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Energizing Global Growth
Understanding the Changing Consumer



Opportunities for significant growth by targeting consumer behavior change

Video Transcript

A key issue in 2013 is how you are going to grow. And if you look at the underlying drivers of growth in most economies, it comes back to what's happening with consumers, what's happening with investment and what's happening with exports.

And in most of the developed world today, consumers are encumbered by debt and that means their ability to increase real consumption is very limited. That is going to be a major issue for many companies that want to grow. They're either going to have to look at emerging markets which are becoming more sophisticated or they're going to have to battle for market share in these developed markets.

One of the key insights that Accenture brings as a result of some of its latest research is, you have to look beyond the 'who' and the 'where' of what is happening in consumer segments to really understanding the 'how' and 'why', looking at how consumer behaviour is changing and the pace and scale of that change can be even faster than the growth rates in emerging markets.

But in order to be able to target that consumer behavior change, you really need the right analytical toolkit, you need to have an agile organization, you need people with the right skills.

The message is, growth is going to be even harder, but there are opportunities for significant growth potential if you bring the right skills to bear to target consumer behavior change.

About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with approximately 259,000 people serving clients in more than 120 countries.

Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US\$27.9 billion for the fiscal year ended Aug. 31, 2012. Its home page is www.accenture.com.