

Top 10 Global Consumer Trends 2023: Expert Opinions and Trend Manifestation

June 2023

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The data included in this report is accurate according to Euromonitor International's market research database, at time of publication: June 2023

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--- Overview

Top 10 Global Consumer Trends 2023: Expert Opinions and Trend Manifestation



Having identified the top 10 global consumer trends for 2023, Euromonitor experts look at how those trends will impact in different categories. This report provides an overview of the 2023 trends, expert insights on how these trends are impacting in certain industries highlighting where opportunities lie and examples of products and services that showcase how the trends are manifesting to provide inspiration.

Every year, Euromonitor International identifies emerging and fast-moving trends that are expected to gain traction in the year ahead. These trends highlight shifts in consumer values and priorities and related changes in behaviour which disrupts businesses globally. Euromonitor's experts assess how specific trends impact their sector and illustrate how companies are responding with case studies of product and service manifestations.

Disclaimer

Much of the information in this briefing is of a statistical nature and, while every attempt has been made to ensure accuracy and reliability, Euromonitor International cannot be held responsible for omissions or errors.

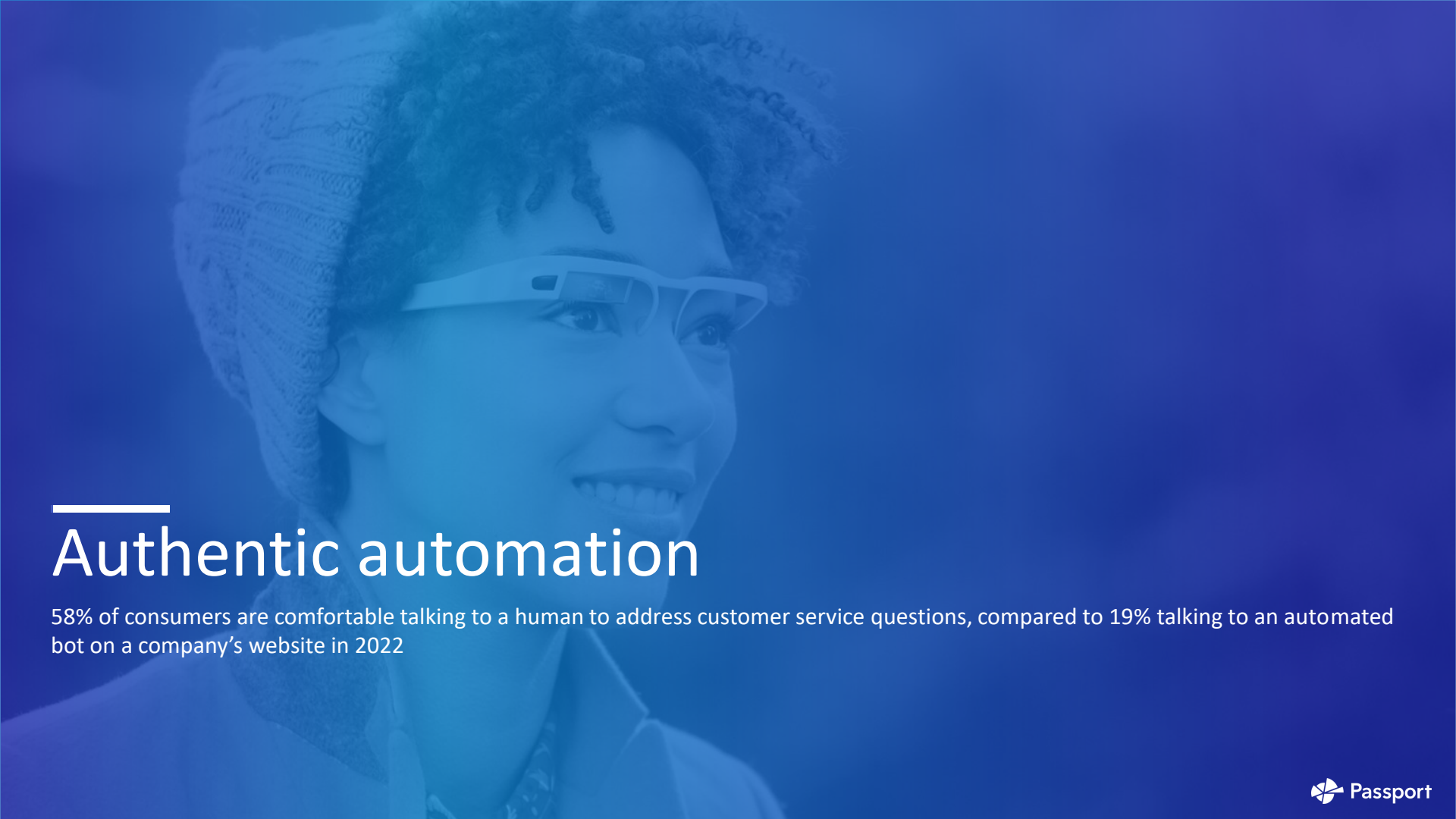
Figures in tables and analyses are calculated from unrounded data and may not sum. Analyses found in the briefings may not totally reflect the companies' opinions, reader discretion is advised.

Authentic
Automation



Here and
Now





Authentic automation

58% of consumers are comfortable talking to a human to address customer service questions, compared to 19% talking to an automated bot on a company's website in 2022

Industry context for Authentic Automation: Industrial



Justinas Liuima, Manager - Industrial Insights

Companies in the manufacturing and services sectors are embracing digital technologies to improve business operations and meet ever-changing consumer requirements. Companies prioritise investments in cloud computing, AI and IoT tools to adapt to the new reality.

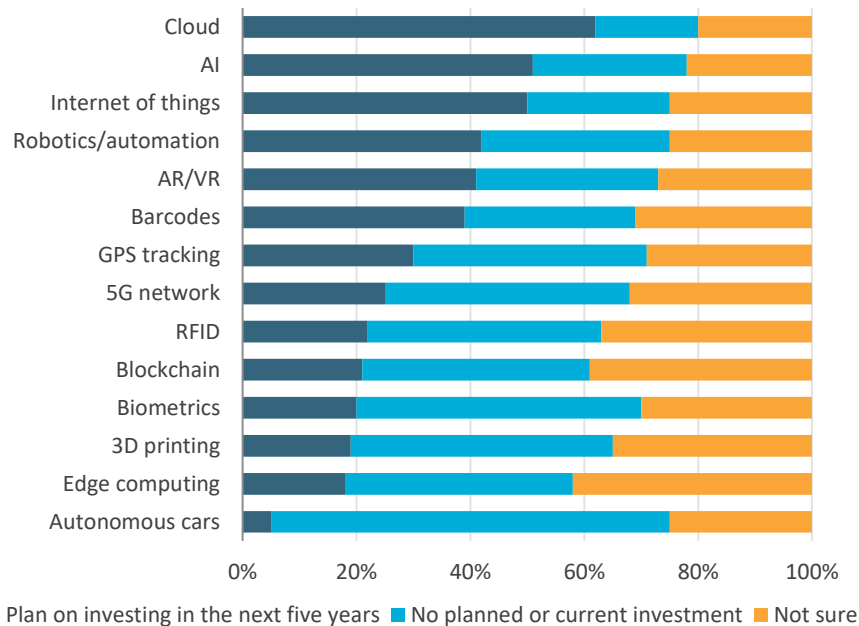
The shift towards digital technologies has accelerated over the last three years as companies are aiming to expand omnichannel presence and improve supply chain resilience. Improved traceability, personalised experiences and better customer services are also among the key priorities for companies.

Authentic automation tools, such as AI chatbots, can help the companies to improve operational efficiency and customer experience. For example, AI tools can help to ease the workflow by handling repetitive tasks or queries, in turn leaving more resources to handle more complex client requests or provide custom service solutions. However, the companies must still carefully weigh which areas can be automated as automation tools still fail to mimic human emotions or behaviour and can make customers more frustrated and less loyal.

Cloud and AI tools are top priorities for future investment

Planned Company Investments in the Next Five Years

% share of respondents



Source: Euromonitor International Voice of the Industry: Digital Survey fielded 2022

Industry context for Authentic Automation: Consumer Health



Matthew Oster, Senior Industry Manager - Consumer Health

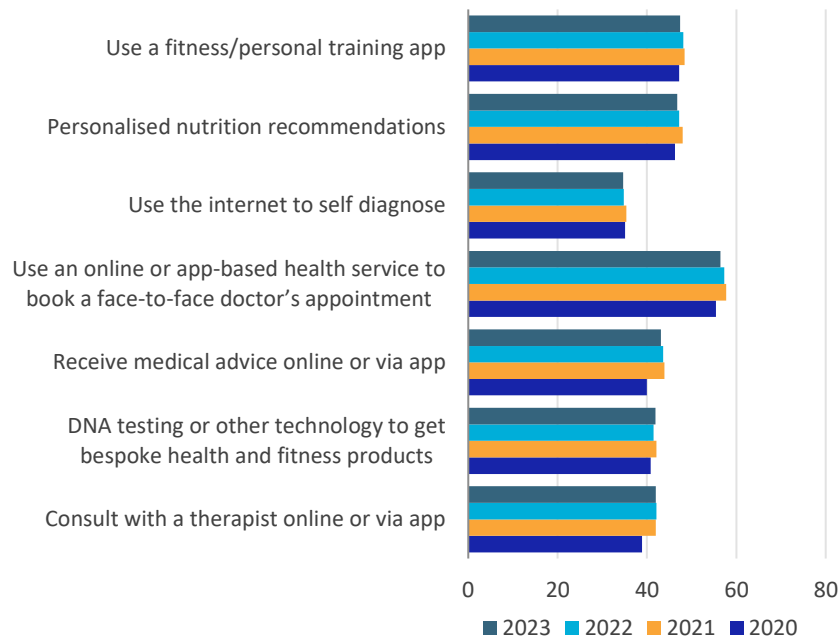
The onset of COVID saw a jump in global consumer awareness of, comfort with, and usage of digital tools to manage their health. In the initial phase of the pandemic where consumers and patients the world over were isolated from their medical providers, comfort jumped for services such as telehealth (receiving medical advice online or via an app) or online therapy in Euromonitor's Voice of the Consumer: Health and Nutrition Survey between 2020 (fielded before the spread of the pandemic) and 2021.

However, since that jump, rates of comfort (and of usage) of these tools has plateaued, with rates in 2023 in most cases lower than in 2021. Consumers, while accepting digital intermediaries in their health decisions and continuing to use more automated tools, are still cautious, with many consumers citing worries about privacy and quality of service in their rationale to return to face-to-face medical care. Though the technology in offerings such as personalised nutrition recommendations continues to proceed impressively, the digital health industry still has to overcome persistent consumer reluctance/scepticism and the desire for in-person connectivity for elements of their healthcare.

Comfort in online health tools has stalled

Use of health-related technologies/Comfort level 2023

% respondents who are extremely or very comfortable with these technologies



Source: Euromonitor International Voice of the Consumer: Health and Nutrition Survey fielded 2023

Telenet and VRiendje partnership transports young hospital patients home virtually



Characteristic

- University Hospital Antwerp partners with telecoms operator Telenet, piloting VR goggles, mics and VRiendje robots to virtually transport young patients to their homes or classrooms.
- Patients can communicate with the people there.

Context

- The concept gives the hospital kudos, supporting the needs of children to continue studies and interact with family and friends during difficult times.
- Lack of 5G coverage initially a limiting factor.

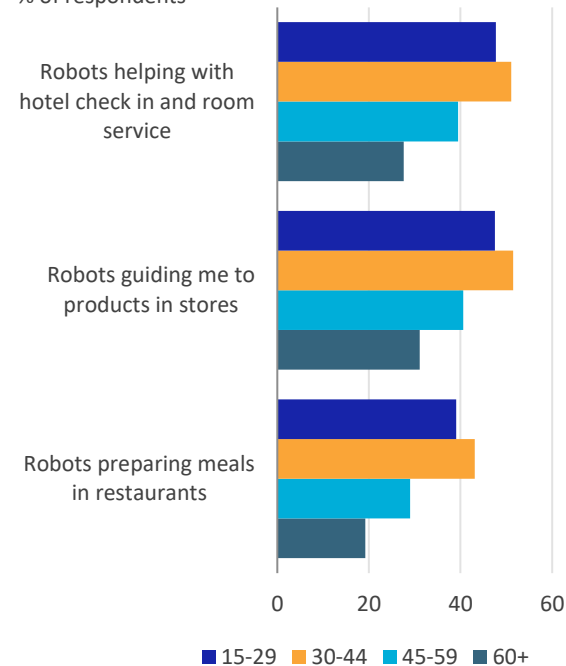
Consequence

- VR offers limitless potential for creating “real” contact for people who are confined for various reasons such as pandemic lockdowns, providing greater accessibility for people with participation restrictions such as limited movement or financial obstacles.

Image source: Telenet

Comfort Levels with Robots Across Age Groups 2023

% of respondents



Source: Euromonitor International Voice of the Consumer: Digital Survey, fielded March to April 2023

Wearable assistive robot from NTU Singapore can help detect and prevent falls in the elderly



Image source: NTU Singapore

Characteristic

- Scientists at Singapore's Nanyang Technological University (NTU) and Tan Tock Seng Hospital (TTSH) have developed a prototype device designed to detect and prevent falls among elderly populations. The device is capable of detecting the typical movements that indicate a sudden loss of balance.

Context

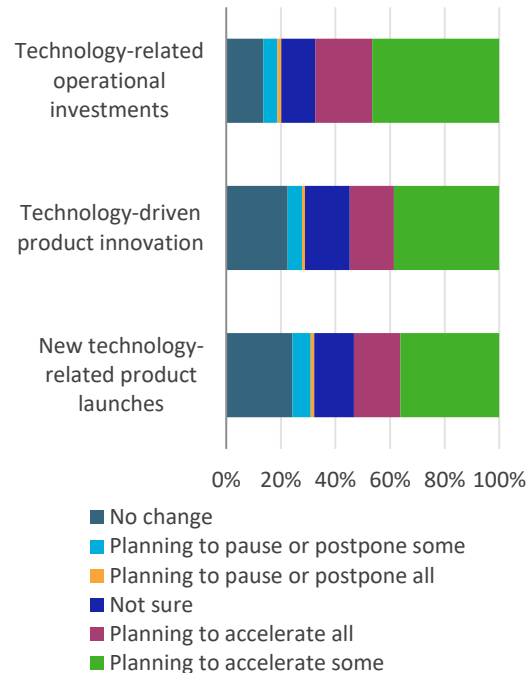
- Seniors are at an increased risk of potentially harmful falls due to their decreased sense of balance. The Mobile Robotic Balance Assistant (MRBA) is designed to be worn around the user's hips as they walk around their home or other settings.

Consequence

- MRBA allows seniors to have increased mobility, and provides a level of attention and swift response that may not be attainable by human caretakers.

Impact of Covid-19 on Technology-Related Investments

Share of online Industry Professionals



Source: Euromonitor International Voice of the Industry: Digital Survey, fielded 2021

Stitch Fix combines AI algorithms with human stylists



Characteristic

- Stitch Fix is an online personal styling service that uses a combination of AI algorithms and human stylists to provide clients with outfit recommendations.
- Quizzes, “Style Shuffles” and rejected pieces inform future suggestions through machine learning.

Context

- While the AI algorithm allows for speed and efficiency within the business, customers are still able to connect with human stylists to give input as to their preferences. This balance remains important to consumers, particularly as AI technologies are continuously improving.

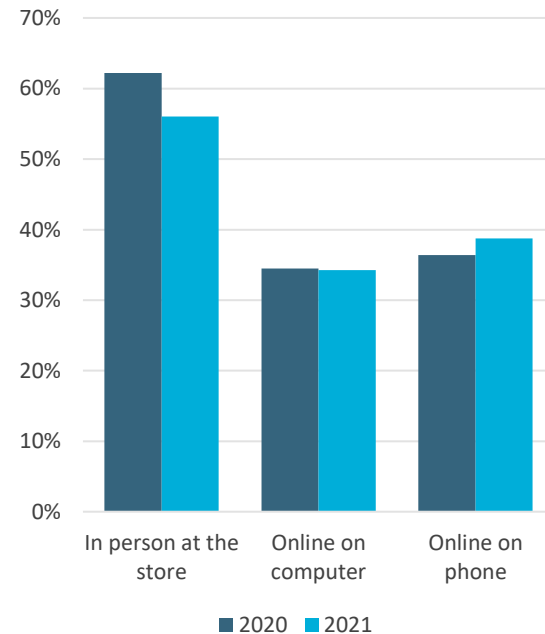
Consequence

- Stitch Fix combines the capabilities of AI and human touch in a meaningful way. As the world becomes increasingly digital, this balance will be important for businesses to maintain.

Image source: Stitch Fix

Purchase Channels for Apparel and Accessories 2020/2021

Share of consumers



Source: Euromonitor International Voice of the Consumer: Digital Survey, fielded March to April 2022

L'Oréal's YSL Scent-sation using tech to encourage in-store engagement

Characteristic

- In-store fragrance personalisation showcasing blending emotions with neuroscience, using tech to help find the right fragrance.
- The Emotive headset was first available in YSL flagship stores, starting in Dubai in spring 2022 and expanding throughout 2023.



Context

- An in-store experience that speaks to efforts in shifting back some traffic from online to offline.
- Experimenting with the next frontier of tech/personalisation - emotional analytics. Described as technology meeting humanity.

Consequence

- Business can make better human connections through technology above and beyond automation and enforce loyalty to the physical brand.

3.8%

YSL RSP share of global women's fragrances in 2021

66.6%

Store-based retailing RSP share of fragrances in 2021

73.5%

Store-based retailing RSP share of fragrances in 2016

Image source: L'Oréal

Source: Euromonitor International Beauty and Personal Care 2022

Qu!ck disrupting the purchasing experience through automated stores in Argentina



Image source: Qu!ck

Characteristic

- Enter.AR SA opened Qu!ck in Buenos Aires, the first smart, digital and automated convenience store in Latin America. A hybrid, with consumers able to purchase through the Qu!ck app/self-checkout or, for those consumers not used to digital purchases, the option of paying at the traditional cashier.

Context

- Qu!ck is transforming purchasing habits in Argentina. Not only because of the technology but replacing old, underused vending machines in offices (Grupo Dabra, YPF SA) as well as traditional convenience stores in closed neighbourhoods.

Consequence

- Providing an alternative to full automation is important to maintain loyal connection with consumers.
- In the long term, operators can wean them off traditional cashiers; this solution is less alienating.

40%

Of consumers think that longer-than-estimated wait for delivery is the most common challenge in 2022

42%

Of businesses planning to invest in robotics and automation

80%

Of consumers under 29 would be comfortable interacting with robots

Source: Euromonitor International Voice of the Consumer: Digital Survey, fielded March to April 2022

Treasury Wine Estates (TWE) targets young consumers with AR experience

Characteristic

- Australia-based TWE, driving wine consumption among the 18-35 years age group, developed the Living Wine Labels AR platform, recently partnering with rapper Snoop Dogg to promote the release of its 19 Crimes California wine brand.

Context

- The concept involves consumers downloading an app in order to discover the stories behind the wines by scanning them with their smartphones. Each label provides a different AR experience.

Consequence

- AR and social media will remain key for companies to engage with the rise of connected consumers - especially in light of the ongoing pandemic and possible further lockdowns.



Image source: Treasury Wine Estates

46%

Of Millennials say they trust brands endorsed by celebrities

42%

Of professionals believe robotics and automation will impact their business

51%

Of businesses plan investment in artificial intelligence

Source: Euromonitor International Voice of the Consumer: Digital Survey, fielded March to April 2022



Budgeteers

According to Via, from May 2021 to April 2022, US prices increased 32% for the lowest-priced cereals, while RTE cereals increased 20%

Industry context for Budgeteers: Consumer Packaging



Rosemarie Downey, Head of Packaging Research

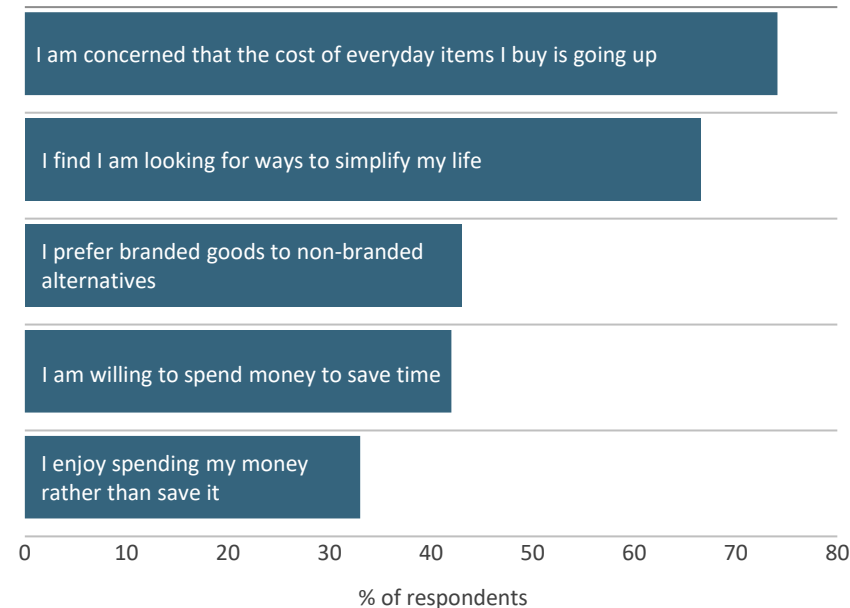
Pressures on finances continue as high inflation increases packager and brand operating costs, widely translating into higher retail prices for everyday groceries with consumers acutely concerned about their bills. With economic and political uncertainty, budgeting consumers are less inclined to pay for convenience and prioritise savings in 2023.

Pricing and sizing right is critical, hence a rise in retailers' and brands' strategic use of economy lines, private label, multi-functional products and adapted pack size strategies. Shrinkflation (smaller size sold at similar price point), while apparent, and maligned, is one way to keep retail prices affordable when faced with higher production costs. In beauty, mini-sizes in skin care, eg Nivea's 9/10ml sachets, provide daily purchasing access to Latin Americans navigating extreme hyperinflation. Value-seeking is not limited to mainstream brands or to smaller packs. In premium toiletries, upsizing appeals to those looking to buy bigger to save and stay with their preferred shampoo; this can bring an added sustainability tick, with a reduced pack to product footprint. In beverages, multipacks again bring savings. As more consumers do their groceries at discounters (home of the bulk pack), brands can further curate pack/multipack sizes to budgeteers.

Peak concern over rising grocery bills sees affordability and savings prioritised

Consumer Values in 2023

% of consumers that agree/strongly agree with statement



Source: Euromonitor International Voice of the Consumer: Lifestyles Survey, fielded Jan-Feb 2023

Industry context for Budgeteers: Packaged Food



María Mascaraque, Industry Manager

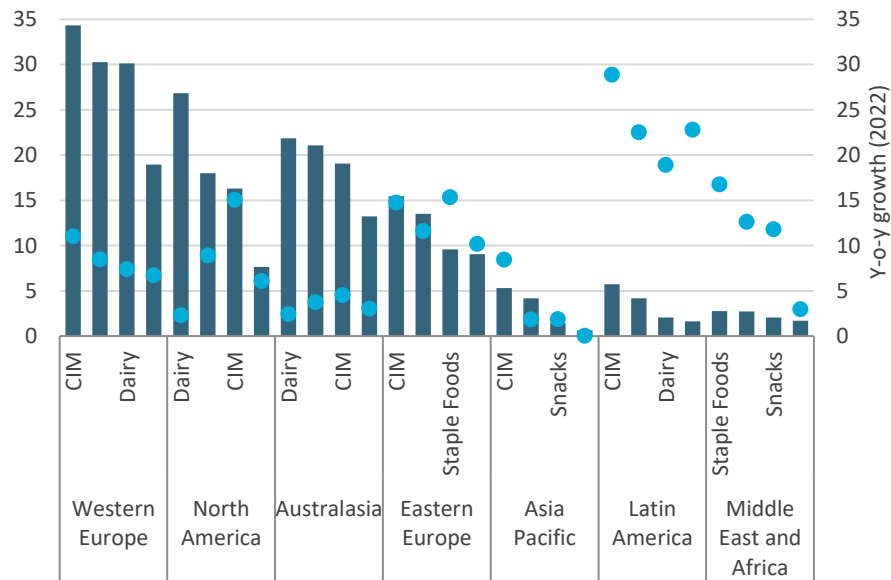
As the world faces the effects of rising inflation and supply bottlenecks, the cost-of-living crisis is very much felt in the food industry. To address this, consumers are adopting cost-effective measures such as trading down within categories or across categories. Intra-category downtrading is observed in the increased demand for discounted or private label items, the latter experienced notable 8.3% growth in the packaged food industry in 2022. Inter-category downtrading is evident with shifts from fresh to shelf stable milk, butter to margarine, chilled ready meals to frozen alternatives, and olive oil to vegetable oils, among others. Consumers are also cutting back on non-essential food purchases, a change that is often accompanied by a reduction in dining out and an increase in home-cooked meals.

To effectively appeal to budget-conscious consumers, brands must clearly demonstrate the value of their products. Transparency about the benefits, such as added nutrition and health benefits, should be communicated in a way that resonates with consumers, as a means to justify increasing prices in the current inflationary environment.

