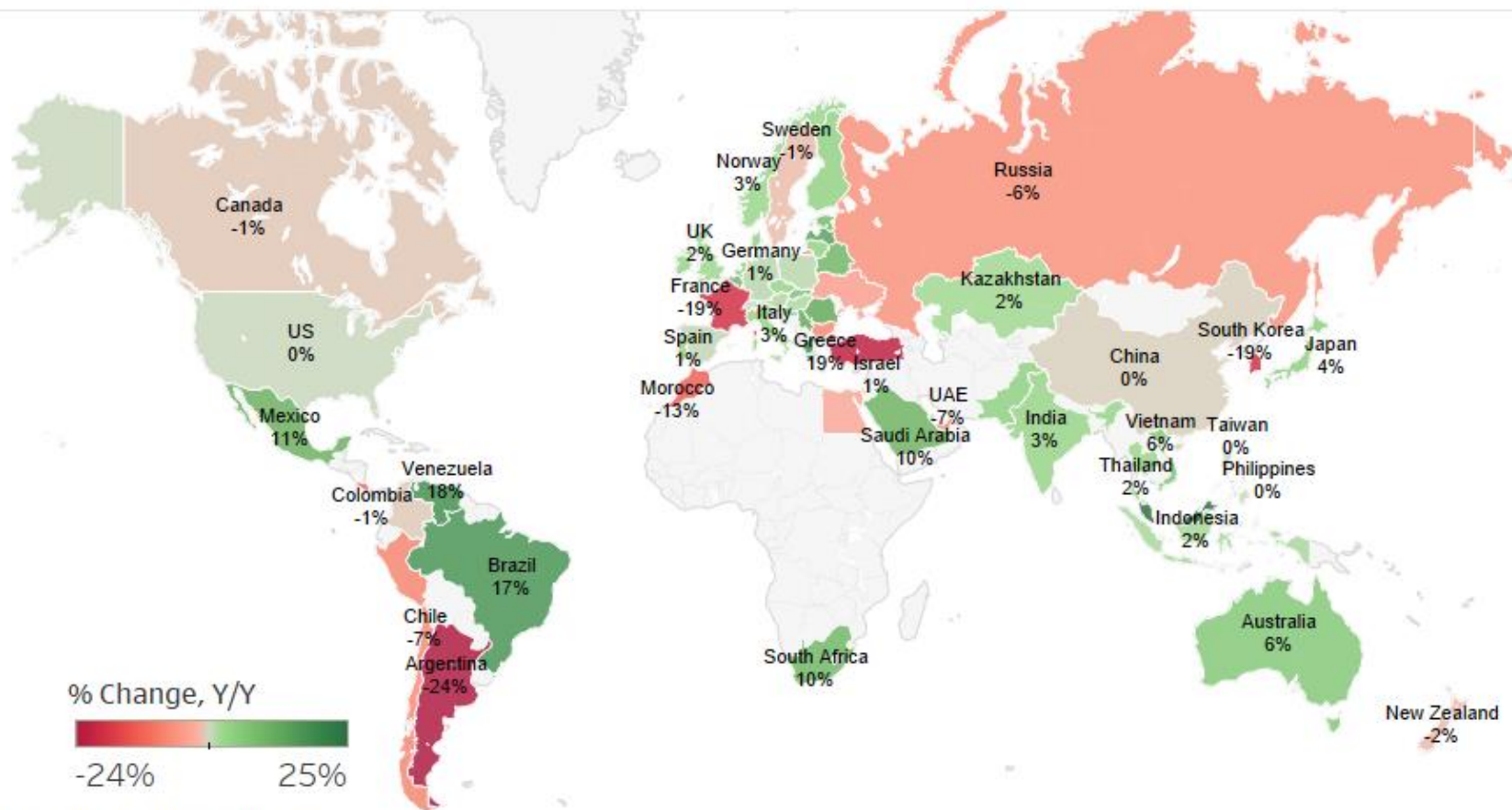
Sources: The Conference Board, Nielsen





# The 4<sup>th</sup> quarter uptick in Global CCI was modest and a majority of countries are beginning to see modest declines

