

# WATCH: Unfolding consumer and market trends, and how brands can win in a volatile market

Issued by [GfK](#)

13 Dec 2021

In this BizTakeouts interview we speak to Zak Haeri, managing director and Nicolet Pienaar, head of market insights at [GfK South Africa](#), to find out more about the latest market changes and trends, how consumer behaviour is changing, and the importance of real-time access to the latest data and intelligent automation...

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