Private label has the highest market penetration in Western markets

Private Label by Region and Food Category 2022

Private label share % (2022)



Source: Euromonitor International Snacks, Dairy, CIM, Staples 2023edition
CIM: Cooking Ingredients and Meals; Dairy includes plant-based alternatives.

Algramo offers sustainable packaging solutions at wholesale prices



Image source: algramo.com

Characteristic

- Based in Chile, Algramo offers private label packaging for everyday home goods and refilling stations where products such as laundry detergent and hand soap bottles can be refilled. This makes such everyday essentials more affordable while avoiding single-use plastics.

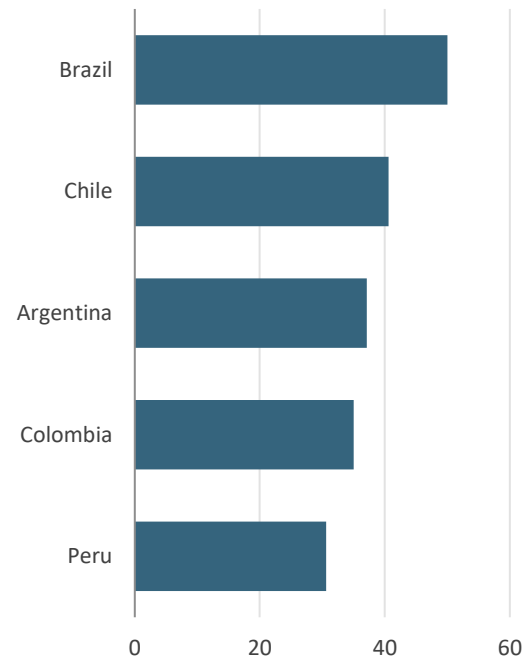
Context

- As the cost of living increases, solutions like this are going to be more attractive for consumers on a budget. Algramo also taps into the growing interest in sustainability in Latin America. The refill stations allow for multiple-use plastics and contribute to a more circular economy.

Consequence

- A partnership with Walmart in Chile has allowed Algramo to install the refilling stations in its stores, making the service widely available. The combination of affordability and sustainability will resonate with consumers in Latin America and all regions in the years ahead.

Consumers who claim to use reuseable packaging in Latin America in 2022
% respondents



Source: Euromonitor International Voice of the Consumer: Lifestyles Survey, fielded February 2022

Martie online grocer offers steep discounts on overstocked shelf stable products

Characteristic

- Martie, launched in November 2021 in California, USA, is an online discounter of shelf stable products. Martie offers discounts of 40-70% off the normal retail value because it resells overstocked items unsold elsewhere.

Context

- Martie aims to cut down on food waste by reselling unsold products, and offers premium branded items at cheaper prices. The platform capitalises on trends in sustainability and online grocery, while the element of affordability has become especially relevant in 2022.

Consequence

- Online grocery has become hugely popular since the pandemic, and online concepts tend to be nimbler and more dynamic and differentiated than traditional brick-and-mortar retail. Martie has become even more relevant now amidst inflation due to its unique proposition.

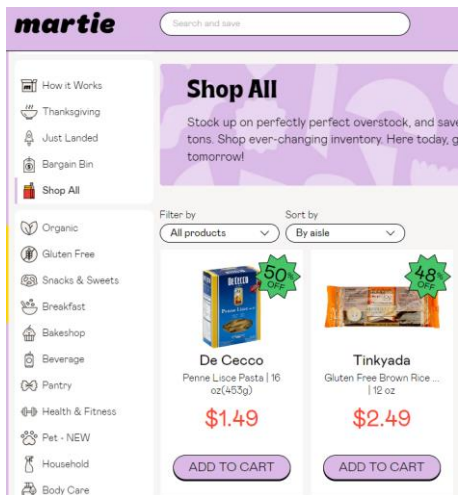
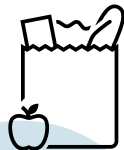


Image source: Snapshot of website



38%

Consumers in the US who shop online to find the best price in 2022



25%

Consumers in the US who shop online due to the ease and availability of delivery in 2022



8%

Expected y-o-y growth of food and beverage e-commerce in Canada in 2022

Source: Euromonitor International Voice of the Consumer: Lifestyles Survey, fielded February 2022

Mercari takes second-hand marketplace offline to reach a larger addressable market



Image source: Press kit at about.mercari.com

Characteristic

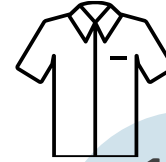
- Mercari is a popular app-based second-hand marketplace in Japan with over 15 million monthly active users. The company began opening brick-and-mortar engagement stores for the first time in 2020 to educate consumers about the app and the concept.

Context

- There is growing interest among consumers in purchasing second-hand for sustainability reasons. Consumers are able to spend less overall when shopping for second-hand, or spend less when trading up for more premium second-hand brands.

Consequence

- An offline presence allows Mercari to reach a larger addressable market. Staff show customers how to use the app when needed, workshops educate consumers about the benefits of second-hand, and special booths facilitate the process of selling and shipping goods.



13%

Consumers in Japan who bought second-hand or previously-owned items in 2022



14%

Of all retail sales in 2022 were sold online in Japan



29%

Of consumers in Japan buy second-hand products on a computer or tablet in 2022

Source: Euromonitor International Voice of the Consumer: Lifestyles Survey, fielded February 2022

Bundlee makes high-end babywear accessible for parents on a budget



Characteristic

- Bundlee is a subscription-based babywear rental service. Since September 2022, the company has partnered with high-end clothing brand Stella McCartney to make premium-priced items, including T-shirts and dresses, available on the platform.

Context

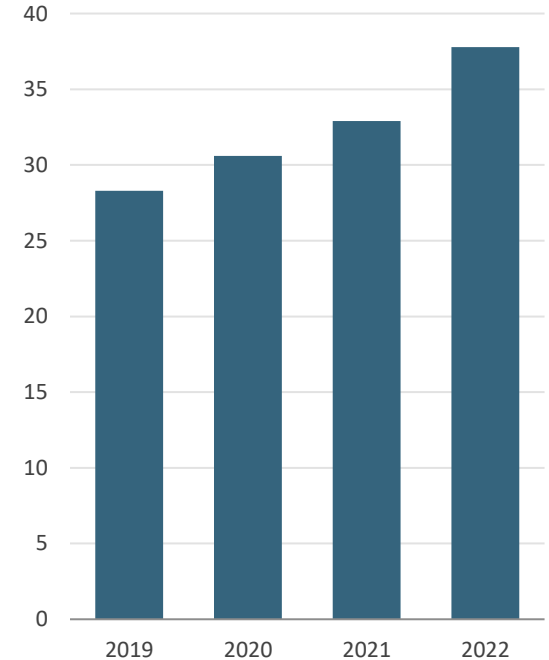
- With the cost of living increasing in the UK and elsewhere, rental and second-hand services are becoming more popular as a cheaper alternative to ownership. In babywear, clothes may be worn for shorter periods of time before they are outgrown, which make rental more practical.

Consequence

- This partnership is important because in addition to rental being more affordable to ownership and more sustainable, parents are able to better afford higher-priced items such as luxury brand names that would otherwise be too expensive to own outright.

Consumers who opt to rent items, rather than buy 2019-2022

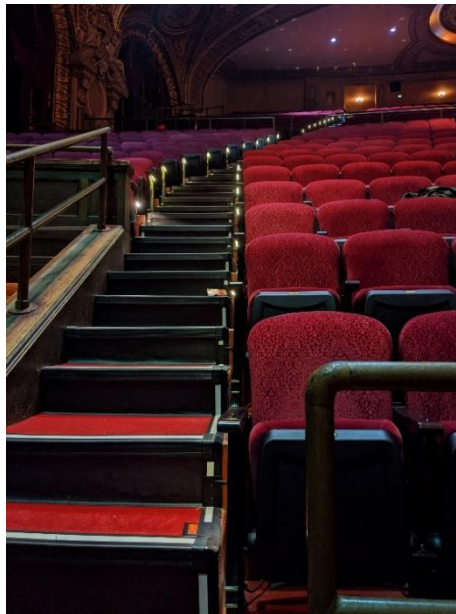
% respondents



Source: Euromonitor International Voice of the Consumer: Lifestyles Survey, fielded February 2022

Image source: Drapersonline.com

Cineplex launches affordable film subscription programme with CineClub



Characteristic

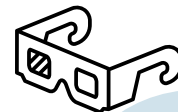
- Cineplex, a film distributor that operates 161 cinemas across Canada, launched a subscription service in August 2021. At CAD9.99 per month, CineClub includes one free film ticket per month, additional tickets at a reduced rate of CAD9.99 and a 20% discount on concessions.

Context

- The programme makes cinema-going more affordable and incentivises a return to cinemas hit particularly hard during the pandemic. The service is also exclusively available to loyalty programme members, which further incentivises loyalty with the brand.

Consequence

- While CineClub is a means to build brand loyalty and bring customers back into cinemas, it is also an affordable and attractive option for families. As the cost of living increases, subscription services could be more attractive, allowing customers to do more with less.



27%

Consumers in Canada who choose subscription services to save money in 2022



19%

Consumers in Canada who use subscription services in 2022



13%

Y-o-y growth of streaming services e-commerce spending in Canada in 2022

Image source: Unsplash.com

Source: Euromonitor International Voice of the Consumer: Lifestyles Survey, fielded February 2022

Marks & Spencer introduces a cost-of-living support package for employees



Image source: [Corporate.marksandspencer.com](https://corporate.marksandspencer.com)

Characteristic

- M&S, a multinational retailer, introduced a special cost-of-living package for employees in October 2022. More than 40,000 staff members received a salary increase, a one-off GBP250 store voucher, and access to free food and sanitary supplies, a total investment of GBP25 million.

Context

- Companies are looking for ways to support staff as the cost of living increases. Salary is an important part of this support, but additional one-off benefits are also being explored, and companies that do support their employees in a time of need build loyalty along the way.

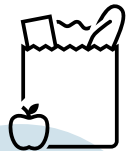
Consequence

- Corporate companies are being looked to as a source of stability for employees in a time of economic uncertainty. Beyond the immediate impact these support measures have on employees, they also make the brand look good, which may also resonate with consumers.

£

10%

Expected rate of inflation for 2022 in the UK



-28%

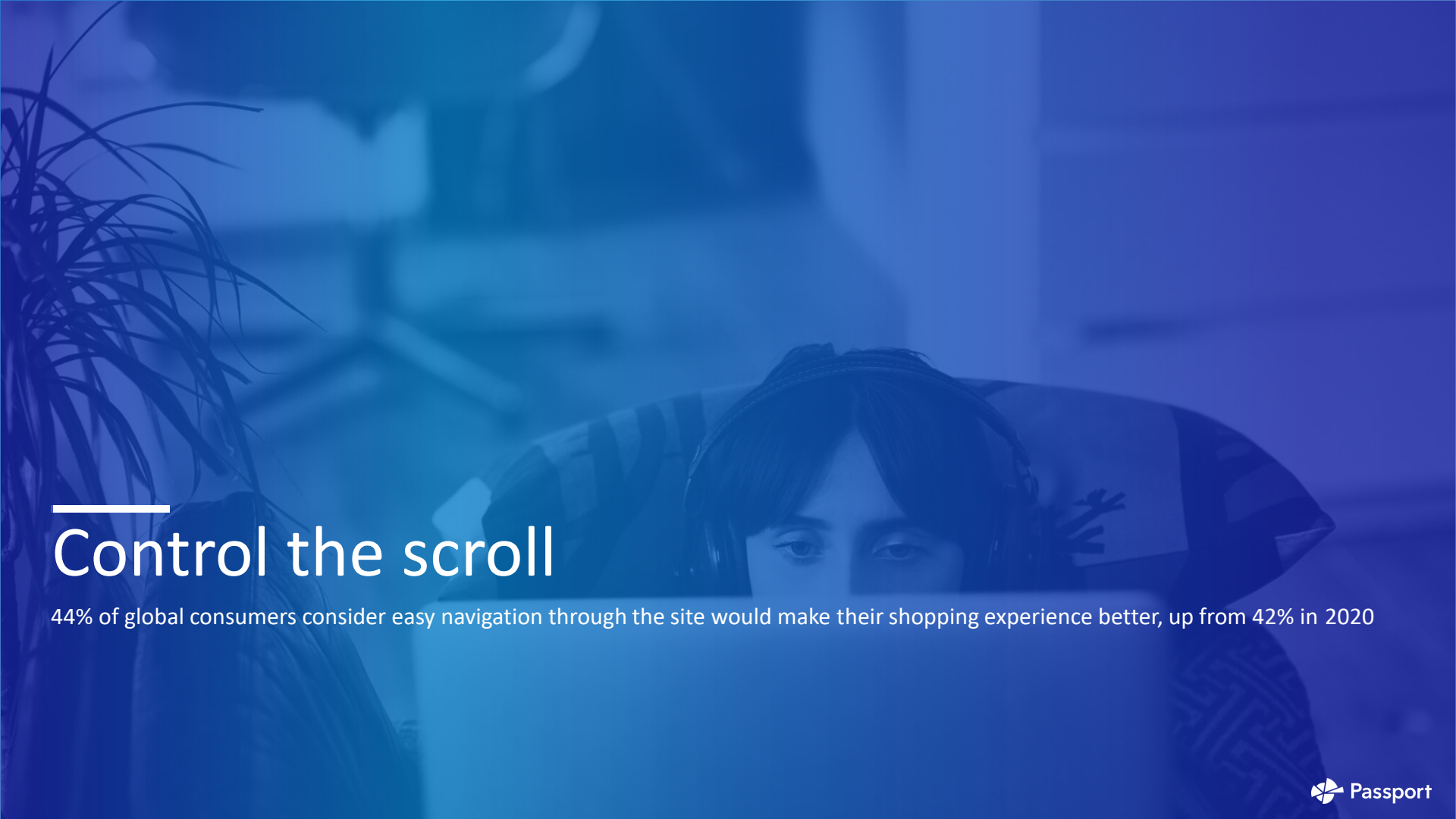
Decline in consumer confidence in the UK in 2022



2.7%

M&S market share in the UK by total store-based retail sales in 2022

Source: Euromonitor International Voice of the Consumer: Lifestyles and Retailing Surveys fielded 2022



Control the scroll

44% of global consumers consider easy navigation through the site would make their shopping experience better, up from 42% in 2020

Industry context for Control the Scroll: Mobility



Fransua Vytutas Razvadauskas, Insights Manager - Mobility

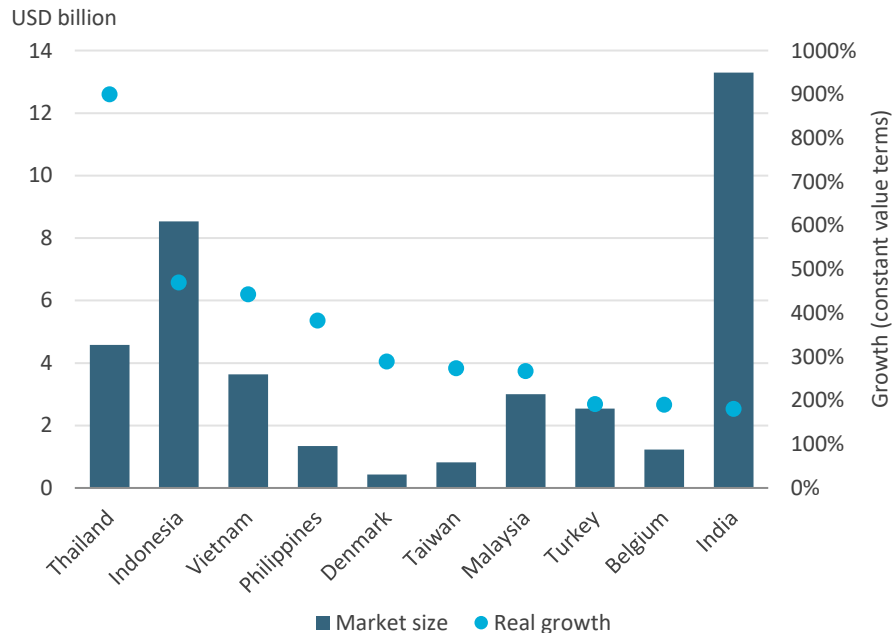
Consumers are demanding more convenient and efficient digital experiences and this is no different in the mobility space. Super-apps, all-in-one platforms providing access to various services such as shared mobility and deliveries, were pioneered by Chinese tech players. However, they are becoming more common elsewhere as companies seek to consolidate customer loyalty, build competitive advantages, boost revenues and improve customer experiences.

Today, several mobility apps including Grab, Gojek and FreeNow are scaling their businesses with new services. For example, Grab which started off as a ride hailing provider, now offers delivery, investment and other types of services. Several factors are pushing super-app expansion including app overload, changing demographics and attitudes to data sharing, and technological change.

Super-app growth is expected to remain most pronounced in Asian emerging markets such as Indonesia, the Philippines and Vietnam where demand for more sophisticated services is growing thanks to rising incomes, growing smartphone penetration and a young population. Europe and North America are also anticipated to see growth but will be challenged by tighter regulations on data sharing.

Asian economies to display the fastest growth in shared mobility

Top 10 Fastest Growing Shared Mobility Markets 2022-2030 and Market Size in 2030



Source: Euromonitor International from trade sources/national statistics

Industry context for Control the Scroll: Pet Care



Yvonne Kok, Head of Research - Home and Technology

The interplay of pandemic-led paths to digital purchases, consumers' demand for convenience and superior digital journeys and businesses' drive to meet the underlying shift in path to purchase, has led to exponential growth of e-commerce within pet care, which will account for over a third of global pet care sales by 2028 and for the largest market, US, this figure will inch to 40%.

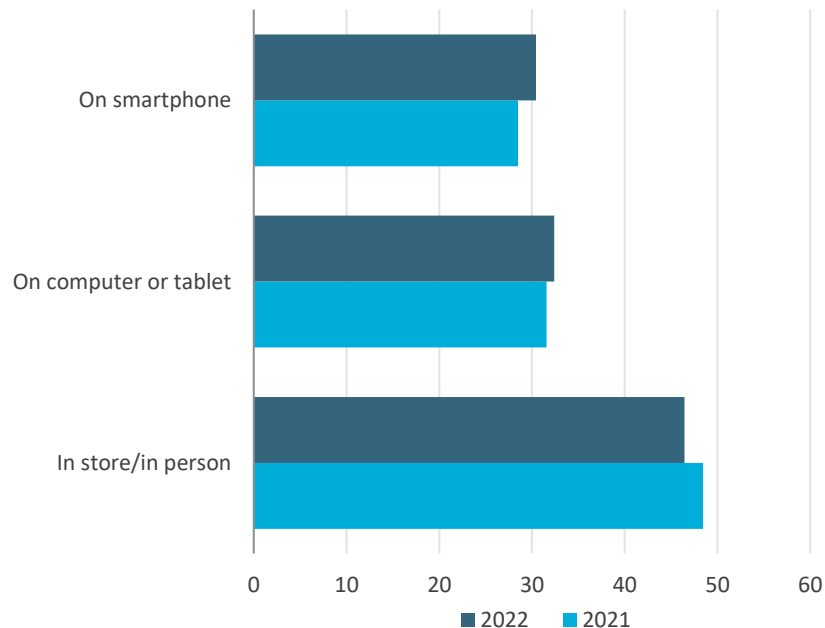
While pet parents tend to be brand consistent with pet food, heightened online searches for functional treats and supplements is setting the stage for super-apps, ie Chewy (US), Pet Love (Brazil) and Wagr (India), to offer a one-stop solution not just for an expanded range of pet care products (including prescription items), but also 24/7 sales support, veterinary consults and pet resources. A refined digital experience helps consolidate pet shopping activities and in turn, control the scroll.

Also, cutting through the digital crowd and noise, direct-to-consumer brands are emerging, offering personalised nutrition and healthcare solutions for each pet's unique wellness needs. Through a customised consult of a pet's profile and history, and removing the search, trial and eliminate approach otherwise deployed, tailored recommendations again help digital natives optimise their online activities.

M&A activities in pet care gather pace as market leaders look to offer one-stop solutions via e-commerce

Path to Purchase for Pet Care

31 markets, % of respondents



Source: Euromonitor International Voice of the Consumer: Lifestyles Surveys 2021, 2022

AirAsia Super App: a comprehensive travel and lifestyle platform



Characteristic

- With a range of products and services offered under three main pillars - travel, e-commerce and fintech - the AirAsia Super App has evolved into a travel and lifestyle platform. The app is currently operational in Indonesia, Malaysia, Singapore and Thailand with different services offered across each country.

Context

- Super-apps are permeating almost all aspects of consumers' digital lives.
- The likes of WeChat, Grab and Gojek have become integral to digital consumers for the sheer convenience they offer.

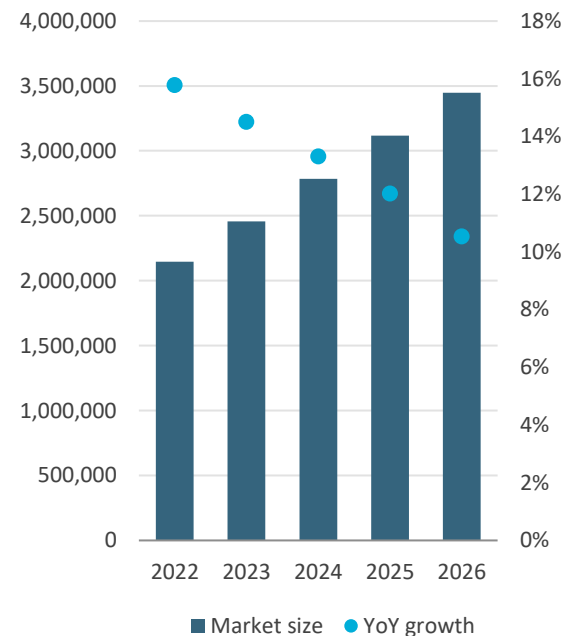
Consequence

- Apps that help streamline services and provide one-stop shop access to a variety of products and services that make day-to-day life more convenient stand to benefit on the back of a simpler, faster and more convenient user experience.

Image source: AirAsia

Expected Growth in Mobile E-Commerce (Goods) Global 2022

Retail value RSP excl sales tax, constant 2021 prices, (USD million)



Source: Euromonitor International Retailing 2022

BVG Jelbi integrating mobility into a one-stop shop for Berliners



Image source: Jelbi

Characteristic

- BVG Jelbi integrates all public transport and shared mobility options into a one-stop shop for Berliners to find, plan, book and pay for all their trips.
- Once registered, users can choose from a variety of mobility options without leaving the app.

Context

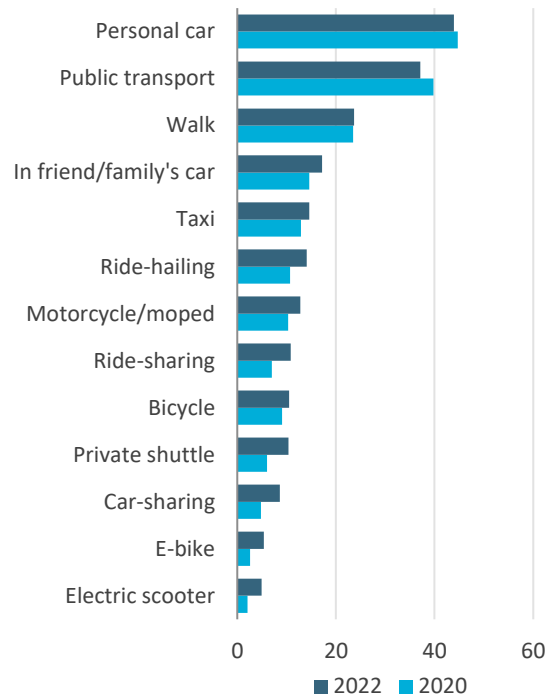
- Berliner Verkehrsbetriebe (BVG) is Berlin's public transport authority. Under the Smart Mobility concept, #BerlinSteigtUm, it is looking to shape the future of mobility in Berlin. A step in that direction was the launch of Jelbi in September 2019, in partnership with Trafi.

Consequence

- Providing access to a variety of mobility solutions in one place prevents the need to switch between apps and offers a more optimised solution to commuters. Such a development highlights how a complex mobility network can be streamlined and made more attractive for use.

Mode of Commute (Global) 2022

% of respondents



Euromonitor Voice of the Consumer: Mobility Survey, fielded February 2022

Oneflix: streamlining streaming



Image source: <https://oneflix.app/>

Characteristic

- Launched in March 2022, Oneflix is a streaming aggregator platform that allows users to browse and see what is available across different platforms such as Netflix, Disney+ and Amazon Prime.
- The app also aggregates free content making its discovery process easier.

Context

- While consumers have access to a variety of video streaming apps, the search and discovery process across different platforms can be tiring and lead to a frustrating viewing experience.

Consequence

- Apps that unify the fragmented streaming landscape are helping simplify subscription management for consumers. Not only can they help make the viewing experience more streamlined and convenient, but they also position themselves as the “host with the most”.

Types of Digital Streaming Services Used 2022

% of global respondents



Source: Euromonitor Voice of the Consumer: Digital Survey, fielded March to April 2022

Skin Rocks app: simplifying skin care

Characteristic

- Launched in 2022 and referred to as “The Google of Skincare”, the Skin Rocks app aims to simplify skin care.
- By creating a profile and answering questions about their skin, users can get tailored recommendations, regardless of age, skin tone or knowledge.

