



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Local and International Consumer Trends Research

Services / Wholesale and Retail

Unit Standard 252240 · NQF Level 5 · 7 Credits · 4 Days

COURSE OVERVIEW

This course equips learners with the skills to systematically research and analyse both local and international consumer trends. Participants will learn to gather, interpret, and apply trend data to support strategic business decisions in a South African and global context.

Category	Services
Subfield	Wholesale and Retail
Unit Standard	252240
Accreditation	SAQA Accredited · NQF Level 5 · 7 Credits
Duration	4 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Identify and describe the key sources and methods for researching local and international consumer trends.
- Analyse consumer trend data to distinguish between fads, cycles, and structural shifts.
- Evaluate the impact of socio-economic, cultural, and technological factors on consumer behaviour across markets.
- Apply trend analysis findings to develop actionable recommendations for product development or marketing strategies.
- Demonstrate the ability to present research findings in a clear, evidence-based report.

WHO SHOULD ATTEND

- Marketing professionals, market researchers, business strategists, and entrepreneurs who need to understand and leverage consumer trends for competitive advantage.

COURSE OUTLINE

Day 1: Foundations of Consumer Trends Research

- Introduction to consumer trends and their business impact
- Difference between trends, fads, and megatrends
- Sources of trend information: market reports, social media, surveys
- Factors driving consumer behaviour: culture, economy, technology
- Overview of local South African consumer landscape
- Introduction to international trend frameworks

Day 2: Research Methodologies and Data Collection

- Qualitative methods: focus groups, interviews, observation
- Quantitative methods: surveys, data analytics
- Secondary research: industry reports, government statistics
- Sampling strategies for consumer research
- Ethical considerations in data collection
- Practical exercise: developing a research question and plan

Day 3: Analysing and Interpreting Trend Data

- Trend analysis frameworks: PESTLE, SWOT, scenario planning
- Pattern recognition: identifying emerging trends
- Data interpretation techniques
- Forecasting methods for consumer trends
- Visualising data: charts, infographics, dashboards
- Case study: analysing a current international trend

Day 4: Applying Trends to Business Strategy

- Translating trends into business opportunities
- Writing a professional trend report
- Integrating trends into marketing and product strategy
- Presentation skills for trend insights
- Final project: presenting a trend analysis and recommendations
- Course wrap-up and assessment

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **7 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 21,500.00	R 21,500.00
1	In-House	R 27,900.00	R 27,900.00
1	On-Campus (Pretoria)	R 32,300.00	R 32,300.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	13 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	13 Aug 2026	On-Campus	Abu Dhabi, UAE
10 Aug 2026	13 Aug 2026	On-Campus	Pretoria, South Africa
10 Aug 2026	13 Aug 2026	On-Campus	Dubai, UAE
10 Aug 2026	13 Aug 2026	On-Campus	Cape Town, South Africa
10 Aug 2026	13 Aug 2026	On-Campus	Mauritius
18 Aug 2026	21 Aug 2026	On-Campus	Dubai, UAE
18 Aug 2026	21 Aug 2026	On-Campus	Pretoria, South Africa

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 252240) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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