**CHANGE IN GLOBAL CONSUMER CONFIDENCE INDEX, Q4 2018 (Y-o-Y %): +1.8%**

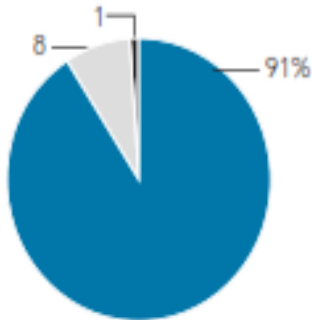


Sources: The Conference Board; Nielsen

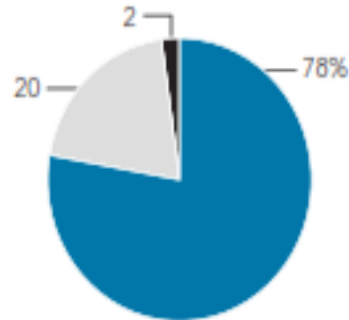


When it comes to dealing with future customers in 2025 my organization will:

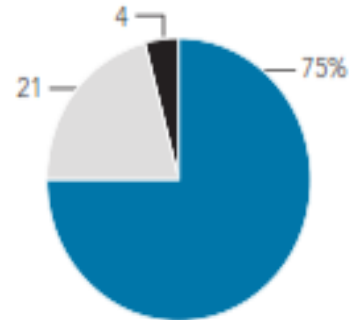
■ Agree    ■ Neutral    ■ Disagree



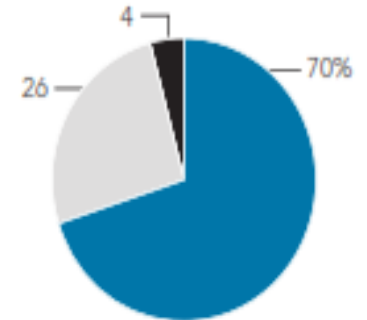
Enhance quality of products/services



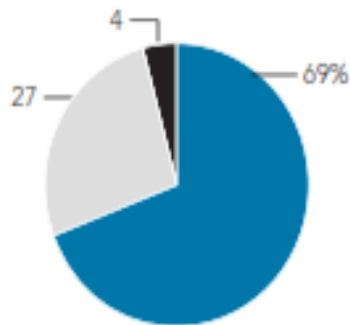
Develop a more outward looking customer-centric culture



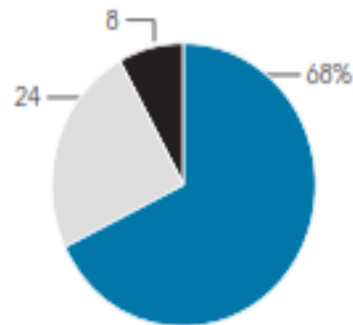
Use agile methodologies to prototype experiences and business models to enhance speed to market



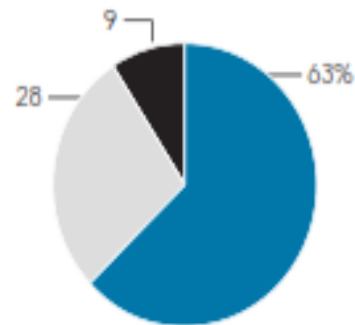
Find customers are more value conscious



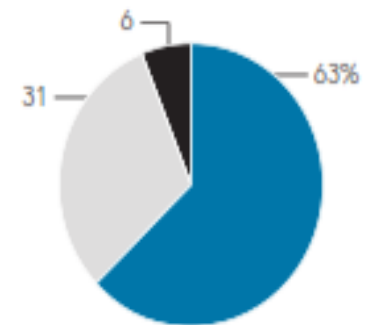
Emphasize servitization of products as the distinction between products and services blurs (e.g. offering health solution as opposed to selling pharmaceuticals)



Expect the CEO to personally engage more frequently with key customers/clients



Provide an omnichannel approach for selling products and services as customers will change at different speeds and have increasingly different preferences



Emphasize customer/client data protection efforts as a competitive advantage



# Want more information on The Global Consumer Confidence Index?



The Conference Board and Nielsen will be releasing the quarterly **Global CCI 2019** on the following dates:

April 3<sup>rd</sup> 2019; July 3<sup>rd</sup> 2019; October 9<sup>th</sup> 2019;  
and January 2020

Click [here](#) to access the latest data and upcoming program information





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Hosted by:



**Ilaria Maselli**

Senior Economist Europe

***The Conference Board***

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# Related Resources from The Conference Board



## **Publications**

[The Conference Board Global Consumer Confidence Survey Q4 21018 Highlights](#)



[C-Suite Challenge™ 2019: The Future-Ready Organization](#)



## **Webcast**

[Economics Watch: Shaky Foundations? The US Housing Market in 2019](#)

February 13, 2019

## **Conference**

[2019 Merger Integration Conference](#)

May 9 - 10, 2019 (NYC)

June 6 - 7, 2019 (San Francisco)