Context

- For consumers that are overwhelmed by the idea of putting together a skin care routine, the app has “You Need This If...” and “You Don’t Need This If...” guided recommendations to make the process both personalised and simplified.

Consequence

- The app uses an inclusive and personalised approach to ease the decision-making process for a consumer.
- From discovering new products to educating through curated content, the app is positioning itself as the go-to place for all things skin care.

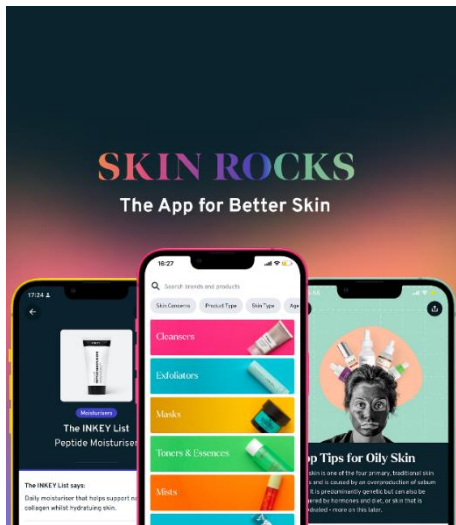


Image source: Skin Rocks

USD186 billion

Expected size of global skin care market by 2026

37%

Of respondents used beauty apps in the past 12 months (2021)

47%

Of respondents used beauty apps for information on product usage (2021)

Source: Euromonitor International Beauty and Personal Care 2022ed; Euromonitor Voice of the Consumer: Beauty Survey, fielded July 2022

Opal helping consumers better manage their screen time

Characteristic

- Launched in 2020, Opal is a screen time management app that helps users focus better on day-to-day activities by blocking out distracting apps.
- Users can choose between saving time, focusing during work or improving sleep to customise their experience.

Context

- People today are spending a lot of time across various digital platforms. Mindless scrolling often leads to regret over time wasted and is associated with mental health issues.
- Tools that help remove distractions enable users to achieve better efficiencies, both on and off screens.

Consequence

- Apps that help users actively manage their screen time by blocking out distractions are offering an actionable approach to help them control the scroll.



Image source: Opal Press Kit

60%

Of Gen Z and Millennials use their mobile phone to visit or update social networking sites almost every day in 2022

21%

Of Gen Z plan to reduce the number of social media networks they are active on (2022)

86%

Share of households across the world with possession of smartphone (2022)

Source: Euromonitor International Economies and Consumers, Voice of the Consumer: Lifestyles and Digital surveys fielded 2022;

Petlove, a one-stop shop for all things pet

Characteristic

- Petlove & Co is a São Paulo-based digital platform that offers products and services for the pet care market.
- Founded in 1999, the company was a pioneer in pet e-commerce as one of the first online shops for pet products in Brazil.

Context

- Over the years the company has expanded its offerings, ranging from a subscription programme to an online veterinary platform and a financial management tool for pet shops and clinics. This highlights the comprehensive and inclusive nature of the platform.

Consequence

- Petlove's one-stop shop approach to offer a comprehensive platform helps create a more streamlined and convenient offering for pet owners.

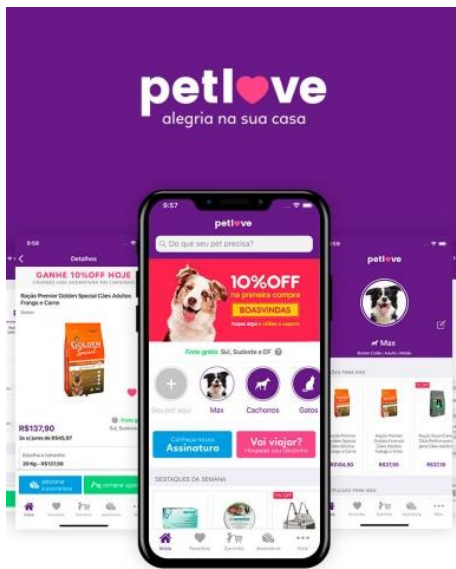


Image source: <https://techcrunch.com/>

USD7.6 billion

Size of the pet care market in Brazil in 2022

8.7%

Expected CAGR for pet care in Brazil over 2022-2027 (constant 2022 prices)

47%

Brazil's share of the Latin America pet care market in 2022

Source: Euromonitor International Pet Care 2023



Eco economic

45% of professionals say investing in sustainability initiatives is a strategic priority for their company in the next five years

Industry context for Eco Economic: Retail



Bob Hoyler, Industry Manager - Channels (Retail and Digital Consumer)

In 2023, while Western markets are expected to see some relief from the relentless tide of rising prices, rates of inflation will remain high by recent historical standards. Yet even as consumers look for ways to save money, sustainability continues to be a top priority for many. As a result, circular economy business models that marry cost savings with sustainability are becoming increasingly popular.

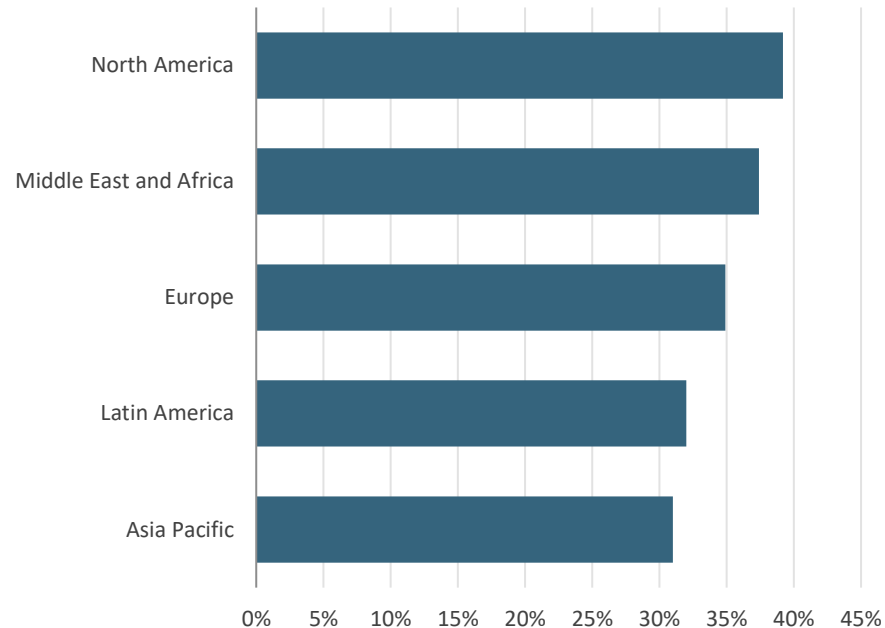
In the retail sector, the growth in sales of second-hand products is the most visible sign of this trend; according to Euromonitor International's Voice of the Consumer: Lifestyles Survey, 54% of digital consumers globally reported purchasing used or second-hand items in 2022 - up from only 46% in 2019. As a result, retailers that specialise in selling second-hand goods - such as Lithuania-based online marketplace Vinted - are attracting throngs of new customers.

Although eco-consciousness is an important motivator, price pressure remains the critical factor here. Indeed, in its most recent annual report, online marketplace operator eBay stated that, while 34% of consumers buy previously used products primarily because of sustainability benefits, 73% do so primarily because these types of goods are less expensive than brand new ones.

Consumers looking for cost savings are increasingly turning to retailers that specialise in the sale of second-hand products

Consumers Willing to Buy Second-Hand Products by Region 2022

Share of respondents



Source: Euromonitor International Voice of the Consumer: Sustainability Survey, fielded Feb 2022

Industry context for Eco Economic: Fresh and Staple Foods



Tom Rees, Industry Manager - Food and Nutrition

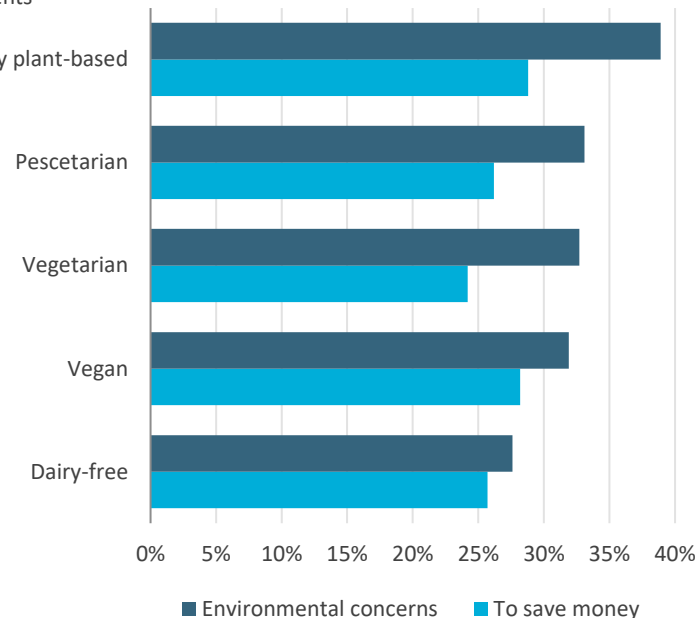
As food prices have risen across the globe, consumers have been forced into making choices that can benefit the planet. A key example is red meat; producing it carries high environmental costs in terms of land use, water use and greenhouse gas production. As prices rise, shoppers have looked for less-expensive sources of protein, and actions such as switching to poultry reduces environmental impact. And where affordability has been squeezed even further, a move to even cheaper plant-based protein sources such as beans and pulses means a reduction in animal-agriculture food consumption - something of a huge “green” benefit given that one third of the planet’s agricultural land is given over to growing food for livestock.

It is also the case that when food prices are so high across the board, the impetus to reduce food waste becomes stronger. Consumers become more careful because wasting food becomes unaffordable. And while plant-based alternatives (foods that specifically promote greater sustainability credentials) may lose out because of their higher price points, new products are developing in the direction of using local, cheap-to-produce ingredients; witness the appearance of potato and cabbage-based milk alternatives in the UK.

Money and environmental diet motivations

Reasons for Diet 2023

Share of respondents



Source: Euromonitor International Voice of the Consumer: Health and Nutrition Survey, fielded Feb 2023

Iceland teams up with Utilita to help consumers identify economical cooking methods



Characteristic

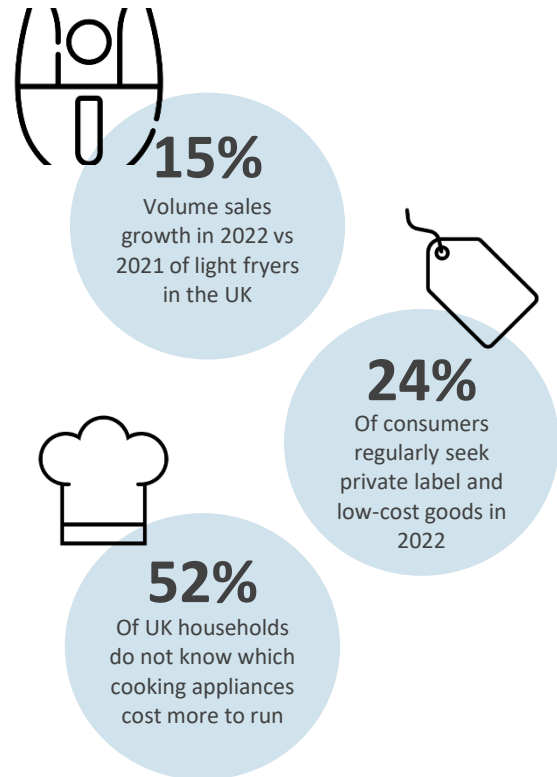
- Retailer Iceland has teamed up with energy supplier Utilita to help UK families better understand the cost of cooking, and to help identify economical cooking methods to make budgets stretch further. It tests cooking appliances and offers recommendations.

Context

- Both brands have committed to 11 pro-consumer, pro-planet pledges, which include an overhaul of Iceland's own-product packaging to promote more energy-efficient cooking appliances and methods, and a national "Cooking High 5" consumer awareness tour run by Utilita outside Iceland stores.

Consequence

- Soaring energy bills are forcing consumers to seek out cost-effective ways of using appliances, as well as the most energy-efficient appliances themselves (for example the double-digit growth of air fryers), thereby driving sustainable behaviour by default.



Source: Euromonitor International Consumer Appliances 2022ed;
Voice of the Consumer: Lifestyles Survey, fielded February 2022

Image source: Facebook.com/icelandfoods

Sainsbury's launches SainsFreeze initiative to help UK consumers reduce waste

Characteristic

- A pop-up concept store in London resembling a freezer “with familiar food items frozen in innovative ways to help reduce food waste, keep nearly “off” items fresh for longer and help maximise space”. The aim is to help consumers save surplus food going to waste and save money.

Context

- The items selected are those most commonly thrown away as they are about to go off, eg milk, eggs, bread and onions, as well as bananas and herbs - available for free. A number of retailers, Sainsbury's included, have removed the “best before” dates on hundreds of fresh grocery items.

Consequence

- As part of the United Nations' Sustainable Development goals, the UK government has committed to halving the UK's per capita food waste by 2030, though there have been calls for it to introduce statutory regulations instead of relying on voluntary agreements.



Image source: Sainsbury's



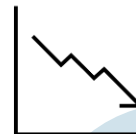
10%

Of global greenhouse gas emissions are a result of food waste



9.5mn

Tonnes of food waste annually estimated in the UK



50%

Target for reduction of British per capita food waste by 2030

Source: Waste and Resources Action Programme (WRAP)

Carrefour launches Bio: an affordable organic range – in Brazil



Characteristic

- In July 2021, supermarket chain Carrefour launched a line of organic foods in Brazil. The Bio line, with a portfolio of 100+ products including condiments, beverages, oils and more, claims to offer quality organic products at up to a 30% lower price than competitors by sourcing products locally where possible.

Context

- Brazil's increasingly sophisticated consumer base of urban shoppers has developed a taste for organic products, which are seen as higher quality and positive for the environment.

Consequence

- With this initiative, Carrefour has enabled Brazilian middle-class consumers to trade up to organic products that align with what matters most to them, which in the food space includes superior quality, associated health benefits, good value for money and a reduced/low environmental impact.

Image source: Carrefour



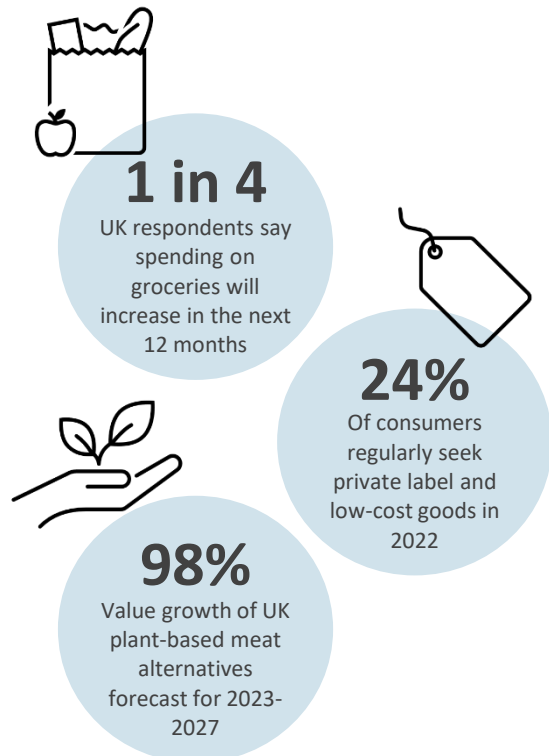
Source: Euromonitor International Voice of the Consumer: Sustainability and Voice of the Industry: Sustainability Surveys 2022

[illegible]

- The UK's Co-op has reduced the prices of its private label plant-based range Gro to match those of its meat and dairy-based counterparts. Plant-based meat and dairy alternatives are considered a sustainable alternative, but are typically more expensive than their conventional counterparts.

- Unit prices of staple goods in the UK rocketed by over 40% in 2022, and it is in this context that the retailer Co-op has introduced price parity between its plant-based and conventional ranges, allowing consumers to make the sustainable choice while watching their food spend.

- Demand for plant-based alternatives as part of a vegetarian, vegan or flexitarian diet has soared over the last few years, in large part driven by broader ethical concerns linked to sustainability. Increased competition will lead to a closing of the price gap between these and conventional brands.



Source: Euromonitor International Packaged Foods,
Voice of the Consumer: Lifestyles Survey, fielded
February 2022

Image source: Co-op

We Do Solar provides solar panel systems for apartment balconies

Characteristic

- German company We Do Solar provides smart solar systems for balconies, enabling consumers to save money on electricity bills (up to 25% is quoted) and to reduce their CO2 footprint (up to 600kg per annum is quoted, all trackable via an app).

Context

- With soaring energy bills across Europe (parts of Germany have announced potential planned blackouts), consumers are seeking measures not only to reduce their utility bills, but also to be independent of official supply sources, to be as off-grid as possible in city dwellings with limited space.

Consequence

- The adoption of new technologies to enable consumers to have a positive impact on climate change while saving them money is expected to propel sustainable behaviour in the future.

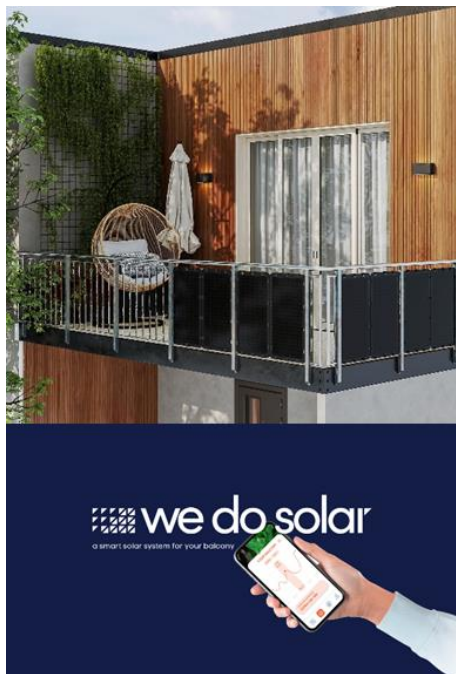
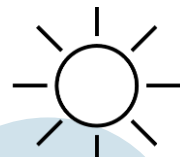


Image source: Facebook.com/we.do.solar.energy



60%

Expected rise in consumer electricity prices in Germany in 2023



49%

Of German power use comes from renewable energy



78%

Of German households are urban, rising to 81.5% by 2040

Source: German Association of Local Public Utilities (VKU); BDEW, Centre for Solar Energy and Hydrogen Research (ZSW); Euromonitor International Households 2022

Nike's B.I.L.L. repair robot to extend lifespan of its shoes



Image source: Nike.com

Characteristic

- Available in Nike Town London, B.I.L.L. (Bot Initiated Longevity Lab), is a robot-augmented system designed to clean and repair shoes with selected customisations, extending the lifespan of items such as shoes and thereby reducing the company's impact on the planet.

Context

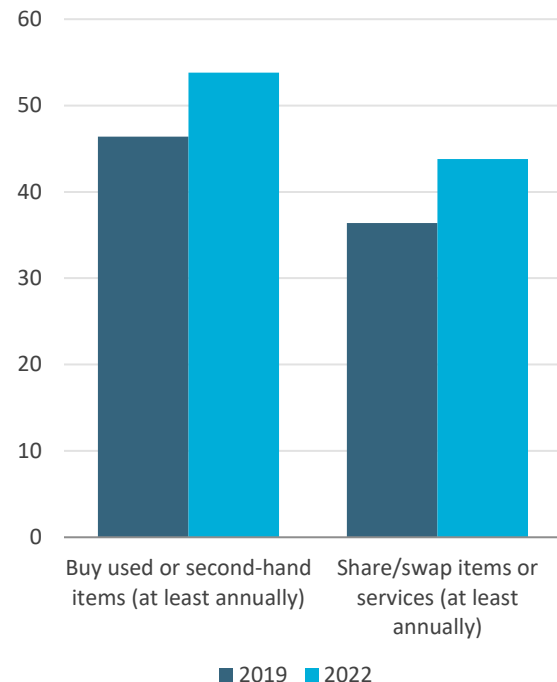
- "Fast fashion" has long been criticised for its unsustainable credentials, with training shoe production estimated to contribute 1.4% of global greenhouse gas emissions, owing to very low recyclability given the different types of plastic used in their construction.

Consequence

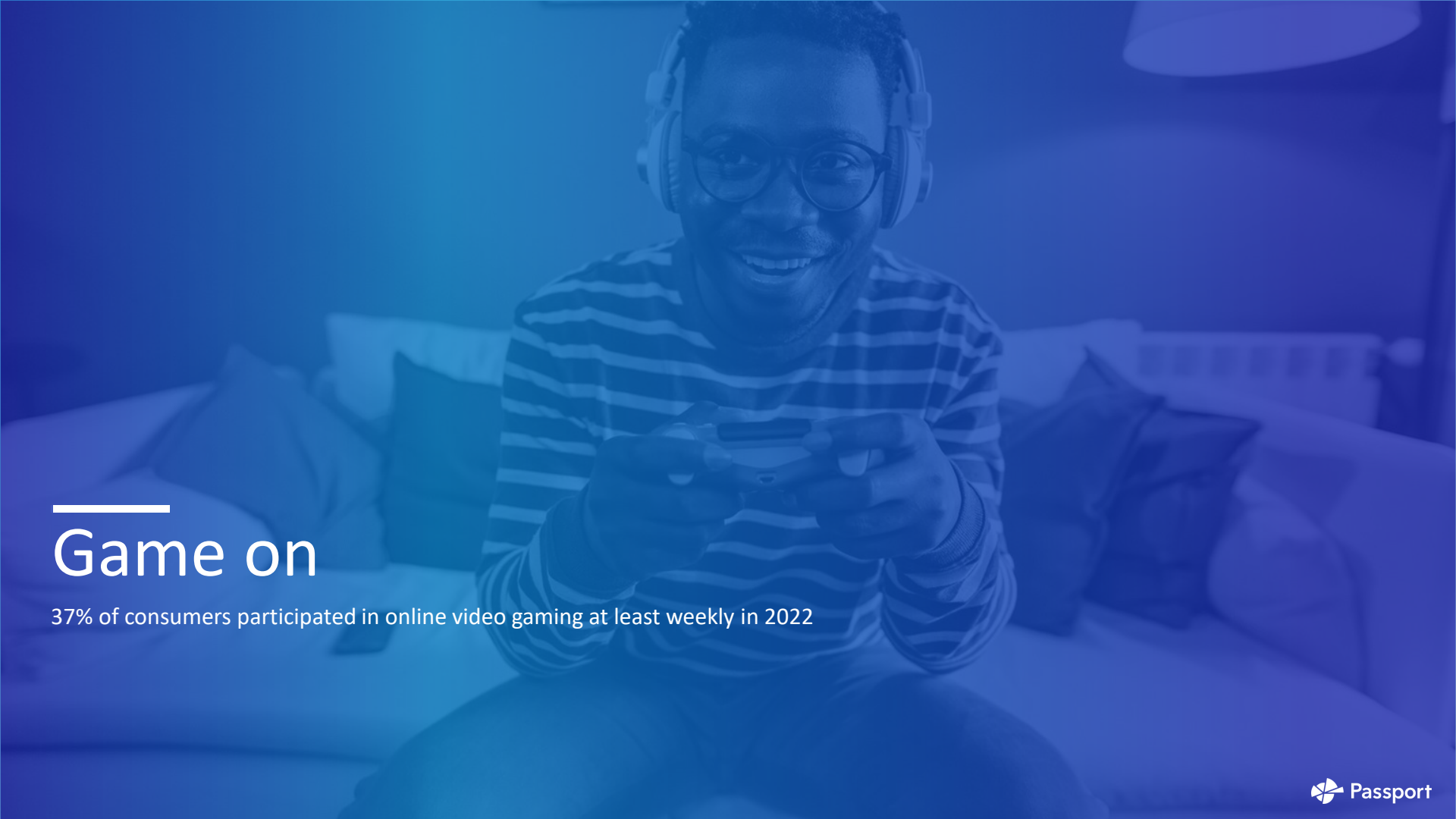
- Consumers are demanding more circularity in the lifespan of items such as clothing and footwear, with repair and recycling growing alongside the incidence of second-hand or share/swap purchases, particularly in times of squeezed disposable incomes.

Second-Hand Buying Habits 2019-2022

% of global respondents



Source: Euromonitor International Voice of the Consumer: Lifestyles Survey, fielded 2019 and 2022



Game on

37% of consumers participated in online video gaming at least weekly in 2022

Industry context for Game on: Sports and Entertainment



Davide Calzoni, Consultant - Sports and Entertainment

Passive media consumption is becoming a thing of the past as consumers increasingly look to actively engage with the content they consume. Streaming services are now incorporating gaming components to complement their video catalogues, professional sports teams continue to enter the competitive gaming sphere, sports betting continues to reach new heights, and companies across a broad spectrum of industries view gamification as a way to capture and retain the attention of consumers.

