

The 4 Most Crucial Market Intelligence Sources for Consumer & Retail

In times of economic uncertainty, the Consumer & Retail industry is typically the first and most heavily impacted sector. This market is particularly sensitive to any shifts in consumer preferences or behavior and can provide valuable insights into the state of the economy at large.

For Consumer & Retail companies today, it's crucial to consistently be up on the evolution of consumer behavior, market trends, and the competitive landscape, so as to avoid information blind spots and mitigate the risk of falling behind. This has led C-Suite executives asking themselves: how can we not only keep up, but take the lead?

Below, we share the top four crucial market intelligent sources to keep a pulse on within the Consumer & Retail sector:

1 Broker Research

Broker research allow you to understand outlooks, market dynamics, macroeconomic trends, and company performance from top Wall Street analyst firms and help provide confidence in strategic business decisions. Additionally, this research provides valuable insights on the consumer behavior, e-Commerce opportunities, and inflation impacts.

What's inside AlphaSense? Wall Street Insights® offers users a vast collection of global reports from 1,000+ research providers such as Goldman Sachs, Bank of America, and JPMorgan, that cover companies, industries, asset classes, and economies.

2 Expert Transcript Library

Expert transcripts give you access to insightful interviews with former employees, competitors, and customers to help fill research gaps and refine product launch strategies. These industry experts share informative perspectives on launches/commercialization, competitive threats, new markets, and trending topics within the CPG market.

What's inside AlphaSense? An ever-expanding expert transcript library that currently hosts 30,000+ expert call transcripts with competitors, industry experts, professionals, customers, and former and current executives—as well as Expert Call Services where you can schedule one-on-one calls with thousands of CPG experts.

3 Company Documents

Staying on top of your competitor's every move is imperative. Company documents provide information on financial performance, product innovations and launches, business strategy, and investment priorities.

What's inside AlphaSense? Discover regulatory filings and other disclosures from 68,000+ companies worldwide, including SEC and global filings, transcripts on earnings calls and investor conferences, ESG reports, and press releases.

4 Trade Journals

Trade journals allow you to always being in-the-know on what is happening in the consumer market. Gain insights from experts and leaders within the CPG space in order to understand a new perspective and their analysis of the market landscape, trends, news and emerging areas.

What's inside AlphaSense? With over 200+ trade publications for CPG alone, you are sure to find fresh insights on your specific sector—with access to Food Dive, Consumer Voice, Apparel Resources, Travel & Tourism News, and Ecommerce News Europe just to name a few.

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