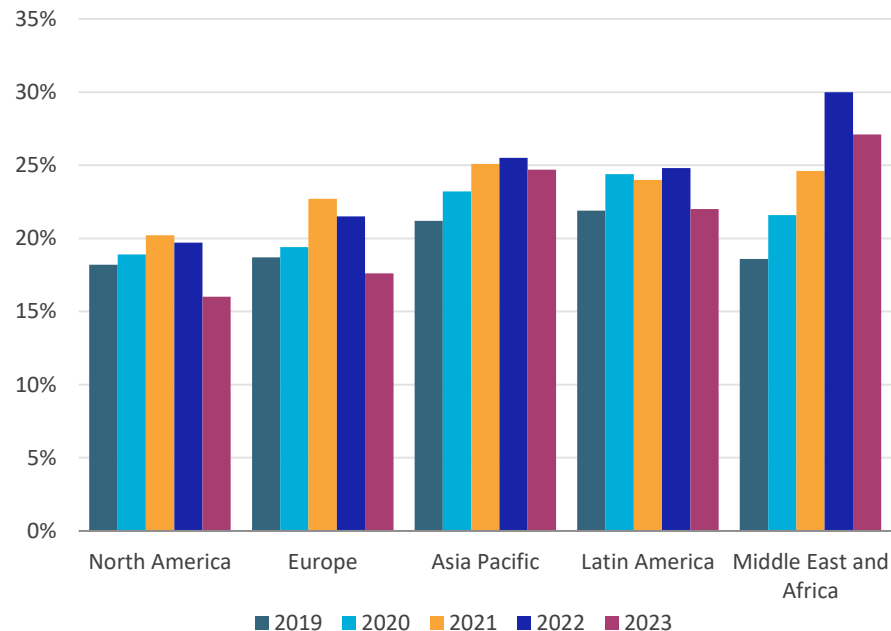
While video gaming specifically has understandably seen slower growth than during the COVID-19 pandemic, casual gaming is on the rise, Gen Zs and Millennials continue to play more frequently than their generational counterparts. Gamification more broadly however, transcends demographics, environments and industries.

Gaming strategies that offer consumers rewards and prizes have the power to re-enforce consumer loyalty and create shared value are becoming commonplace. While the trend of gamifying everything shows no sign of slowing, saturation and consumer fatigue remains a threat to the alluring promise of heightened engagement.

While post-COVID digital fatigue lingers, an increasing number of consumers take part frequently in online gaming

Take part in online video gaming 1-2 times a week, by region 2019-2023

Share of respondents



Source: Euromonitor International Voice of the Consumer: Lifestyles Survey, fielded Feb 2023

Industry context for Game on: Luxury and Fashion



Fflur Roberts, Industry Manager - Luxury Goods

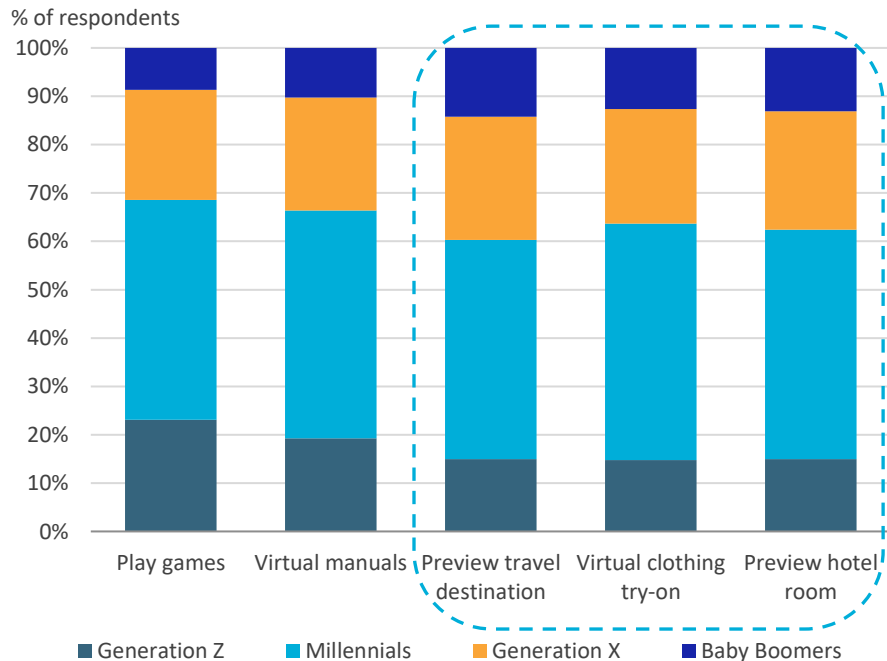
The pandemic ushered in many new types of consumer behaviour with newfound habits such as gaming continuing to enjoy lasting impacts. While real world experiences continue to bestow cachet, digital adoption is rising and driving the uptake of online experiences. This highlights further the extent to which technology is reshaping our world on almost every level.

Improvements in VR capabilities and lower headset costs are increasing consumer access to 3D virtual spaces and luxury and fashion are already testing the waters through the creation of immersive virtual and blended experiences.

It is still early days yet, but global sales of VR headsets are set to rise by 150% in 2023 and more luxury and fashion brands are looking at gaming and the metaverse to reach new audiences. Younger generations are already engaging with it to preview holiday destinations and hotel rooms as well as “trying-on” clothes. With Gen Zs making up 24% of the world’s population, teamed with their notable rise in future wealth, there is great optimism here. Future gaming partnerships will enable brands to communicate with consumers in a way that feels both authentic and accessible.

New consumer behaviour drives uptake of online experiences

Main Activity using VR Headset by Generation Group 2022



Source: Euromonitor International Voice of the Industry: Digital Survey fielded 2022

Maybelline uses playable advertisement to build brand awareness among gamers

Characteristic

- Maybelline successfully raised brand awareness through partnering with Zynga, a video game developer with 40 million daily active users, to activate an in-game playable ad that requires gamers to match different mascaras by Maybelline.

Context

- Such a partnership not only allows Maybelline to tap into the global gaming community, but it also allows both existing and prospective customers to become familiar with the brand's products and help generate sales from the gaming community.

Consequence

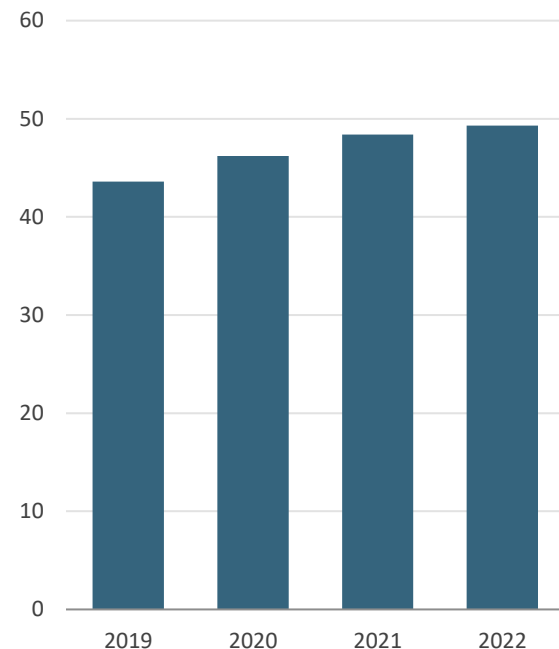
- Partnering with video game developers allows brands to access target customers cost-effectively. The interactive nature of playable ads demonstrates a time-efficient way for customers to learn about the brand and product.



Image source: Maybelline (LinkedIn)

I value online virtual experiences: strongly agree or agree 2022

% of respondents



Source: Euromonitor Voice of the Consumer: Lifestyles Survey, fielded February 2022

MOD4: mobile game that connects virtual world with real fashion products

Characteristic

- MOD4 is a mobile game where consumers create their own avatar outfits to win challenges and earn reward points to redeem or shop for real fashion items, all based on real fashion items available in the real world.

Context

- The game successfully resolves the pain point of virtual try-on of fashion items, as well as keeping users spending time with brands' products. Having real fashion items among the in-game items allows users to learn about and become familiar with products, leading to sales conversion.

Consequence

- This example shows how to merge the real product and experience into the virtual world. It is expected that such models can be repeated with lifestyle products and even home furnishings where the virtual try-on is an essential part of the customer journey.

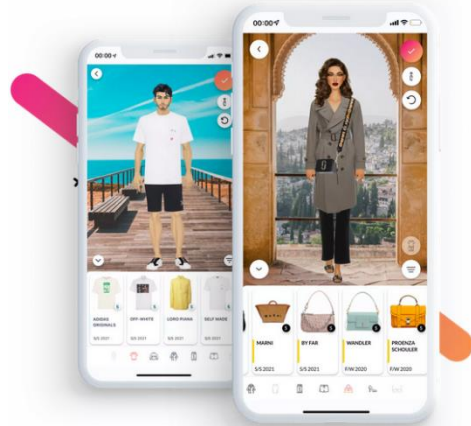
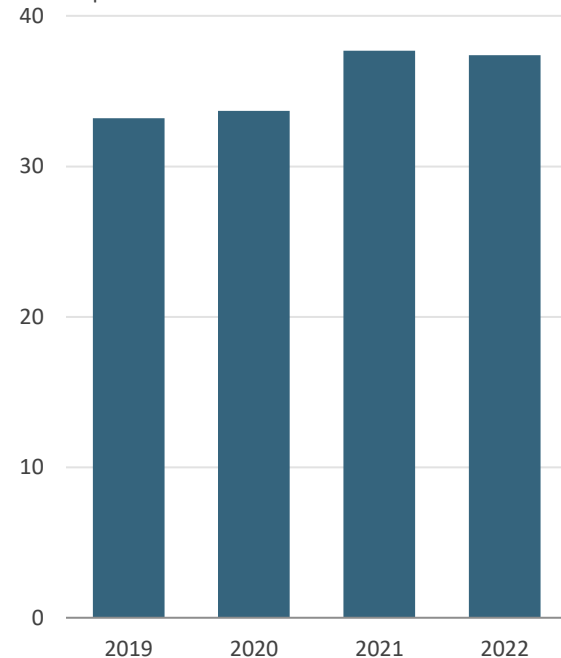


Image source: MOD4

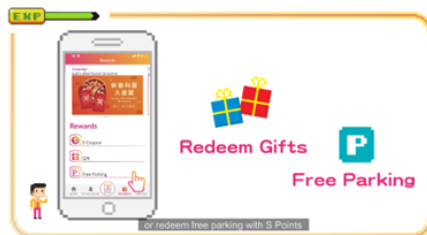
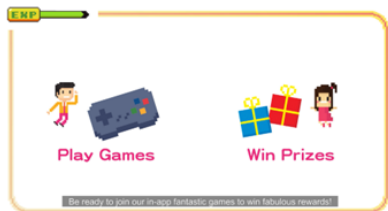
Take part in online video game at least 1-2 times a week (world)

% of respondents



Source: Euromonitor Voice of the Consumer: Lifestyles Survey, fielded February 2022

Sino Group using mini-gaming to enhance customer loyalty in Hong Kong



Characteristic

- S+ REWARDS allow consumers to earn loyalty points through an in-app game and redeem them for shopping discounts in shopping centres operated by Sino Group. This simultaneously increases the foot traffic of the group's commercial property and grabs attention from younger generations.

Context

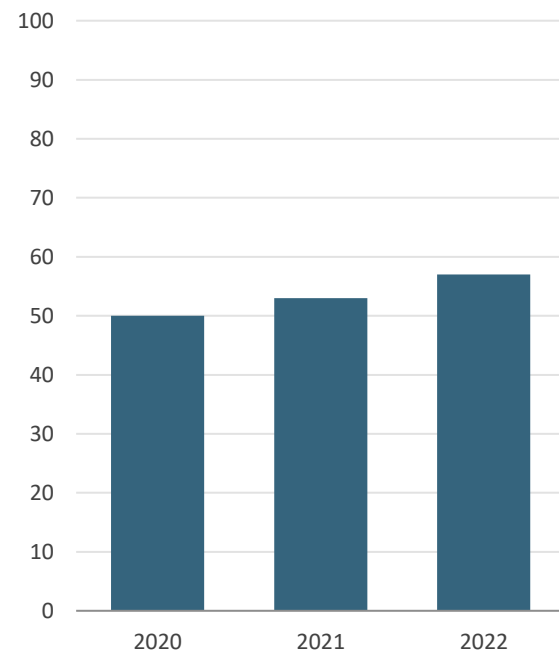
- With the absence of mainland Chinese tourists in 2022, the foot traffic of shopping centres in Hong Kong remained low.
- S+ REWARDS help to resolve this and help tenants to better capture younger consumers' attention.

Consequence

- The successful example of using a mini-game to boost foot traffic in the physical space can be easily replicable for events, hospitality and other retailing, and further drive future use of gaming features as a tool to build awareness among younger generations.

Participate in loyalty programmes for department stores: Hong Kong 2022

% of respondents



Source: Euromonitor Voice of the Consumer: Lifestyles Survey, fielded February 2022

Image source: Sino Group

Walmart launches an immersive Roblox experience in the Walmart Land metaverse



Image source: Walmart

Characteristic

- Two Walmart metaverses - Walmart Land and Walmart Universe of Play - were launched in the open-world game, Roblox, in September 2022. This allows users to create their own virtual avatar and perform social activities in Walmart's immersive metaverse for free.

Context

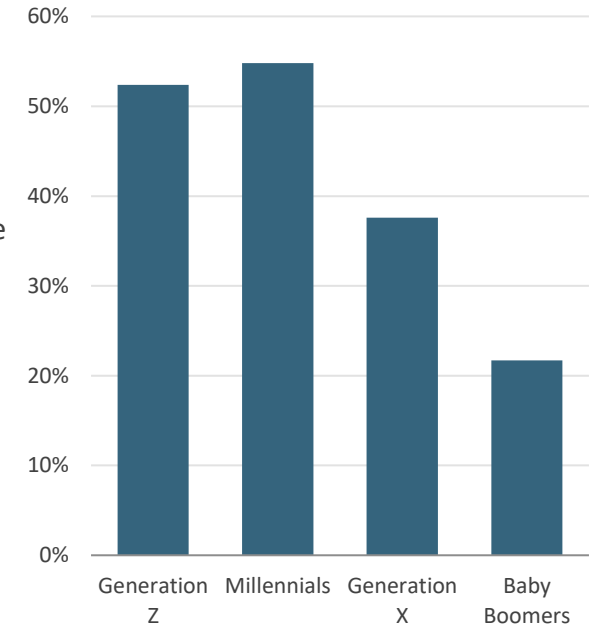
- Gen Z and Millennials are key demographics that can be reached efficiently through an immersive online video game platform with many Walmart elements embedded. This, in turn, helps Walmart stay connected with target customers.

Consequence

- The immersive experience of online video games continues to be the key attention grabber to keep customers spending time in the metaverse. More businesses are expected to join forces and establish their own metaverse to better target younger customers as their future growth driver.

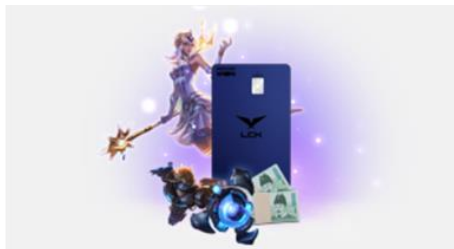
Percentage of Consumers Interested in Playing an Immersive Online Video Game 2022

Share of respondents



Source: Euromonitor Voice of the Consumer: Digital Survey, fielded 2022

Woori Bank offers exclusive in-game rewards targeting the esports community



Characteristic

- Woori Bank partnered with League of Legends to issue a co-branded card, offering exclusive in-game character skins to card users who meet spending requirements. This campaign targets the group of esports fans who are willing to make in-game purchases through card and mobile payments.

Context

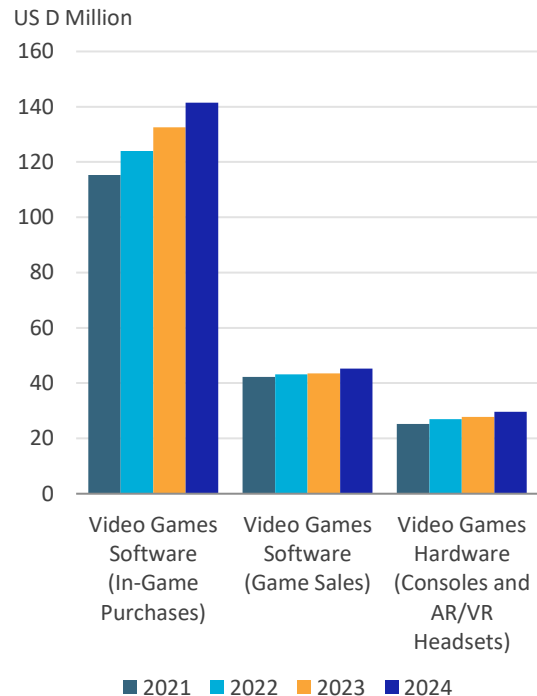
- The esports community is huge in South Korea. Spotting large transactions associated with in-game purchases, Woori Bank targets this market by partnering with League of Legends and offering limited-edition in-game products to boost its user base and conversion.

Consequence

- This demonstrates the power of offering in-game purchases as rewards to target digital native consumers who are likely to be younger customers of the market. It is expected that video games will become popular acquirers for businesses to acquire target customers.

Image source: Woori Bank

Global Video Game Sales (USD million) by Type 2021-2024



Source: Euromonitor International Toys & Games 2023

DHL launches recruitment page targeting esports community

Characteristic

- DHL continued its collaboration with Dota 2 by launching a recruitment page with a Dota 2 element to motivate the esports community to join the company. DHL has strengthened its brand reputation within this community, and hence the younger consumers.

Context

- Instead of the amount of talent acquired through this campaign, the brand has established an emotional connection. Esports fans, representing the group of digital natives with a high affinity to e-commerce, are now emotionally attached to DHL.

Consequence

- This showcased a new way to stay connected with a target group of current or future customers by embedding esports as part of corporate culture. It is important for those businesses with less or no connection to gaming to learn the way to stay closer to the esports community.

Oh no! The evil SideShop Man has infiltrated the Patch Notes; what's the worst singular thing he could change?



- ☐ Removed the ability to mute team mates
- ☐ BKB no longer exists
- ☐ No penalty for abandoning

These two Delivery Employees show up to your Dota game as your courier; which one do you go for?

- ☐ DHL Employee: Professional, Sophisticated, will deliver items on time
- ☐ SideShop Man: Lazy, slow, will steal your neutral items without remorse



Image source: DHL



45%

Of the world's population are Gen Z and Millennials in 2022



13%

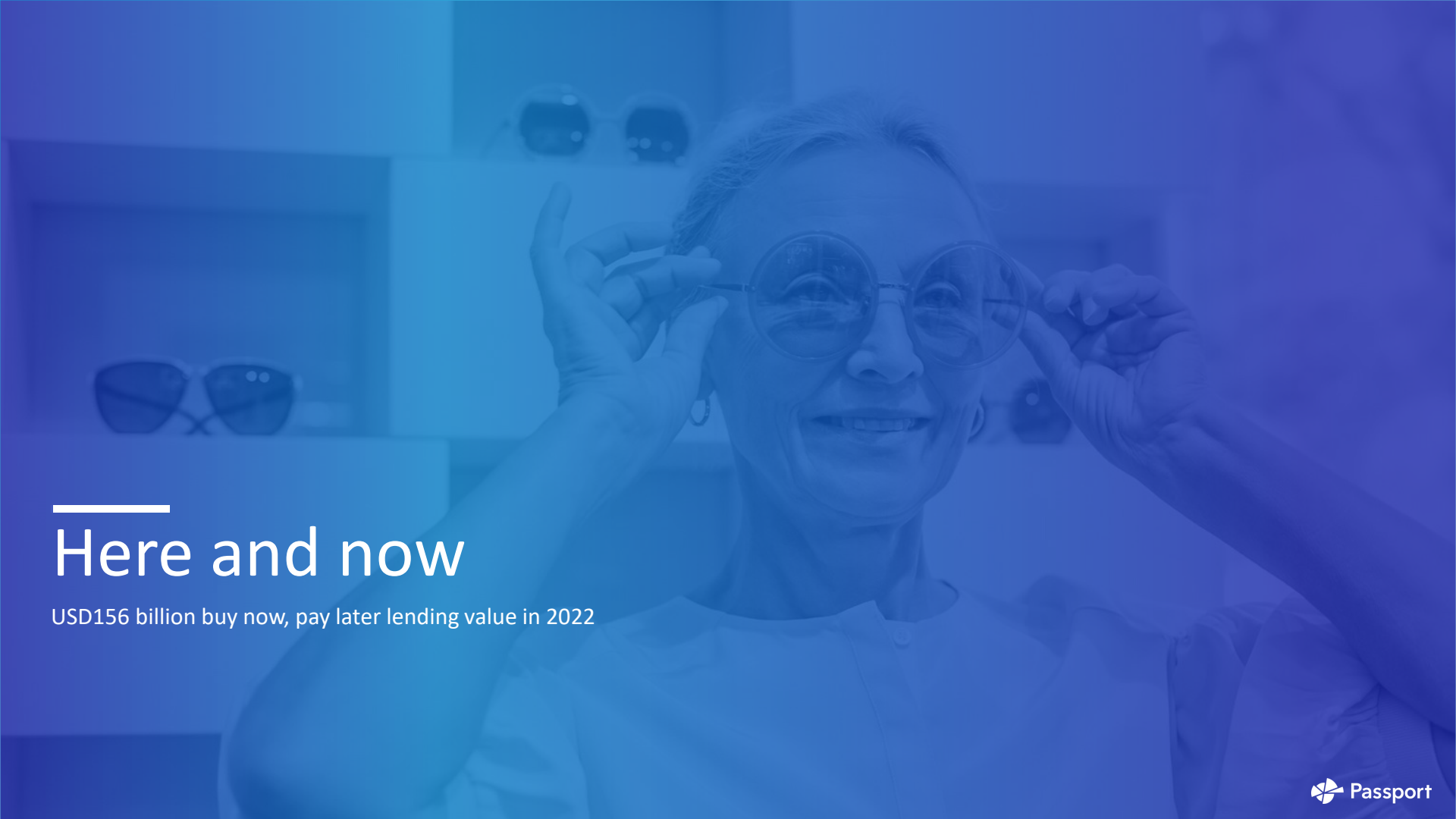
CAGR of world digital e-commerce market over 2023-2027



54.2%

Of respondents only buy from companies and brands they trust completely

Source: Euromonitor International Economies and Consumers, Digital Consumer 2023, Voice of the Consumer: Lifestyles Survey fielded February 2022



Here and now

USD156 billion buy now, pay later lending value in 2022

Industry context for Here and Now: Consumer Finance and Lending



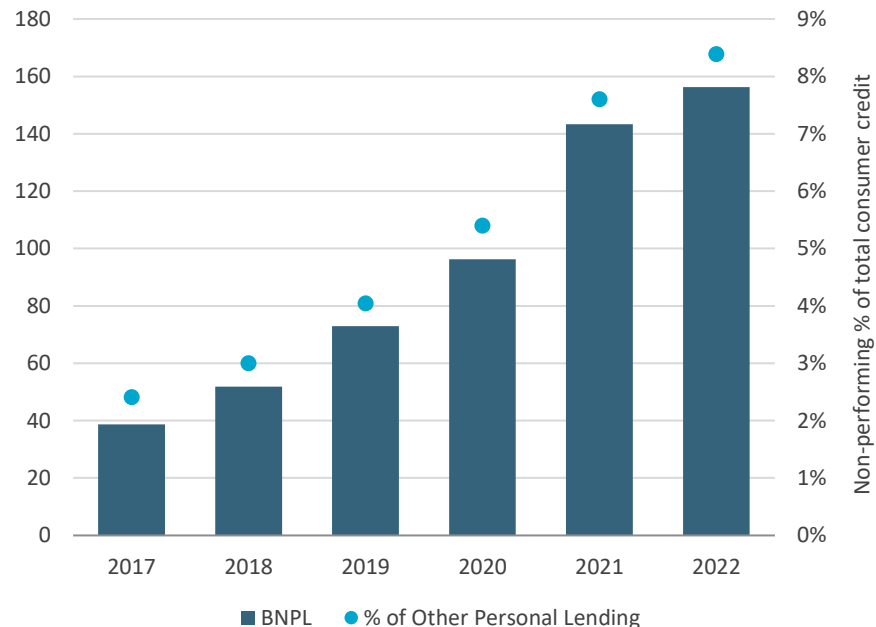
Kendrick Sands, Industry Manager - Consumer Finance

The rise of buy now, pay later (BNPL) across the world has underpinned a surge in consumer spending. The products and services available to certain income bands has expanded through the low or no cost financing option. The range of merchants offering BNPL has also expanded from travel to financing everyday necessities. While much of the initial BNPL adoption was fuelled by younger consumers, in many markets it has spread to older consumers as a financing tool which does not impact credit rating. In instances where credit score is not being impacted, the loans could end up drawing riskier consumers which could translate to higher non-performing rates. Regulators who expanded which companies could offer lending products have been slow to install consumer protections in some markets which could lead to consumers having a negative experience, leading to a future aversion to all financial products and services. Striking the balance between encouraging competition and providing consumer protections is going to be the objective in most markets over the forecast period. However, in the short term, BNPL is becoming so common that consumers are expecting to have the option at most merchants.

Fintech changing how transactions are funded

BNPL Share of Other Personal Lending 2017-2022

BNPL gross lending, USD billion



Source: Euromonitor International Consumer Finance

Industry context for Here and Now: Travel



Caroline Bremner, Senior Head of Travel Research

Post-pandemic revenge travel continues as consumers make up for lost time and take advantage of borders fully reopened, leading to an unprecedented upswing in travel and tourism demand. Despite growing uncertainty due to the cost-of-living crisis, tourism spending has been relatively immune to rising costs of flights and hotels as consumers value real world experiences such as discovering new places and cultures, accounting for 77.4% and 67.2% of respondents, respectively, in Euromonitor International's Voice of the Consumer: Travel Survey. However, that is not to say that consumers are not still cautious with their money, as the largest proportion of survey respondents (29.1%) stated that the priority for them was value for money when selecting travel features in 2023. Rest and relaxation (R&R) was also towards the top end of priorities, for 27.5% of global consumers. Taking a break from the daily grind remains paramount, and travel brands and destinations are tempting consumers with their loyalty scheme rewards, as well as promoting value for money options such as all-inclusive and buy now, pay later. Meanwhile, blended travel is a popular trend for those trying to strike the optimum work-life balance, combining business and leisure pursuits.

Seeking out new travel experiences and cultures

Attitudes to Experiences 2022/2023

% of respondents



Source: Euromonitor International Voice of the Consumer: Travel Survey, Fielded March 2023

“Apple Pay Later” for Apple's large pool of users, using its digital wallets

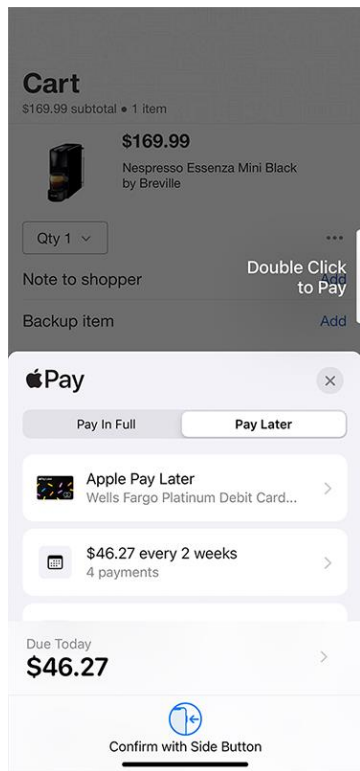


Image source: Apple Inc

Characteristic

- In 2022, Apple Inc launched new features in Apple Pay, including Apple Pay Later, its take on buy now, pay later (BNPL). This lets its customers split a purchase into four equal payments over six weeks without any interest or fees. This feature is built into its “Wallet” for convenient transparent tracking.

Context

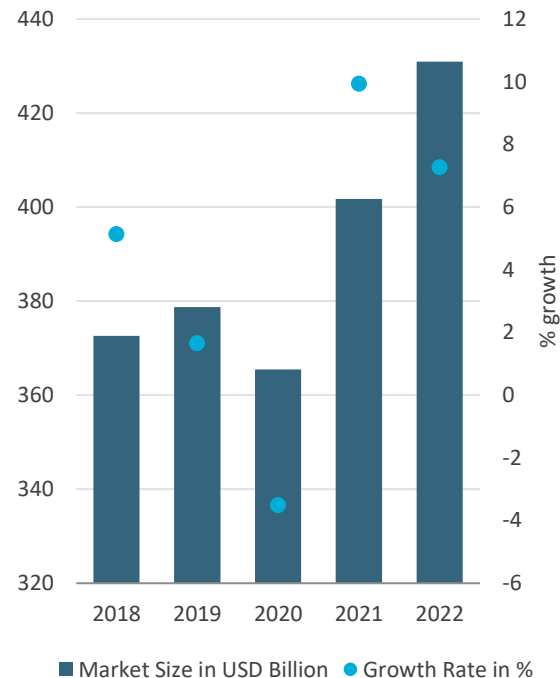
- Apple Pay Later works in sync with Apple Pay, requiring no integration for merchants, without additional middlemen/intermediaries. It also provides new and timely features such as Payment Request API (Application Programming Interface) to fine-tune experiences such as recurring bills.

Consequence

- Business should understand that while consumers may be forced to cut back, they do not want to be set back. Responsible gratification motivates “Here and Now” consumers, and flexible payment options such as Apple Pay Later expand purchasing power while alleviating cost pressures to spend on happiness now.

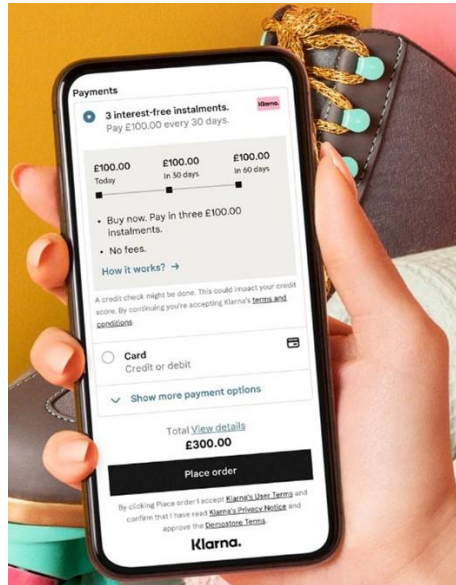
Global Mobile Phones Market Size 2018-2022

US D Billion



Source: Euromonitor International Consumer Electronics 2023

Fintech brand Klarna popularises BNPL across financial institutions (Sweden/global)



50% of consumers enjoyed life and did not worry about planning for the future in 2022

Image source: Klarna.com

Characteristic

- Klarna is one of the first buy now, pay later (BNPL) firms globally. Founded in 2005 in Sweden and aiming to make paying simple, safe and smooth, it has continued to reinvent and adapt itself, expanding globally, amidst technology disruption and evolution.

Context

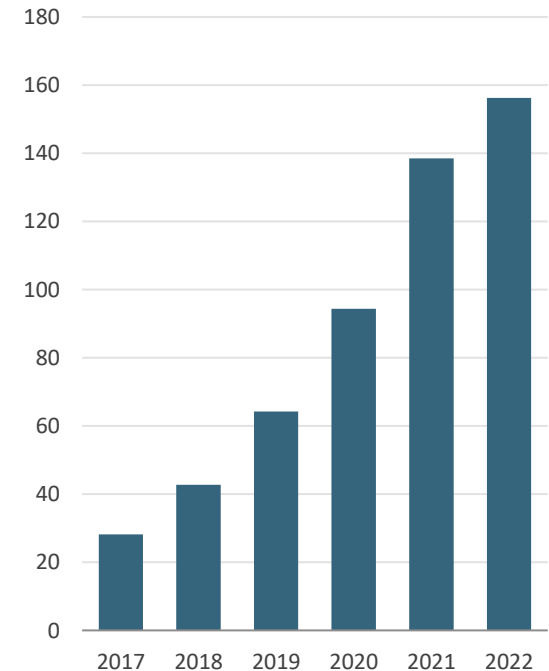
- In 2022, Klarna continues to expand and evolve its services to create value relevant to the time for merchants and consumers alike, beyond its headquarter country to globally. For example, since acquiring mobile wallet provider Stocard in 2021, it has incorporated new loyalty card features in its app.

Consequence

- Innovative instalment models such as BNPL are becoming standard. Fintech companies started the trend, but banks and payment networks such as Visa and Mastercard are getting in on the action and further reinvention and collaboration is anticipated creating widespread competition in the sector.

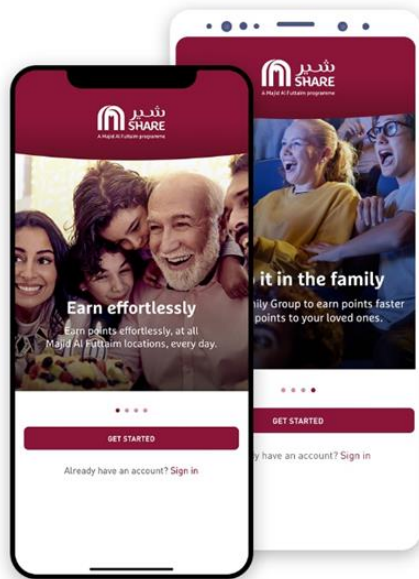
Global Buy Now, Pay Later Lending Value 2017-2022

USD billion



Source: Euromonitor International Consumer Finance 2023

Majid Al Futtaim's SHARE rewards build a valued inclusive community feel in the now



MAF operates multiple retailers, such as Carrefour, having a 41% market share in the UAE in hypermarkets alone

Image source: Majid Al Futtaim

Characteristic

- SHARE from Majid Al Futtaim (MAF) is a lifestyle rewards programme which has let members earn and redeem points across all MAF brands across 2,300+ stores across 16+ shopping centres in the UAE since 2019. In August 2022, it expanded to 3,500 outlets in the UAE and Saudi Arabia.

Context

- SHARE is a loyalty programme that allows up to nine family and friends to join, share and redeem points as one, encouraging the creation of moments through experiences. Members can earn and redeem points across multiple retailers as well as cinemas and entertainment centres.

Consequence

- Experiencing more is an integral part of feeling connected to a brand. Businesses should create meaningful experiences for consumers through loyalty programmes, where they genuinely feel that the brand cares about them and provides them value by experiences in the now, beyond money.



46%

Participate in a loyalty programme offered by grocery stores



38%

Influenced as shopping is more convenient through a loyalty programme



40%

Participate in loyalty programmes for members-only benefits

Source: Euromonitor International Voice of the Consumer: Digital Consumer Survey fielded March 2022

Sephora continues to revamp its rewards programme for member exclusivity



Image source: Sephora

Characteristic

- French beauty retailer Sephora has transformed its rewards programme globally over the years, establishing a community feel with exclusive perks and benefits such as access to special events and classes. In 2022, it continued to revamp and integrate this with its app-based benefits.

Context

- Sephora's loyalty rewards programme works through a tiered programme globally with local customisation and personalisation experiences based on a 3-level tier system. In October 2022, Sephora opened in the UK, with its online store, app and Sephora rewards, which is to be followed with a physical store, expected in 2023.

Consequence

- Businesses should incorporate emotional marketing to invoke a positive brand association to capture spend, also targeting special occasions such as birthdays. Data and back-end algorithms can be integrated to spot patterns through loyalty programmes to help tailor promotions going forward.



34%

Purchase beauty and personal care products through loyalty programmes



49%

Purchase beauty, personal and health care items at least annually



40%

Of respondents to be more involved through community in the future outlook

Source: Euromonitor International Voice of the Consumer: Lifestyles Survey, fielded February 2022

Starbucks and Delta Air Lines launch loyalty partnership



Image source: Starbucks.com

Characteristic

- Serving coffee since 1972, Starbucks is known for being people-centric, launching its loyalty programme in 2008-2009. Meanwhile, US-based Delta Air Lines is one of the oldest, since 1929, flying to over 275 destinations in 50 countries. SkyMiles, its frequent flyer programme, has been around since 1981.

Context

- In October 2022, Starbucks and Delta Air Lines synchronised their rewards programmes to deliver additional experiences to loyal customers. Current and new consumers can link Starbucks Rewards Stars and Delta SkyMiles accounts to get more frequent rewards redeemable from both.

Consequence

- Brands being conscious of consumers' wants and needs remains important as the world continues to transform. As travel rebounds in 2022, Starbucks and Delta collaborating to help consumers create memorable experiences through coffee and travel shows genuine care in the here and now.

Top Reasons for Participation in Loyalty Programmes 2022

Share of respondents



Source: Euromonitor International Voice of the Consumer: Digital Survey, fielded 2022

Innovation in BNPL through United Arab Emirates fintech brand Tabby

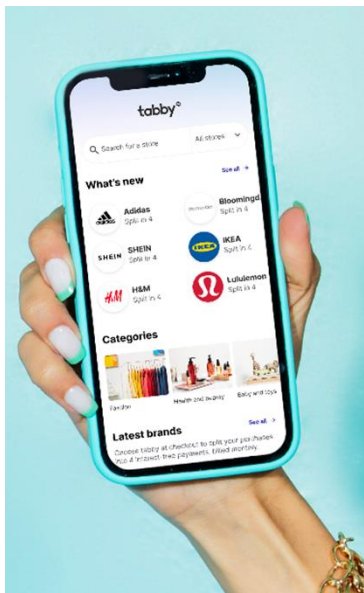


Image source: Tabby.ai

Characteristic

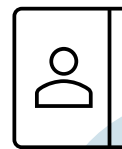
- Founded in 2019, UAE-based fintech firm, Tabby, is one of the first buy now, pay later (BNPL) platforms in the Middle East. Its selling point is adapting the global instalment model with localisation, having permission from Saudi Central Bank and a Shariah certificate number too.

Context

- Tabby creates financial freedom in how people shop, allowing them to earn and save online and in-store while purchasing. With global uncertainty, consumers want a healthy relationship with shopping, experiencing joy without sacrifice at present. BNPL players acknowledging local needs and wants are set to benefit.

Consequence

- Building innovative ecosystems that deliver value to customers will benefit businesses. This trend will remain important as part of the fourth industrial revolution of cyber physical systems, where the world is experiencing disruptive technologies and reshaping the way people live and work.



51%

Of respondents stated they will be better off financially in the future outlook



40%

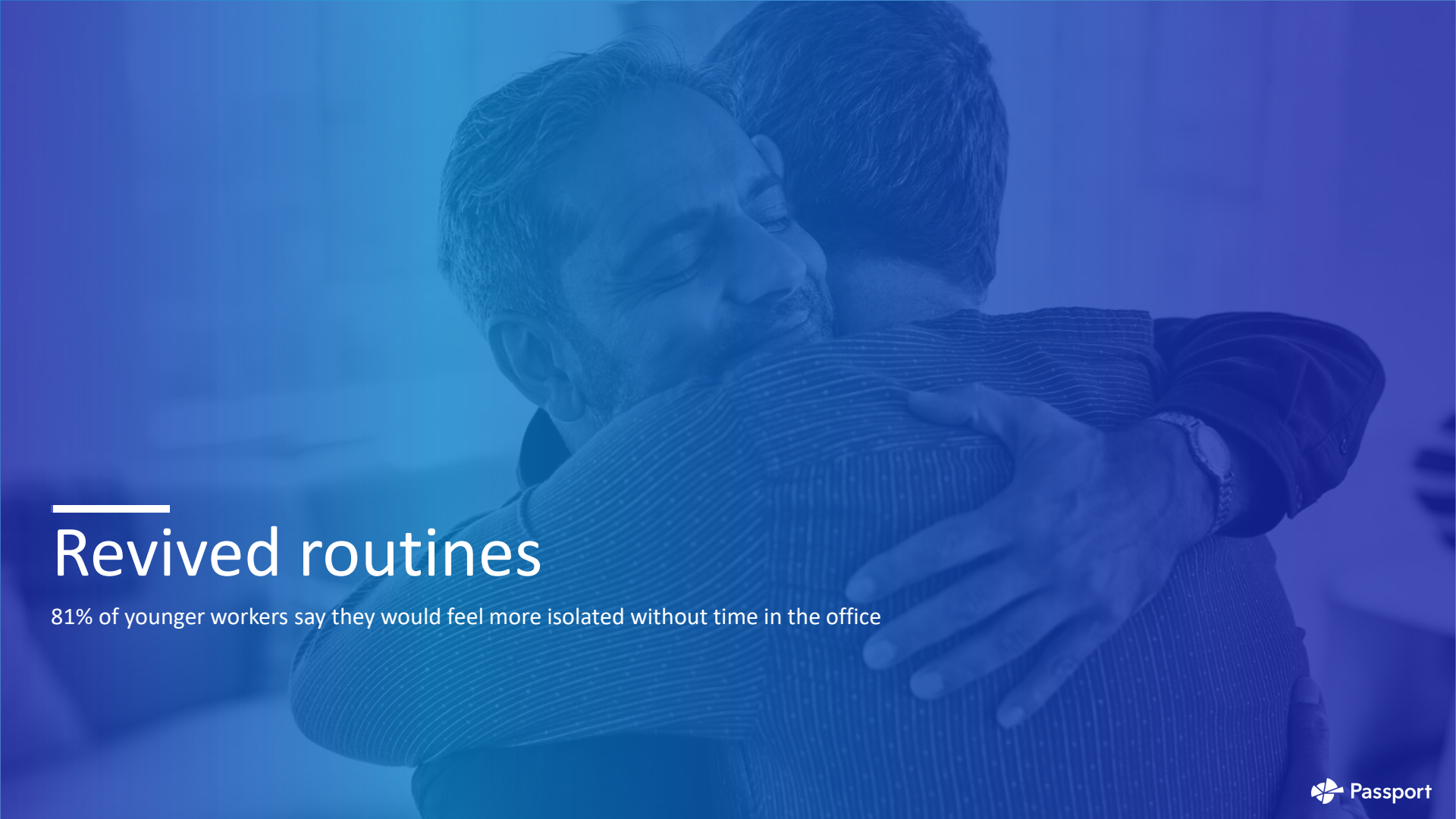
Of respondents stated in-store shopping motivation is immediate purchase



26%

Of respondents shop more often where they have a store credit card/loyalty card

Source: Euromonitor International Voice of the Consumer: Lifestyles Survey, fielded February 2022

A photograph of two men hugging, overlaid with a blue gradient. The man in the foreground is smiling and has his eyes closed, while the other man is seen from the back. Both are wearing striped shirts.

Revived routines

81% of younger workers say they would feel more isolated without time in the office

Industry context for Revived Routines: Consumer Foodservice



Rocio Franco, Senior Consultant – Consumer Foodservice

In the digital era where isolationist tendencies are higher, restaurants can become places for consumers to gather and foster new experiences. As the foodservice industry recovers and more low-cost business models such as virtual restaurants and ghost kitchens emerge, competition is increasing, including from more players outside of foodservice that also cater to various food consumption occasions.

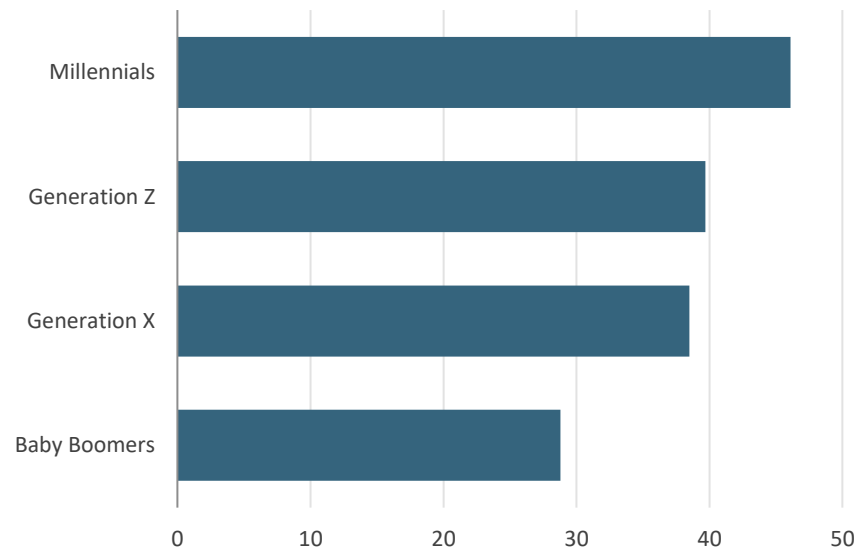
How to differentiate, attract and keep customers interested among a wide variety of options is a challenge. Integrating loyalty programmes and digital solutions will be vital to establish stronger emotional connections between brands and customers. Companies need to become more customer-centric, tailoring services, rewards, promotions and communications to individual preferences.

Beyond using discounts to attract consumers, restaurant operators should focus on generating added value across the entire customer journey to increase traffic, including integrating physical space into their digital strategies. The experience of eating in a restaurant can become much broader, by generating alliances with other players that can add new drivers to engage and retain customers as well as new revenue streams.

Younger generations seek added value in foodservice

Currently Participates in a Restaurant or Other Food Outlet Loyalty or Rewards Programme 2022

% of respondents



Source: Euromonitor International Voice of the Consumer: Lifestyles Survey, fielded February 2022

Industry context for Revived Routines : Apparel and Footwear



Marguerite Le Rolland, Industry Manager - Apparel & Footwear

If lockdown fashion was about dressing down and “waist-up dressing”, consumers have showed some excitement about dressing up again since restrictions lifted but they do not want to give up on comfort and functionality to suit a lifestyle with more flexible working arrangements and resumed social activities. In this context, the new workwear is about "business comfort" that works around a hybrid schedule. The definition of acceptable attire becomes more and more ambiguous as the line between home and workplace has blurred.

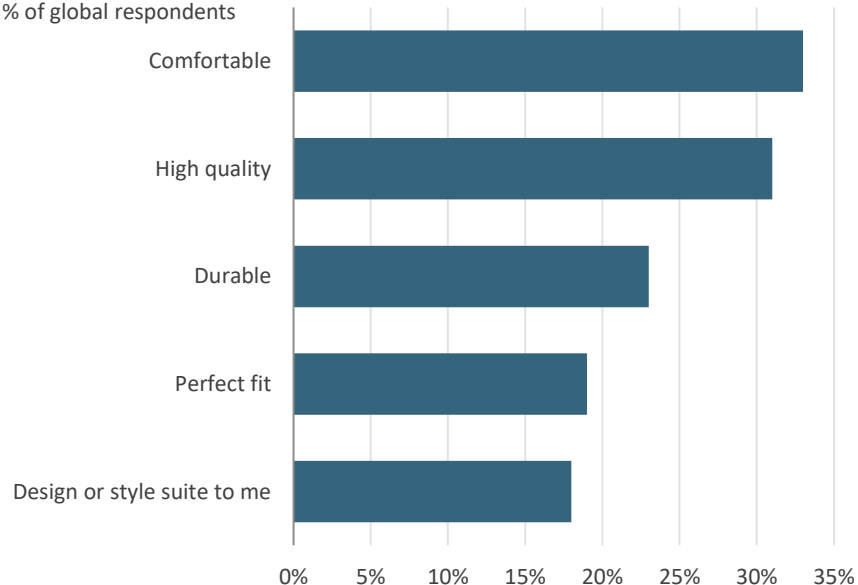
Moreover, since 2020, many consumers around the globe have been putting in effort to lead healthier lives and making various routine changes to help boost health and wellness, from exercising more often to eating more nutritious meals. This also fuels demand for comfortable and functional clothing and in turn, further casualises dress codes.

Finally, the impact of inflation and growing sustainability concerns make shoppers opt for more durable and versatile pieces that can be worn on various occasions such as trainers, maxi-dresses for women and polo jumpers and casual shirts and blazers for men.

Comfort remains the most influential product feature in purchasing apparel and footwear

Willingness to Pay More in Apparel and Accessories: Top Five Features 2023

% of global respondents



Source: Euromonitor International Voice of the Consumer, Lifestyles Survey, fielded February 2023

Mango's curated edits of workwear help consumers get back into the office



Characteristic

- Along with several other fashion retailers, Mango has a separate section on its e-commerce website offering curated workwear pieces, supplemented with occasional live events that let consumers ask questions and get advice on the pieces to buy.

Context

- Fashion retailers such as Mango are helping consumers getting back to offices with edits of workwear wardrobe staples. Live events with Q&As are helping those who feel unsure about what is appropriate in the office after more than two years working from home.

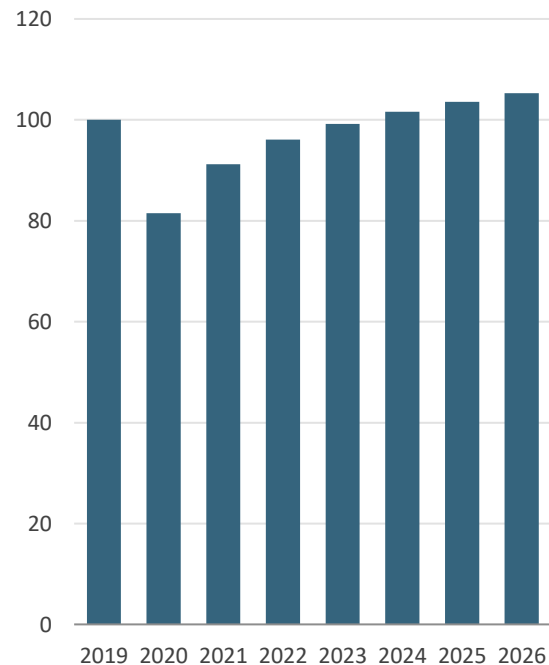
Consequence

- Retailers are engaging with consumers by recognising their pain points and helping solve them while boosting sales. Industries such as apparel and footwear and beauty and personal care are seeing a revival as consumers are looking for products to get back into

Image source: Screenshot from the website/live event routines.

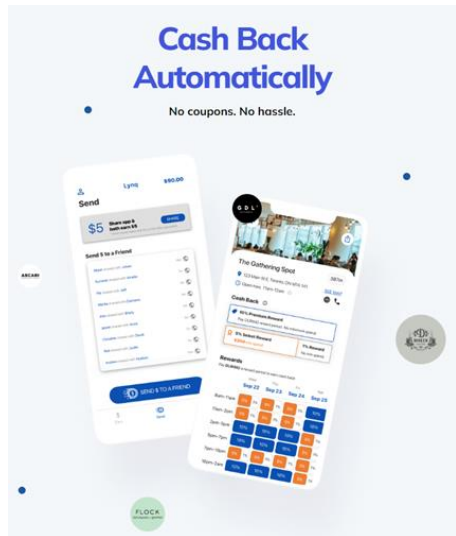
Recovery Timeline and Growth for Apparel and Footwear 2019-2026

2019=100



Source: Euromonitor International Industries

Lynq rewards programme app providing industry-wide benefits in Canadian hospitality



Characteristic

- Lynq is an app created in partnership with restaurants and credit card networks to provide industry-wide benefits in hospitality. The app was created to revive the industry in Canada, allowing restaurants to create rewards for consumers such as 10% cash back on slower days.

Context

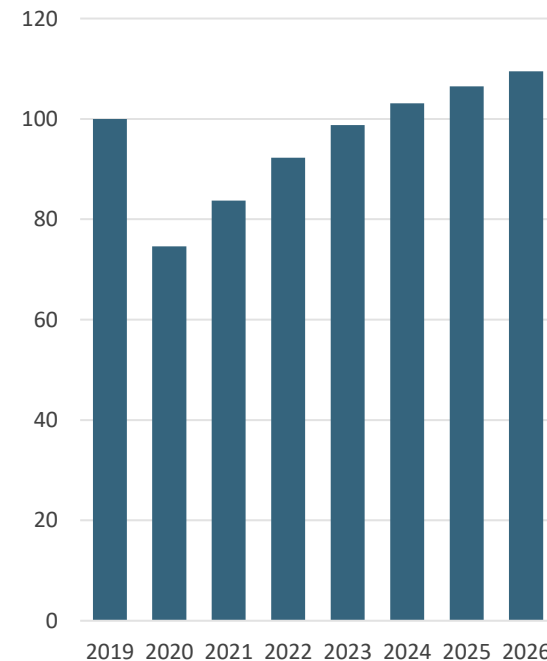
- Hospitality was one of the hardest hit industries during the pandemic, and this app was created to support its revival. The process of signing up and using the reward app was made simple and free for both restaurant owners and consumers.

Consequence

- As consumers are going back to their routines, socialising in bars and restaurants is also seeing a comeback. Companies within and outside the industry are looking to further engage with consumers and encourage them to step back into the real world.

Image source: [Lynq - Cash Back Automatically](#)

Recovery Timeline and Growth for Consumer Foodservice 2019-2026
2019=100



Source: Euromonitor International Industries

McDonald's Sweden launches a couple offer to encourage in-person dating

Characteristic

- McDonald's Sweden has released a "hot offer for two" coupon that can be redeemed in-store for a discounted price on its Spicy Chicken McNuggets. The coupon can only be activated in store by two people, nudging consumers to meet up in real life.

Context

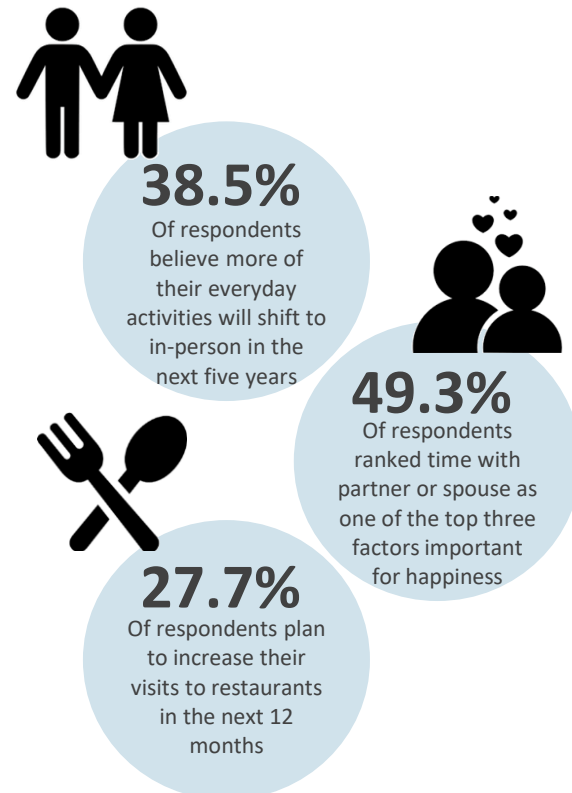
- The pandemic has reduced in-person and increased online dating globally. McDonald's has launched the offer to help bring back in-person dates and add an element of fun to in-person meet-ups.

Consequence

- Businesses are encouraging consumers to immerse themselves back into the real world with creative campaigns centred around socialising and dating. This not only gives consumers a morale boost, but also helps revive the hospitality industry.



Image source: McDonald's



Source: Euromonitor International Voice of the Consumer: Lifestyles Survey, fielded February 2022

Tiffany stepping into foodservice with Blue Box



Newsroom
(https://press.tiffany.com/gallery/?_categories=tiffany-blue-
Image source: [box%2Cstore-images#](#))

Characteristic

- Tiffany & Co opened Blue Box Cafés in cities around the world for consumers to indulge in a luxurious experience beyond high-end jewellery. The flagship location in New York City reopens in 2023.

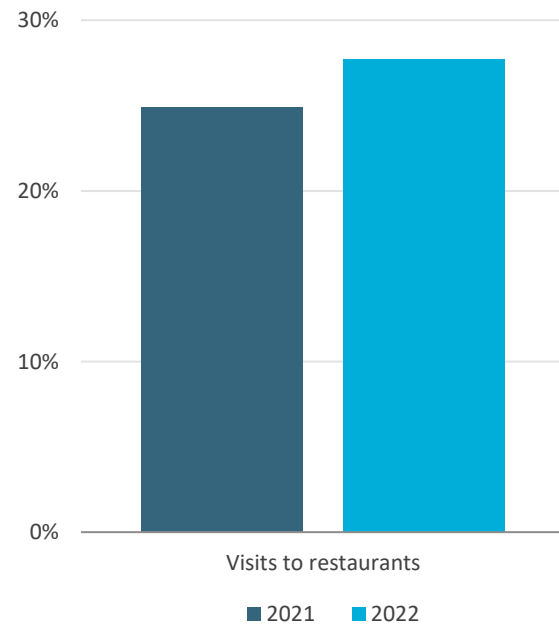
Context

- Industry lines are blurring as retailers are stepping into foodservice to further engage with consumers and help them immerse themselves back into shopping in physical stores and going out to socialise.

Consequence

- With retailers coming up with innovative ways to further engage with their consumers, much emphasis is being put in consumers immersing themselves back into the physical world. This is appealing to consumers looking for real-life experiences.

Percentage of Consumers Who Planned to Increase Social Outings 2021/2022



Source: Euromonitor International Voice of the Consumer: Lifestyles Survey fielded February 2022

Lurento: luxury car rental to elevate your trip



Rent a Ferrari in Italy – It's Easy!

Thinking of renting a luxury car and exploring Italy for a while? It only makes sense, since innumerable attractions and exquisite delicacies are dispersed across the country, and you will need the freedom of travel only an automobile can afford. There is also something to renting a genuine luxury Italian...

22-06-2017 | By Lurento.com

Share

Characteristic

- Lurento is a car rental service giving its customers access to luxury cars that can be rented by the day in top travel destinations across the globe, including Italy, Spain, Monaco and the United Arab Emirates. The company offers a selection of luxury and exotic cars delivered straight to the airport or hotel.

Context

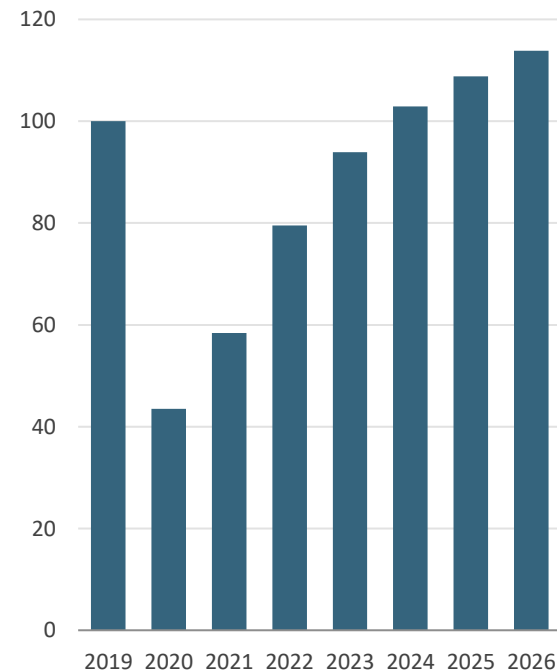
- As consumers have resumed travelling, some of them are looking for an added element of luxury and excitement. Companies such as Lurento cater to consumers looking to elevate their trip with an experience of driving an exotic vehicle in a holiday destination.

Consequence

- Luxury jet-setters have been keen to resume their travel and enjoy foreign destinations. Businesses that provide unique immersive experiences appeal to adventure seekers, while luxurious attractions appeal to those looking to splurge after more than two years of restricted travel.

Recovery Timeline and Growth for Travel 2019-2026

2019=100



Source: Euromonitor International Industries

Image source: Lurento

Walmart and Space NK: Industry lines are blurring as luxury retailers step into foodservice



Image source: Getty Images

Characteristic

- Walmart partnered with Space NK to add an array of prestige beauty brands to Walmart.com and in-store displays. This a move by both retailers to make prestige beauty more accessible to everyday shoppers who are looking for small luxuries.

Context

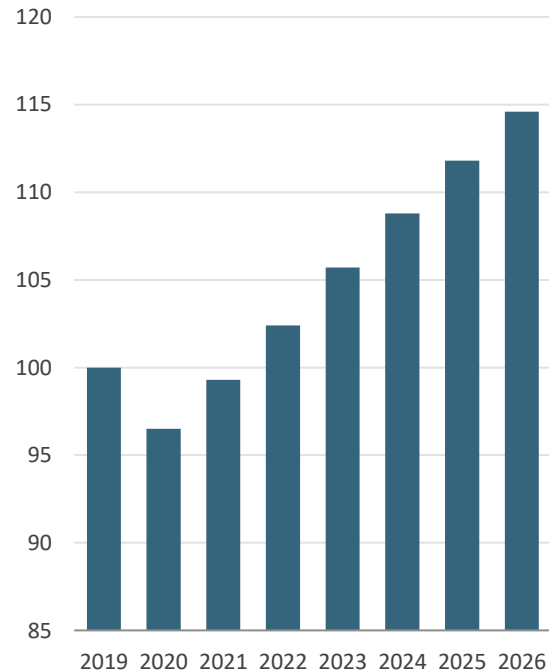
- As consumers are going back to offices and socialising, they are often looking for small pick-me-ups that will boost their morale and make them feel more confident. Beauty retailers are using this as an opportunity to make their products easy to reach.

Consequence

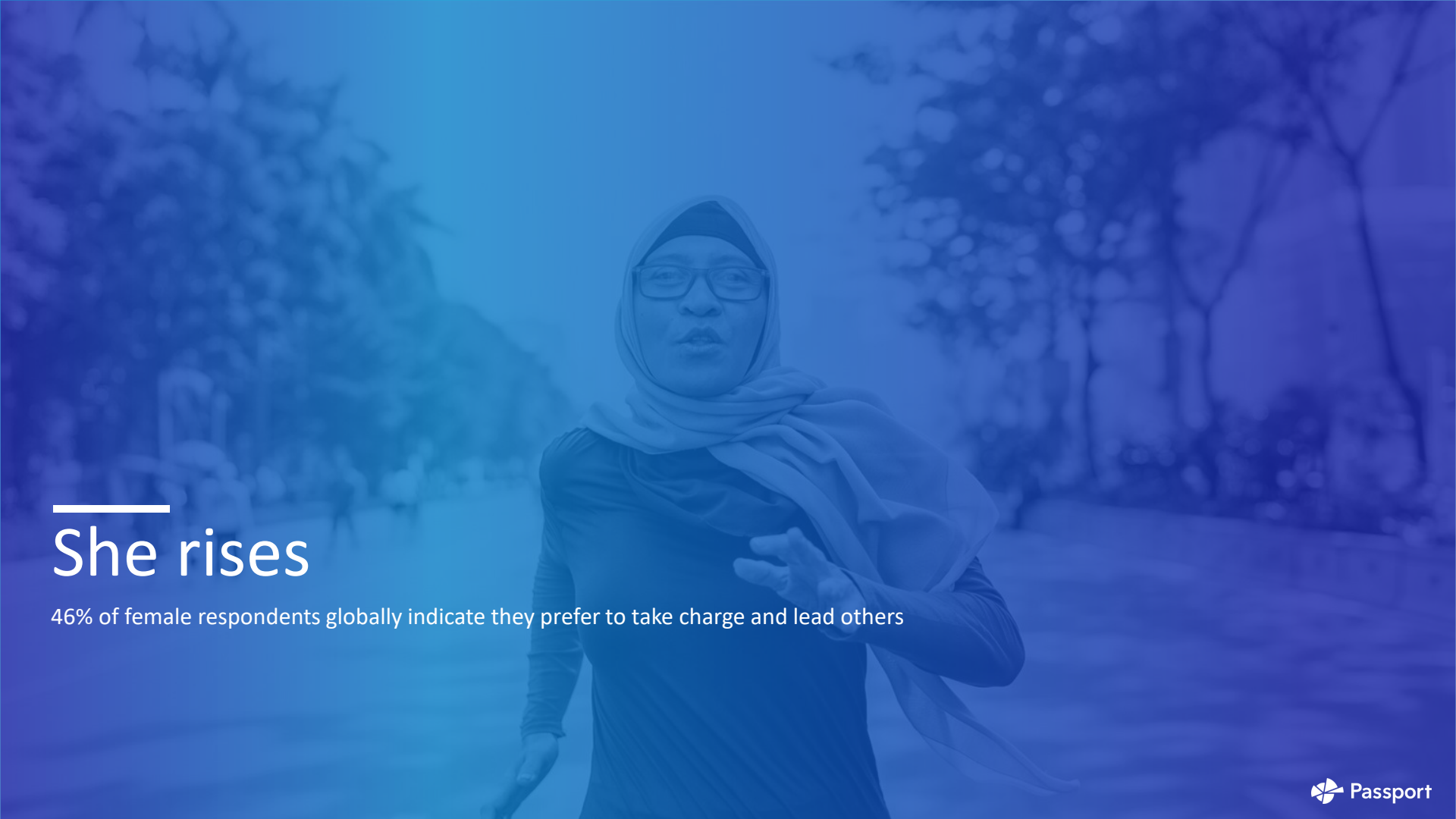
- We are seeing a revival of the lipstick index, where in times of economic ambiguity, people are still inclined to splurge on small luxuries. This benefits the beauty and personal care industry the most, as many consumers are thinking of a new lipstick or mascara as a small reward.

Recovery Timeline and Growth for Beauty and Personal Care 2019-2026

2019=100



Source: Euromonitor International Industries



She rises

46% of female respondents globally indicate they prefer to take charge and lead others

Industry context for She Rises: Consumers/Diversity and Inclusion



Jana Rude, Manager - Consumer Insights

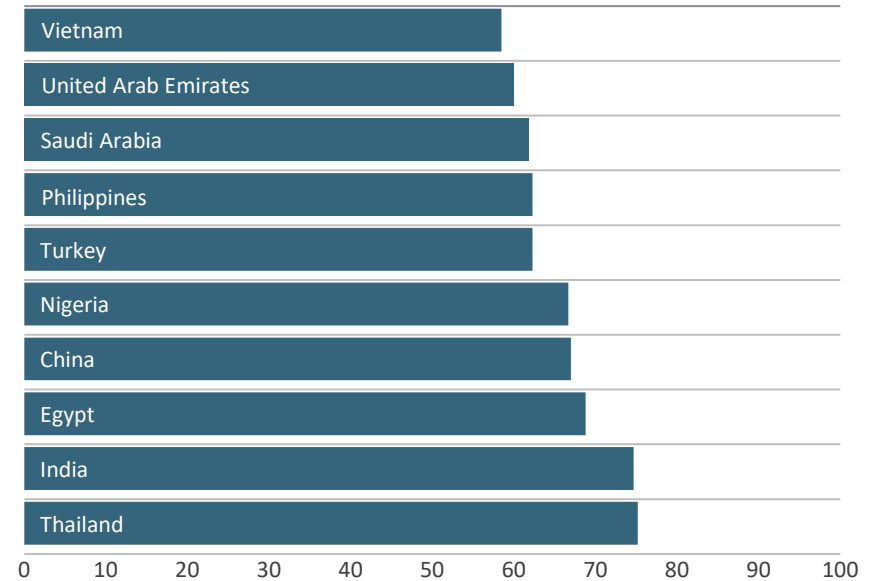
Stereotypes of femininity are fading across numerous areas, including work, pay and family roles. Yet, the representation of the female body in all shapes, sizes and ages remains a barely shifting stigma. According to Euromonitor International's Voice of the Consumer: Beauty Survey in 2022, more than 36% of females still associated beauty with looking their best. Although the beauty cult remains strong, self-care and body positivity movements are changing the mindsets of global consumers towards more equitable and inclusive.

The narrowing gender income gap, importance in the workforce and increasingly available female voices make the women's empowerment trend impossible to ignore both from social and business point of view. Hence, the fight for female body equality in recent years has triggered innovation across the categories such as food, beauty, health and apparel. However, brands becoming thoughtful of a woman's body might be as cheap as changing the colour. For example, in 2023, Nike introduced the "Nike Leak Protection: Period" feature, which entails absorbent liners and an anti-leakage barrier, yet the most significant change, according to the players, was changing the new kit colour from white to blue.

Tailored-to-women becomes a sought-after trait

Top 10 Countries by Proportion of Females Wanting Products and Services Uniquely Tailored to Them

% of female respondents



Source: Euromonitor International Voice of the Consumer: Lifestyles Survey, fielded Jan-Feb 2023

Industry context for She Rises : Health, Beauty and Wellness



Irina Barbalova, Global Lead - Health and Beauty

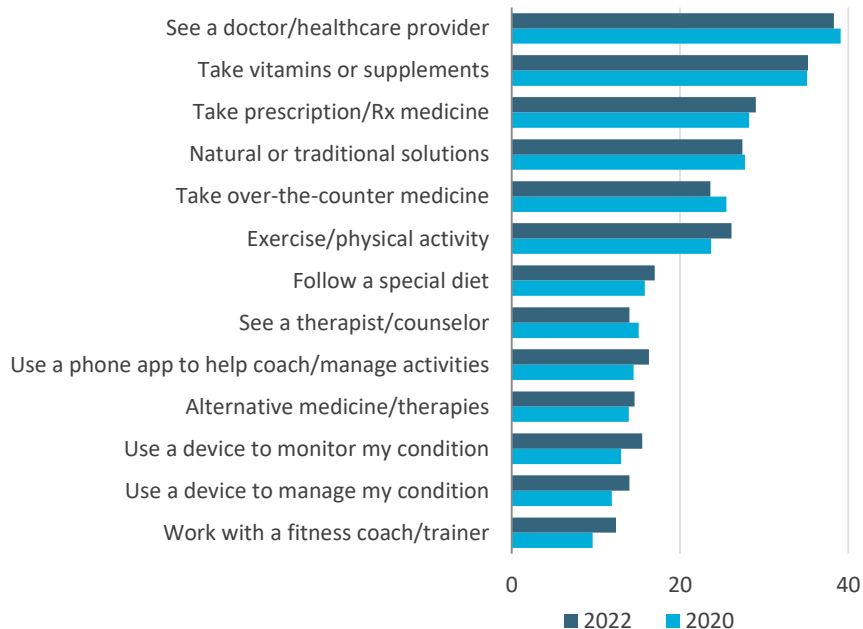
The widening discourse around female empowerment and gender inclusivity has accelerated advancements in research, investment and awareness in the area of women's health and has reinforced demand for more targeted solutions that cater for unique women's health needs. The opportunity is manifested not only in further development of medical therapeutics, but in numerous tangible growth pockets and white spaces in the consumer products and services domain, as well as assistive and preventative femtech. The exponential growth in business and financial interest has fuelled the rise of numerous femtech start-ups that aim to improve women's health and lives, from puberty and fertility to menopause and beyond.

In the realm of beauty, brands can identify synergies for both physical and emotional benefit expressions. Understanding how hormonal imbalances correlate with changing skin and hair needs, for example, presents prospects for aligning beauty regimens with tailored solutions across cycle care, menopausal and maternal health. Equally, the exploration of converging spaces such as intimate care, sexual wellness and emotional health would come as natural components of a more holistic wellness-orientated proposition.

Prospects for diversifying women's health solutions and experiences

Women's Health: Treatment Approach 2020/2022

% global female respondents



Source: Euromonitor International Voice of the Consumer: Health and Nutrition Survey, 2022

Phenology™ holistic and personalised approach to menopause from Hologram Sciences



Characteristic

- Hologram Sciences has launched a new brand Phenology tapping into US women's health through personalised nutrition, supplements and advanced diagnostics. The new brand is targeting women starting from perimenopause and will offer tailored solutions and at-home diagnostics and tracking.

Context

- Aiming to utilise technology and data, Hologram Sciences partnered with inne, a Berlin-based femtech start-up, which developed a progressive and successful biosensor hormone home test for women. In this collaboration both brands are aiming to offer services to women at all stages of their life.

Consequence

- Women are expecting fair and inclusive product offers representing their body in all shapes, sizes and ages. They seek tailored products that celebrate women as they are and help them feel comfortable, empowered and well at all life stages.

Female Population by Age Group by Region 2025

Share of total population

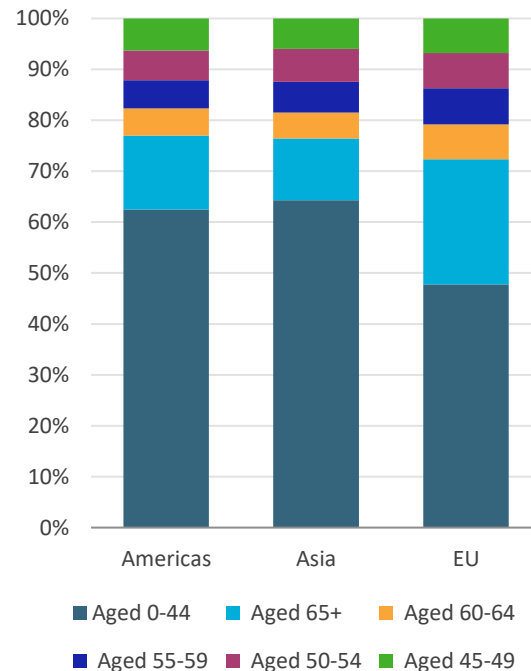


Image source: Hologram Sciences

Source: Euromonitor International Population

Primark launches first ever menopause range



Image source: Primark

Characteristic

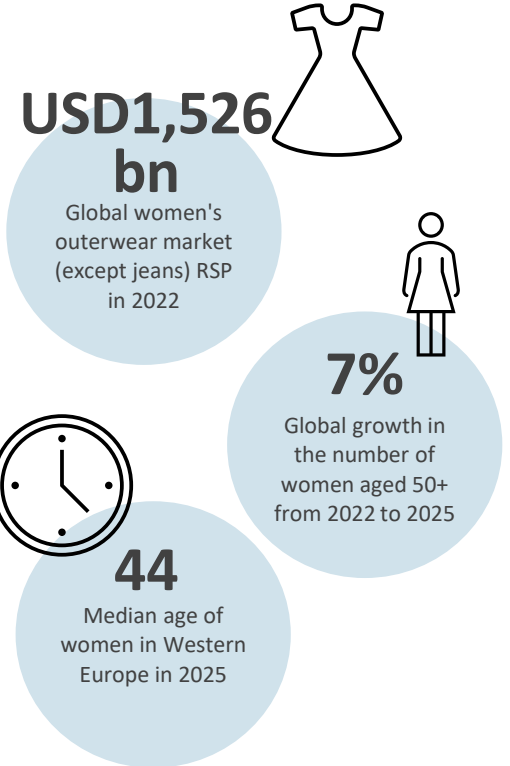
- International retailer Primark is launching its first collection of nightwear and underwear using the latest product innovations including anti-flush technology, cooling yarn, and odour and temperature control designed to relieve symptoms such as hot flushes and sweating associated with menopause.

Context

- The new product line is part of the company's ambition to support women through all their life stages. The launch is the latest in a series of bespoke products specifically designed to support women in different life stages, including menopause.

Consequence

- There is large untapped potential of the menopause apparel market for women across the globe. Moreover, technology and innovation are opening the way for new products across industries to provide more tailored female body-focused solutions and capitalise on existing demand.



Source: Euromonitor International Passport Apparel and Footwear/Population

Victoria's Secret introduces Undefinable: a new global campaign



Image source: <https://vspressroom.com/>

Characteristic

- Victoria's Secret dropped its Angels and launched the VS Collective, joining hands with influential female leaders in a massive rebrand to connect to everyday women. New champions and role models are women such as Megan Rapinoe or Brittney Spencer.

Context

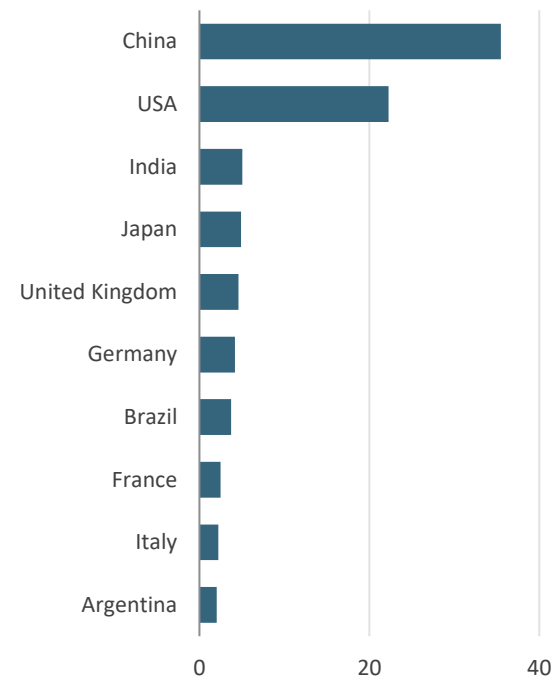
- The brand has also launched the VS&Co-Lab platform to spotlight brands that are designed for, founded by or run by women. In October 2022, VS also launched a global campaign designed to cement the brand's continued commitment to championing unique perspectives.

Consequence

- With the MeToo movement turning the tables on individuals and brands alike, the underwear industry and clothing brands are becoming more careful, considerate and inclusive in terms of what they produce and how they position their products. In some, a complete U-turn is needed to jettison outdated strategies.

Top 10 Women's Underwear Markets in the World 2022

Retail Value RSP Fixed 2022 ex rates USD Billion



Source: Euromonitor International Apparel and Footwear

Yuhan-Kimberly empowering women leaders in South Korea

Characteristic

- Leading health and hygiene company Yuhan-Kimberly and the Korea Women's Foundation's Women's NGO Scholarship Project aimed at funding empowerment for women through higher education and studies has supported 1,058 women as of 2022.

Context

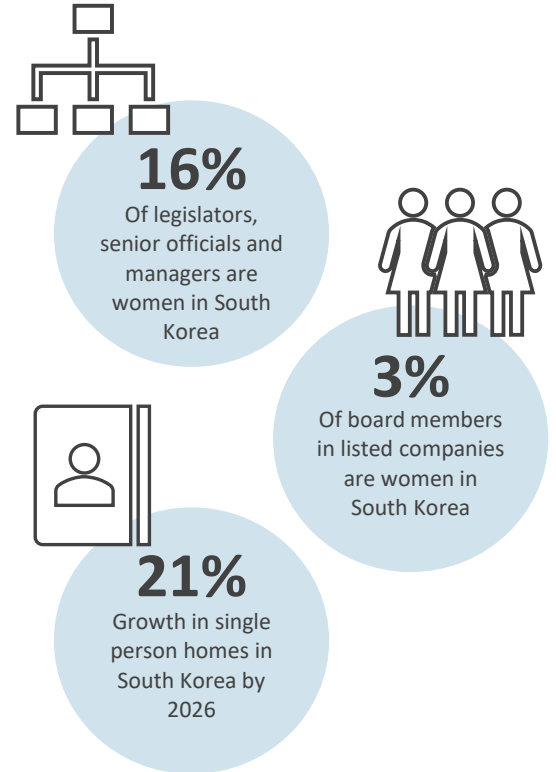
- In the 2022 World Economic Forum Gender Gap Report, South Korea ranked as low as 115th out of 146 countries in the Economic Participation and Opportunity pillar. Issues such as this and rigid family culture increasingly motivate younger Korean women to stay single.

Consequence

- A growing South Korean feminist movement wants to bring young women a new sense of freedom. They are ditching rigid beauty standards and over-sexualised K-pop culture and urging prominent companies, such as Yuhan-Kimberly and Samsung, to step up and support female empowerment - and brands are responding.



Image source: Yuhan-Kimberly



Source: Euromonitor International households, World Economic Forum

SoloFemaleTravellersClub: Growing an inclusive community for women

Characteristic

- Originating on Facebook and growing into a community of 245,000 members, SoloFemaleTravellersClub epitomises the trend for female-only adventure trips that put inclusion and gender equity front and centre.

Context

- From Kilimanjaro to Iceland, Morocco to Sudan, SoloFemaleTravellersClub curates women-only tours, using female guides and drivers. The company also provides a safety index for each destination visited where safety is paramount for female solo travellers.

Consequence

- The female solo trend is not new but is transforming to become ever more inclusive for people of all age, race, ethnicity, beliefs and sexuality. Industry associations such as ATTA are also providing accelerator programmes such as wmnswork to speed up change.



Image source: Unsplash



50.1%

Of female Millennials took an international trip in 2023



7.3%

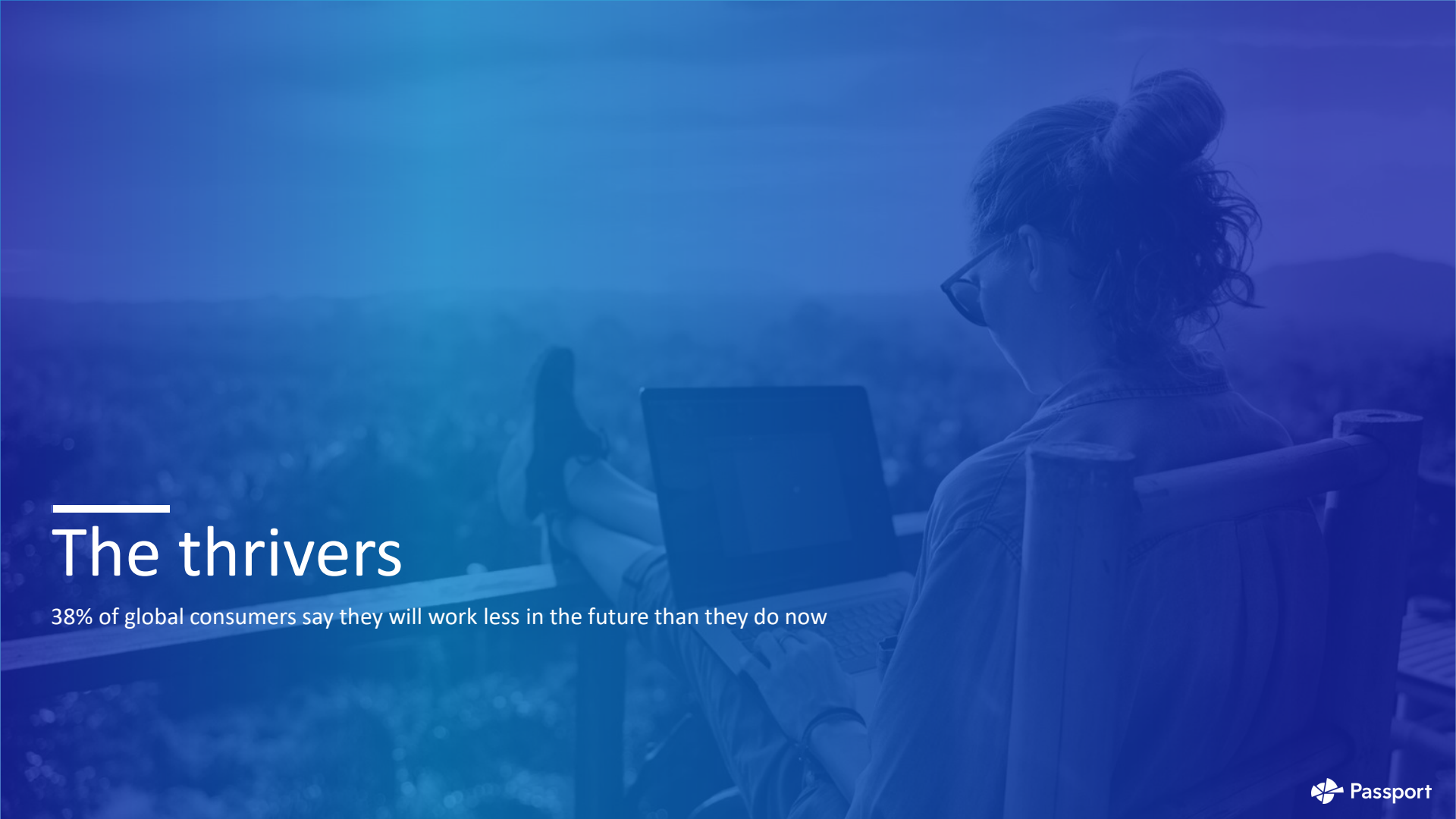
Of female travellers travel solo in 2023



18.9%

Of Females choose outdoors or nature-based activities in 2023

Source: Euromonitor International Voice of the Consumer: Lifestyles Survey, fielded March 2023



The thrivers

38% of global consumers say they will work less in the future than they do now

Industry context for The Thrivers: Cannabis



Shane MacGuill, Global Lead - Nicotine and Cannabis

Consumers are feeling more and more harried by the pressures and pace of daily life in a world which has ceased to offer the same certainties and support as in previous generations. As a group, The Thrivers are increasingly seeking to reset their relationship with their lifestyles and supply from within the structure that our world is no longer providing from without. The emerging global legal cannabis industry is, perhaps more than any other CPG, the facilitator of this attitudinal revamp.

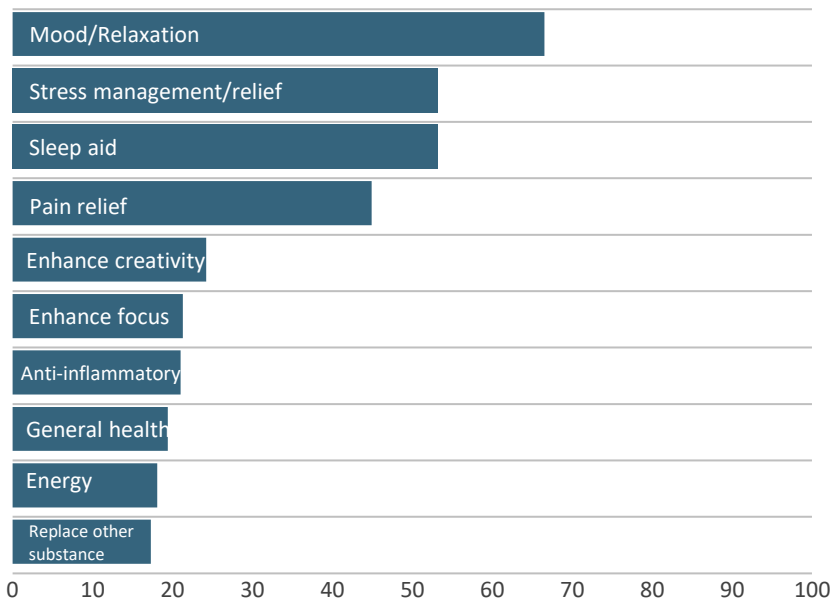
The quasi-therapeutic quests for relaxation, reflection and improved mental health are among the key drivers of cannabinoid consumption globally. These products are attracting new entrants among The Thrivers looking to manage mood in a more constructive manner than legacy substances such as alcohol, nicotine and pharmaceuticals traditionally have.

Cannabis brands are providing propositions which directly address these consumer drivers. In March 2023, leading US adult-use cannabis edible producer, Wana launched a low-THC gummy Quick Calm using the tagline “Anxiety is Nothing to Worry About” speaking directly to The Thrivers seeking reassurance from their brand universe.

Cannabis use driven by the quest for mood enhancement

Top 10 Reasons for Consumption of Adult-Use Cannabis

% of adult-use cannabis consumers



Source: Euromonitor International Voice of the Consumer: Cannabis Survey, fielded Aug-Sep 2022

Industry context for The Thrivers: Home and Garden



Nick Stene, Senior Industry Manager - Home and Garden

One of the clearest shifts in psychology over the last few years has been the degree to which we have leaned into our quality of life at home to compensate for the degrading sense of stability, control and health that is to be found in life beyond our own four walls.

Where wellness has long been a driver for personal care, hygiene, food, supplements and other health markets, the weight of effort now coming from home product companies easily now matches this, with self-care a growing aspect of product and brand appeal.

The thrivers are not waiting for the world to become tolerable again; they are creating a life zone under their control, to nurture their mood, protect them, and allow them to invest emotionally in humanised aspects of home life, but with minimal obligations.

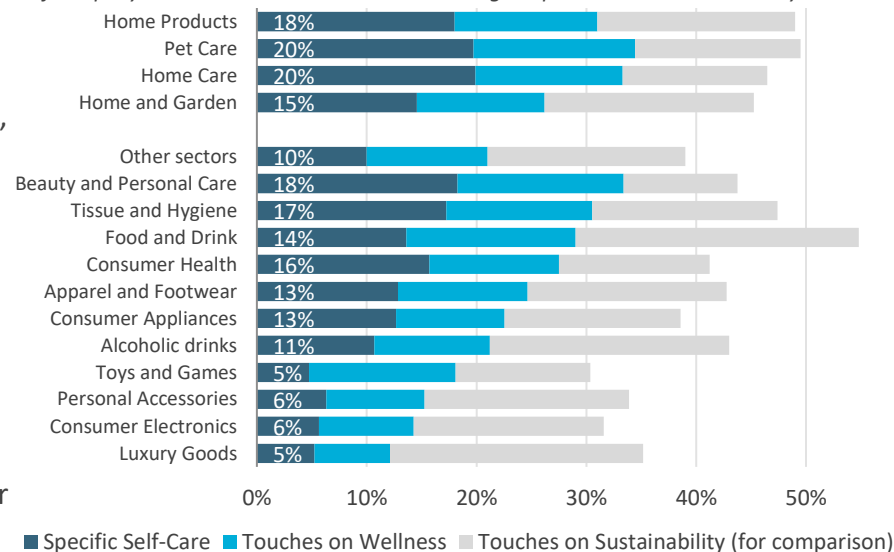
Euromonitor's 2023 Lifestyles Survey noted that when reporting time priorities at home, partners and children have both lost out to a greater "time for me" self-care priority, affecting activities and preferences.

A clear change indicator in home and garden is a global ongoing boom in indoor plants, accelerating post-pandemic to 6% CAGR over 2022-2027, double the growth rate of a buoyant gardening category.

Wellness is becoming a strong driver for home product selection

Size of the Conversation: Selfcare and Wellness by Sector

% of company documents dedicated to or mentioning a topic in the 24 months to May 2023



Source: AlphaSense AI tool, natural language analysis of all publicly available annual reports, ESG reports, financial statements, presentations, filings, press releases, transcripts and events. Industries are analysed by mapping the top 50 companies (brands, retailers, and suppliers), allowing overlap.

Cann: cannabis-infused social tonics and on-the-go packets offer a healthier high

Characteristic

- Cannabis-infused drink with 2mg of THC plus 4mg of CBD that offers a buzz within 15 minutes, with no alcohol.
- Roadies is an on-the-go packet version to be used with a consumer's favourite mixer.

Context

- Within the ongoing RTD trend, cannabis-infused drinks offer a way to get a buzz without alcohol and no hangover.
- Other cannabis-infused drinks include Pabst High Seltzer, and the brand Artet, with other brands launched frequently.

Consequence

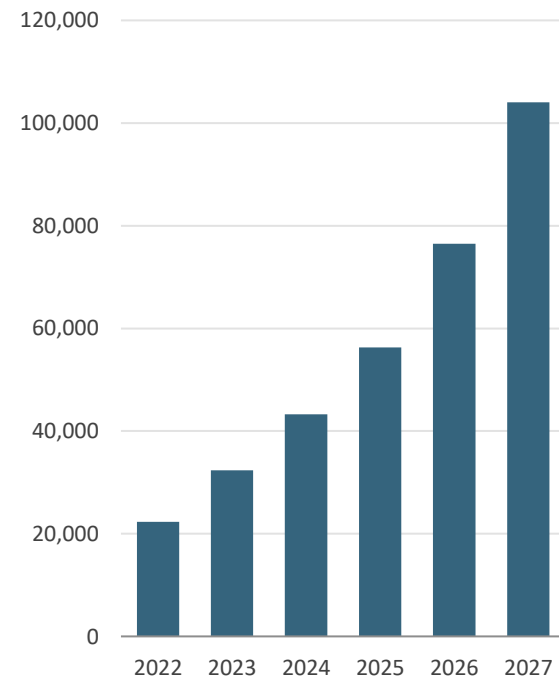
- Cannabis-infused drinks offer a parallel option to the non-alcoholic trend among young adults to reach a healthier high.
- The Thrivers can enjoy the moment and also stay productive and clear-headed the day after.



Image source: <https://cann-social-tonics.lingoapp.com/>

Adult-Use Cannabis Beverages in the US 2022-2027

Total volume (000 litres)



Source: Euromonitor International Cannabis 2022

Heineken's The Closer: signing off from work with the flick of a bottle cap

Characteristic

- A bottle opener that shuts down your computer via Bluetooth when you open a bottle at the end of the day.
- The campaign was launched in multiple countries around the world to promote a better work-life balance.

Context

- Within the home office context, working hours have increased significantly, blurring work-life balance lines.
- This is also part of Heineken's initiative to promote employee wellbeing.

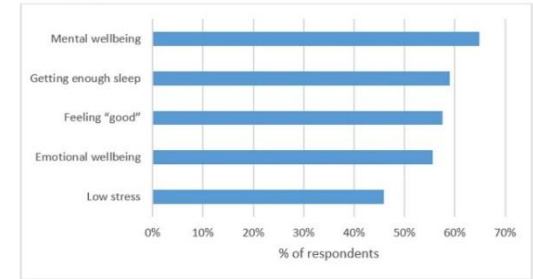
Consequence

- The search for a better work-life balance is a result of post-pandemic exhaustion.
- Brands are looking to engage with their customers, as well as their employees, to provide solutions via wellness initiatives, while promoting their own products.



Image source: Heineken

Question: What does being healthy mean to you? Select all that apply.



Consumer Perception of Health

Source: Euromonitor International Voice of the Consumer: Health and Nutrition Survey, fielded January/February 2022

The Plant Store: Ready-made urban jungle for overwhelmed city dwellers in Chile

Characteristic

- The Plant Store in Santiago, Chile sells grown potted plants and delivers them to your door in the city, saving urban dwellers the learning process and time of growing the plant from scratch, and avoiding the risk of the plant dying in the process.

Context

- Overwhelmed consumers are looking to skip processes and moving on directly to enjoy the benefits and results of a service/activity without the risks and/or effort, and preferring instructions without margin for error.

Consequence

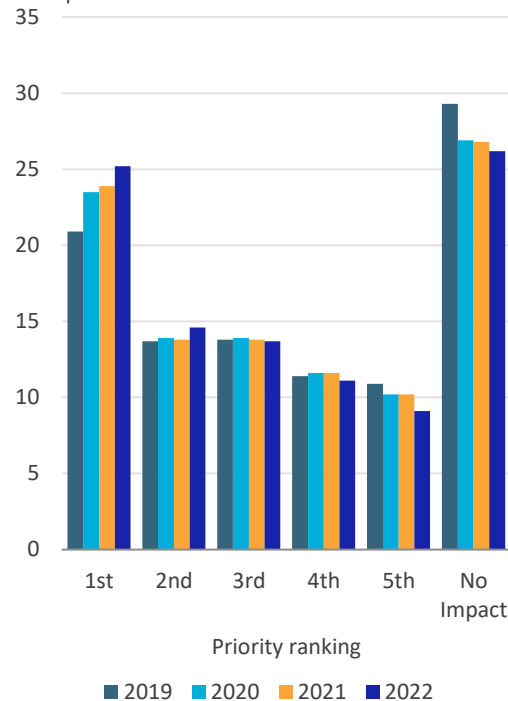
- Home improvement services that save time and effort, providing targeted benefits and comfortable solutions will benefit from consumers looking to thrive without the strive, keeping in mind upkeep instructions with the least margin for error.



Image source: Stock image

Life Priorities: Time for Myself 2022

% of respondents

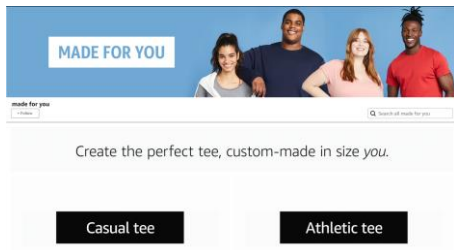


Source: Euromonitor International Voice of the Consumer: Lifestyles Survey fielded February 2022

Amazon caters to “thrivers” via micro-fulfilment and on-demand production

Characteristic

- Amazon launched its custom t-shirt design service in 2020 in the US using an AI solution to create the user’s “virtual body double” by uploading their measurements and two photos of themselves. Users can then choose the fabric, colour and style of their t-shirt.



Context

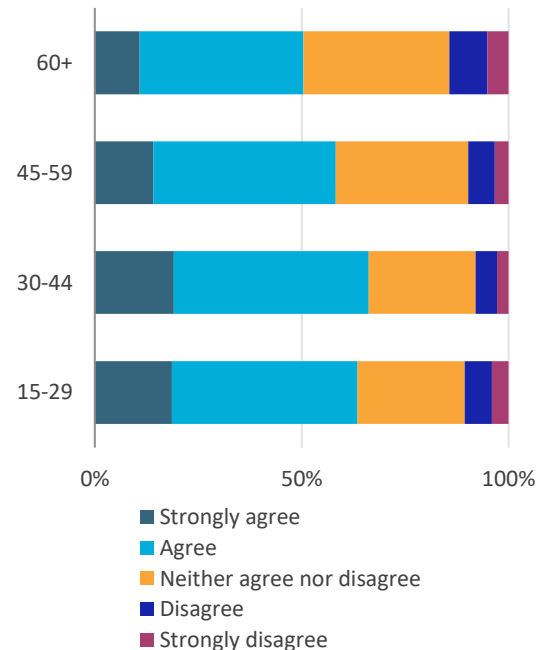
- Consumers are looking for ways to maximise their time and reduce efforts to get the products they want, with the perfect fit, colour and style, avoiding eventual differences between brands and wrong fits that will lead to return and exchange processes.

Consequence

- As there is increased demand for more personalisation and pressure to reduce waste in fashion, more players will be exploring on-demand and micro-fulfilment production solutions, to protect their ability to supply trending items within short lead times, while reducing their inventory and carbon footprint.

I seek curated experiences that are tailored to my tastes 2023

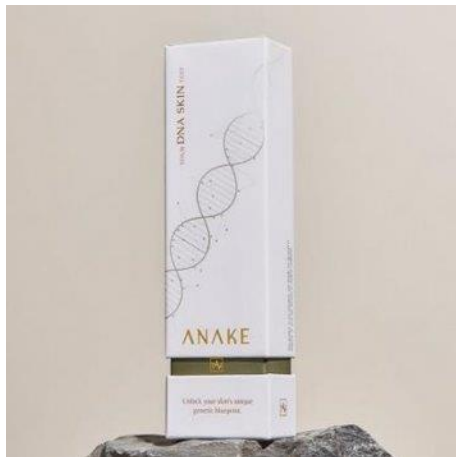
% of respondents



Source: Euromonitor International Voice of the Consumer: Lifestyles Survey fielded February 2023

Image source: Amazon

Anake personalised skin care service targets “skintellectuals” and overwhelmed shoppers



Characteristic

- Through a personalised AI and light analysis-based test, Anake compares one's skin type against a database of global populations. A report identifies ingredients and product types for the skin, with an in-person consultation leading to a customised skin care routine.

Context

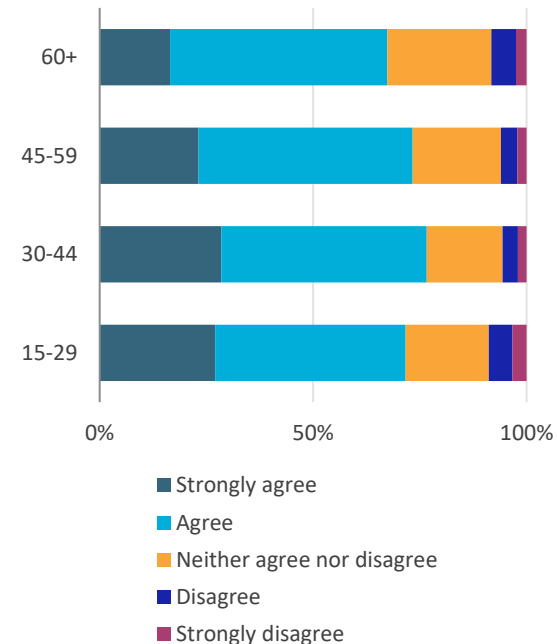
- Anake offers Singapore's “first end-to-end DNA-based skin care experience”. It uses diagnostics (eg a report on skin conditions and recommended ingredients) to personalise the path to purchase in an attempt to reduce the guesswork in purchasing skin care online.

Consequence

- Vagueness about what products are recommended can be a barrier to attract consumers, however, the shortcut to a personalised routine will attract the option-exhausted consumer looking to make the most of time by using AI and technology in their favour.

I use technology to improve my day-to-day life 2023

% of respondents



Source: Euromonitor International Voice of the Consumer: Lifestyles Survey fielded February 2023

Image source: Anake

Tulu: Communal equipment rental in the lobby of one's building



Characteristic

- Tel Aviv-based Tulu provides shared units equipped with multiple appliances, services and products for rent, by a building's users, operated via an app.
- Available products are chosen according to the specific building where the unit is located and inventory modified based on usage data.

Context

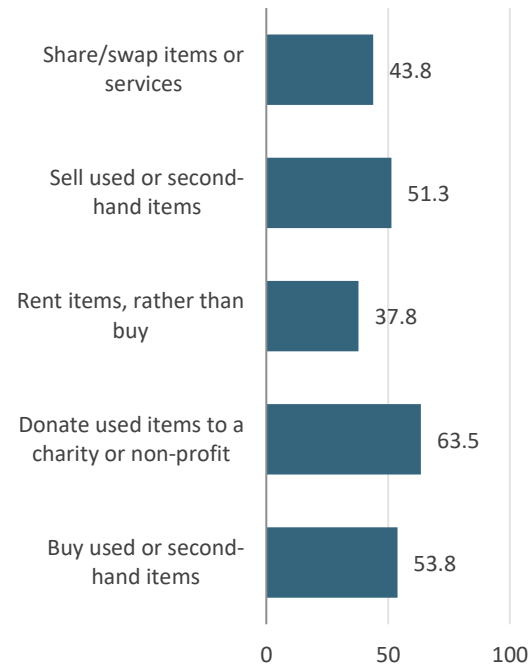
- Consumers are looking to simplify, save space and money at home, avoiding buying equipment and services that will not be frequently used.
- Communal equipment is a sustainable practice for people looking to get by with fewer things, avoiding waste and unnecessary spending.

Consequence

- Tulu simplifies clients' lives by offering the products that are used most by the building's residents, taking care of maintenance, product choice and adding/removing products based on usage data.

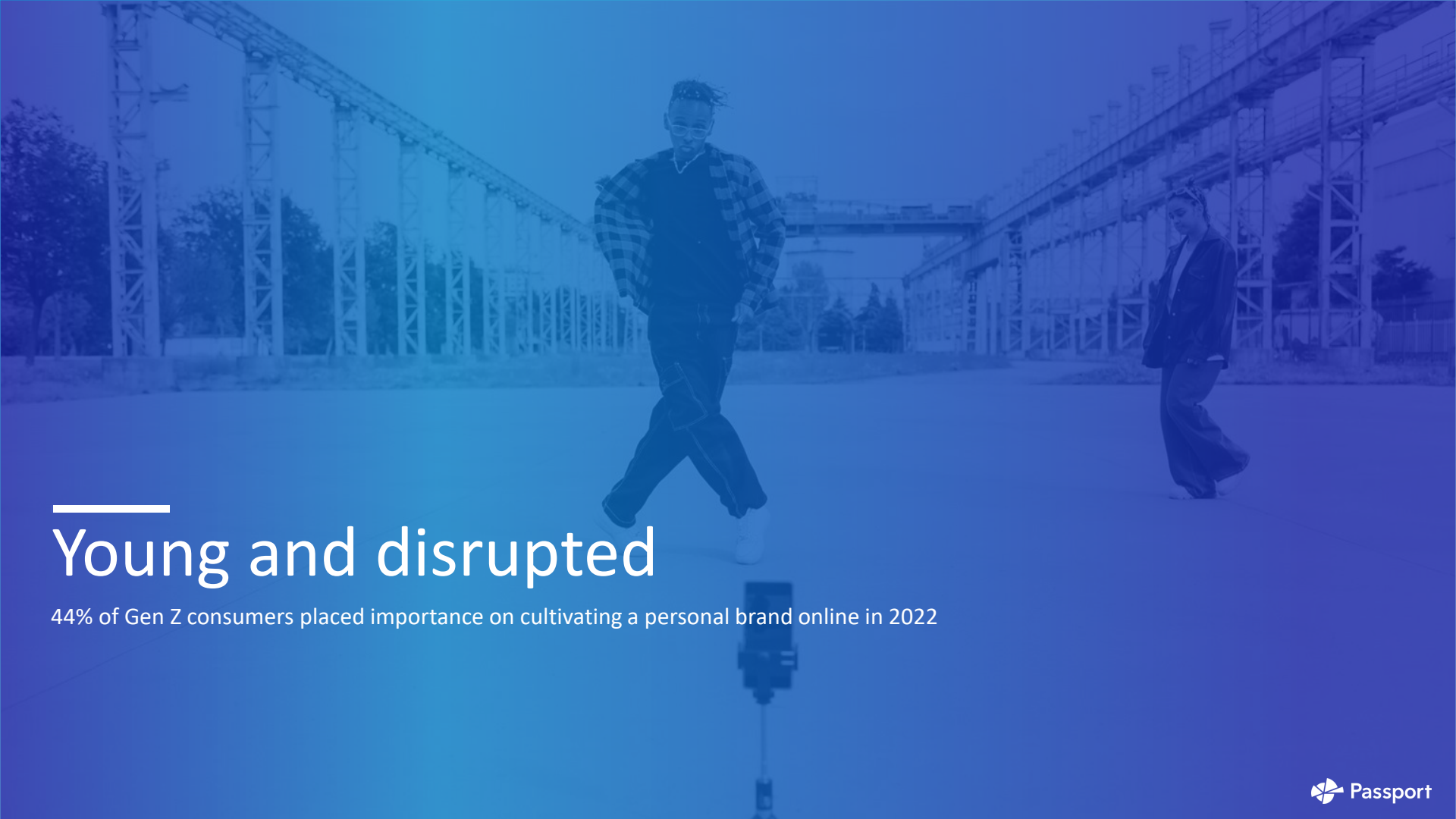
Consumers who contribute to the circular economy at least annually 2022

% respondents



Source: Euromonitor International Voice of the Consumer: Lifestyles Survey fielded February 2022

Image source: Tulu



Young and disrupted

44% of Gen Z consumers placed importance on cultivating a personal brand online in 2022

Industry context for Young and Disrupted: Digital Shoppers



Michelle Evans, Global Lead - Retail and Digital Consumer

Grocery retailers and brands have turned to social media platforms to reach consumers who are spending less time in grocery stores compared to pre-pandemic peaks.

Online grocery shoppers are avid social media users. And, no surprise, Gen Z is the most prolific. Those who shopped for food and beverages online used social media apps more frequently, according to the Voice of the Consumer: Digital Survey, YouTube, Facebook and Instagram being the top social platforms, although this trend is true across all.

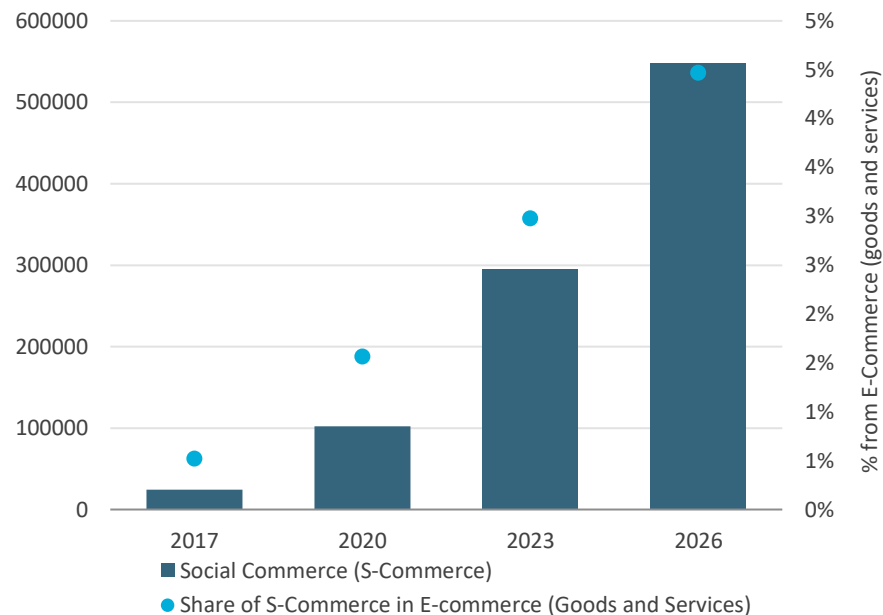
Social commerce continues to change how consumers interact with brands, with this emerging channel outpacing e-commerce growth. In 2023, Euromonitor estimates that about USD300 billion worth of goods and services sales will be conducted via social media platforms globally. The figure has tripled since 2020. Despite the acceleration, s-commerce accounts for only 3% of goods and services sold online as of 2023, underscoring the runway that exists.

Social channels are how many shoppers discover new products, recipes and potentially even grocery websites. And if you want to capture the emergent purchasing power of Gen Z, social is key.

Gen Z key drivers of s-commerce growth

Social Commerce Value 2017/2020/2023/2026

Market size (USD million, cur/con)



Source: Euromonitor International Digital Consumer, 2023 edition

Industry context for Young and Disrupted: Alcoholic Drinks



Spiros Malandrakis, Industry Manager - Alcoholic Drinks

The wine industry has been facing maturity, saturation and - increasingly - lack of relevance to younger demographics that are gravitating towards spirits and RTDs across most key Western markets.

An overreliance on “boomer” drinkers has secured a solid value growth narrative and cemented premiumisation but wine is seen as stuffy, elitist and exclusionary by younger audiences.

While the first steps in making initial, hesitant and still exploratory attempts to reach out to younger consumers have been made - primarily via canned offerings, the inclusion of influencers in marketing and a focus on lower ABV offerings, wine-based RTDs and digital native brands - it remains largely static and averse to change or radical innovation.

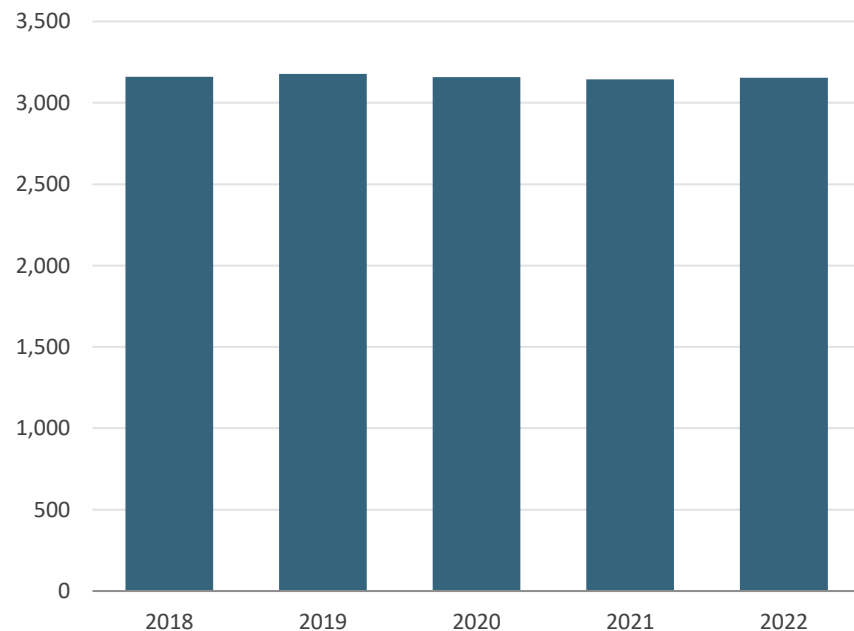
Young Gen Z drinkers demand accessible stories they can identify with, values and an ethos supportive of local communities and causes and a focus on language and formats that speak to their disrupted life experiences.

The adoption of such strategies can lead to a new wave of brands that are social media savvy, think outside the proverbial bottle and ultimately re-embrace younger demographics.

Wine industry needs to reconnect with younger drinkers to overcome the saturation spiral it faces in key Western markets

US Wine: Total Volume 2018-2022

Million litres



Source: Euromonitor International Alcoholic Drinks

In comes the virtual influencer from Florasis



Image source: Florasis

Characteristic

- Known locally as Hua Xizi, Florasis is a Chinese beauty brand that positions itself between Chinese aesthetics and modern technology.
- When Florasis launched its personal influencer, it was not the first, but it was hyper-realistic.

Context

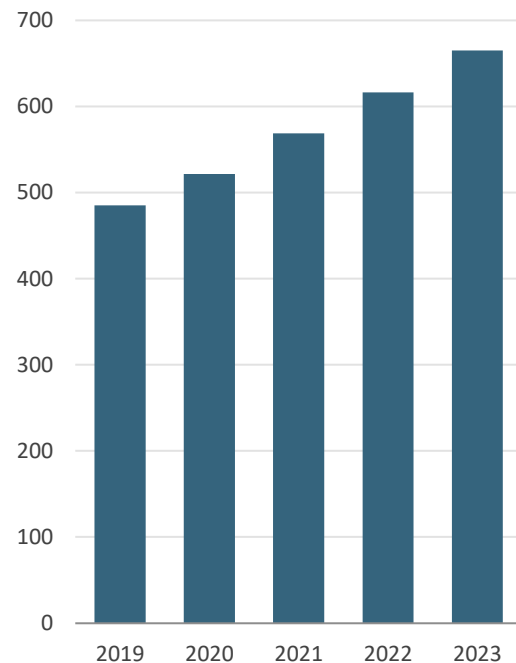
- Florasis is diversifying itself from key opinion leaders such as Li Jiaqi whose social media has been frozen amid political controversy.
- With digital influencers, brands can be in control of opinions and actions while still representing Gen Z's interest in authenticity.

Consequence

- Since Gen Z prefers experimenting with new, digitally-native brands, Florasis's promotion through KOLs aligns well with Gen Zs leaning into phygital experiences and beauty tech innovations such as apps, diagnostic tools and digital platforms. New brands must make these features an inherent part of their brand DNA.

Beauty and Personal Care in China 2019-2023

CNY billion



Source: Euromonitor International Beauty and Personal Care 2022

Into the metaverse with Roblox



Image source: Walmart and Spotify

Characteristic

- Roblox, in its own words, is a global platform that brings people together through play.
- It offers an immersive experience where users and creators are one-and-the-same, and consumers can be anything.

Context

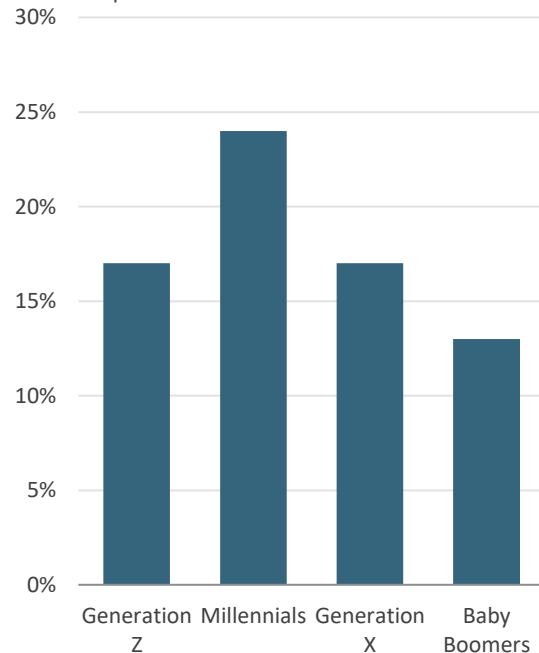
- The collaborative experience has gained the attention of brands who aim to be considered as peers with their young consumers.
- Companies such as Walmart and Spotify have created worlds within the metaverse where consumers can interact with the companies in their leisure time.

Consequence

- With millions of young users, Roblox is key to connect brands to consumers in the metaverse.
- Through Roblox's platform, the brand can make authentic, real engagements with consumers that go beyond reality.

Use augmented or virtual reality to enhance my shopping experience 2022

Share of respondents



Source: Euromonitor International Voice of the Consumer: Lifestyles Survey fielded February 2022

Mouth-watering viral TikTok video recipes will be delivered to your door



Image source: TikTok Delivered Website

Characteristic

- TikTok, one of the leading social media platforms, and the industry leader in the virtual dining space, Virtual Dining Concepts, will open TikTok Kitchen, which exploits user insights to create ever-changing menus, offering highly popular recipes from its ghost kitchens.

Context

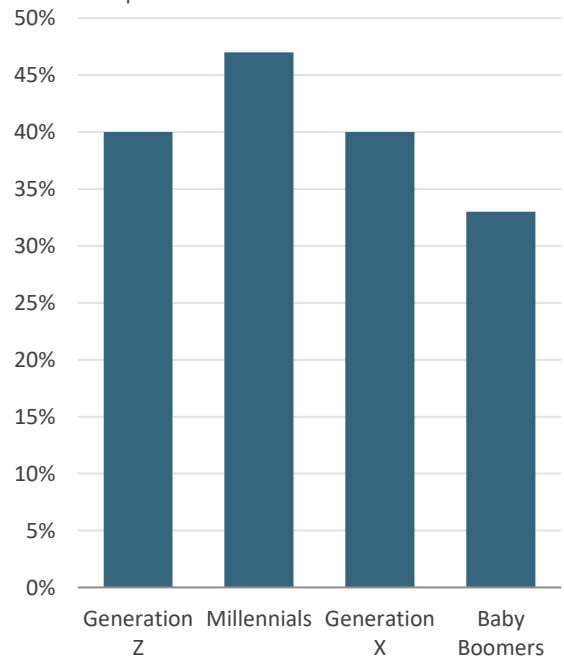
- As social media influences the tastes, awareness, opinions, and even the values of younger consumers, as being one of the most popular social media platforms among the young generations, TikTok translates the virtual attention to real-life sales.

Consequence

- More brands will generate and test the interest of young consumers by using the online user data before investing in physical products.
- More dynamic and targeted products will be available in the market that are designed according to online engagements.

I share my data in order to receive personalised and targeted offers/deals 2022

Share of respondents



Source: Euromonitor International Voice of the Consumer: Lifestyles Survey fielded February 2022

Dove's Real Virtual Beauty campaign straddles reality and virtual

Characteristic

- Real Virtual Beauty is Dove's new campaign that is aimed to challenge and change female representation in video games. Since 2004, Dove has championed Real Beauty that breaks unrealistic beauty standards. This campaign includes a series of commitments that challenge the representation of beauty online.

Context

- Dove's Real Virtual Beauty addresses representation issues by taking its mission into the virtual world. Consumers want their game characters to represent their authentic, true selves. Dove's mission stands for equality of all kinds in the metaverse, a sentiment that Gen Z embodies.

Consequence

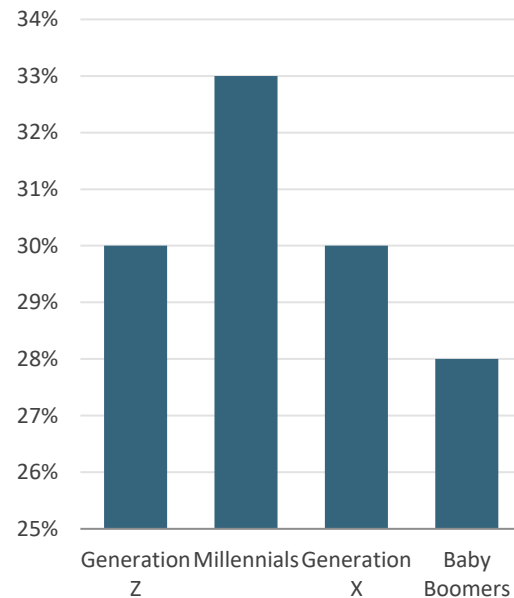
- We will see more brands adopting a modern, technology-driven twist to long-standing traditional campaigns and missions. They are encouraging games to reflect the authentic world, a manifestation of Gen Z's interests.



Image source: Dove

Make my purchasing decisions based on brands/companies' social and political beliefs 2022

Share of respondents



Source: Euromonitor International Voice of the Consumer: Lifestyles Survey fielded February 2022

Mastercard's Priceless Planet pitched squarely at younger demographic's conscience



Image source: Unsplash

Characteristic

- With the mission to restore crucial forestland across the globe, Priceless Planet Coalition by Mastercard, sells tickets to various events such as baseball games and digital art tours where all or a portion of the sales are donated to Conservation International.

Context

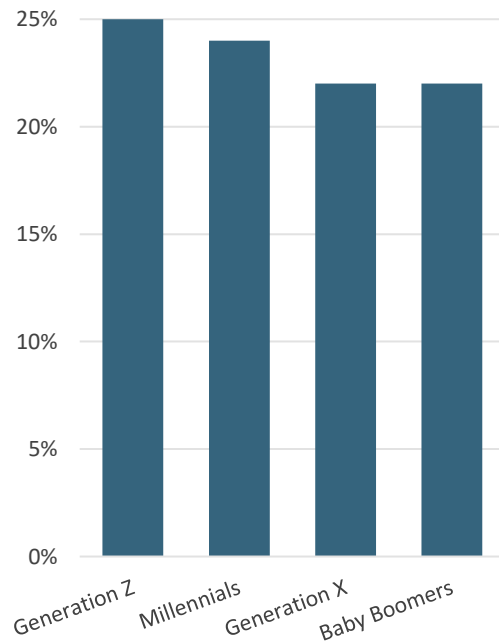
- Young consumers cannot be treated like transactions as they search for value in their brand interactions to become repeat buyers.
- Mastercard is attempting to show that the company sincerely cares about the environment and shares the values of the younger generations.

Consequence

- The fact that Gen Z is gaining their economic independence will impact the future of companies, especially for those with tight competition.
- More brands will align their brand voice to their purpose to differentiate themselves from the competition and generate loyalty.

Donate to non-profits and charities supporting the environment 2022

Share of Respondents



Source: Euromonitor International Voice of the Consumer: Lifestyles Survey fielded February 2022

Puma's cry to raise awareness of depression is heard by Turkish young generation

Characteristic

- Puma, the global sportswear brand, collaborated with the European Alliance Against Depression to support the translation of iFightDepression (an online platform aiming to help individuals with mild to moderate depression to self-manage their symptoms) into Turkish.

Context

- By dedicating the profit coming from the sales of a special edition sneaker designed by the younger generation's popular popstar, Aleyna Tilki, to the iFightDepression platform, Puma aims to build loyalty by clearly showing the value in its brand interactions.

Consequence

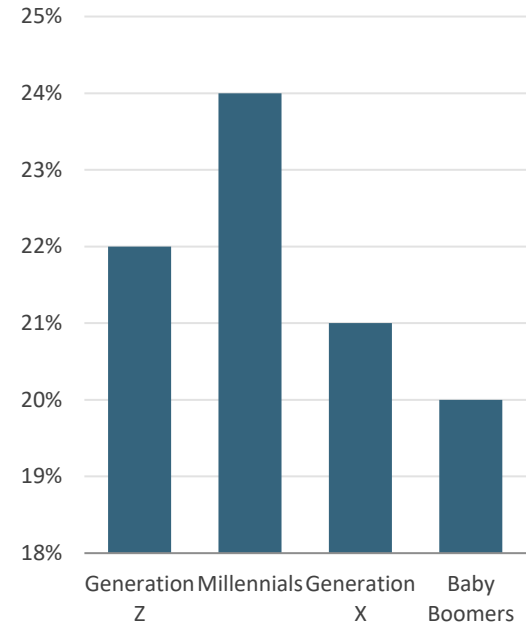
- Actions speak louder than words; more brands will partner with non-profit organisations to demonstrate their commitment to social causes, create value, and attract young and socially-conscious consumers.



Image source: Splash

Buy products and services from purpose-driven brands/companies 2022

Share of respondents



Source: Euromonitor International Voice of the Consumer: Lifestyles Survey fielded February 2022

A background image showing several hands reaching towards the center, with their fingers pointing inwards to form a star-like shape. The image is overlaid with a blue gradient.

--- Key takeaways

Key takeaways from the experts (1/2)

Authentic Automation

Companies prioritise investment in Authentic Automation tools as they help to improve operational efficiency, reduce costs and improve the customer experience. Improved traceability, personalised experiences and better customer services are among the key benefits while maintaining the human interaction where needed.

Budgeteers

As consumers remain cautious about their budgets in the face of inflation, brands will focus on pricing and sizing strategies, utilising economy lines, multi-functional products, and adapted pack sizes to offer affordable options. Value-seeking consumers will drive demand for discounted and private label items and brands must transparently communicate the value and benefits of their products, catering to the evolving needs of budget-conscious shoppers.

Control the Scroll

In 2023, companies will prioritise more extensive delivery of personalised services to cater towards different tastes and demands. This will drive super-app growth, especially in fast-growing Asian economies, as consumers opt for better convenience and value through all-in-one platforms. Super-app development will catch on in Europe and North America but may be more challenging amid stricter data-sharing regulations.

Eco Economic

Consumers' recent experiences of food price inflation serve as a salutary lesson that factors such as supply issues and energy costs mean that cheap food cannot be relied upon. This is especially true as uncertainty regarding crop yields caused by climate change will increase as the planet continues to warm. As a result, Eco Economic behaviour is likely to continue simply through food choices made for self-preservation reasons, with waste reduction a key example. The same applies across industries.

Game on

- As consumers increasingly look to engage actively with the platforms and content they spend time on, companies across different industries are turning to gamification as a way to capture and retain their attention. With casual gaming on the rise and VR headsets improving and becoming more accessible, commercial strategies hinged on gamified consumer behaviours enable companies to establish a more authentic form of communication as well as to re-enforce consumer loyalty.

Key takeaways from the experts (2/2)

Here and Now

The rise in BNPL illustrates consumers' willingness to finance more products and services given the opportunity. For unbanked consumers or financially underserved, the lending style can be their first interaction with financing and could lead to greater adoption going forward. Alternative payment methods such as buy now, pay later, loyalty schemes and benefits and value for money packages and offers are all ways in which companies can enable consumers to access what they want now.

Revived Routines

Consumers have showed some excitement about socialising and dressing up again but wish to maintain some comfort to suit their new flexible schedules. Comfort, durability, style and versatility are key features in a hybrid and high-inflation world where consumers see value in items they can adapt for their various activities, ie wear from day to night, with different accessories.

She Rises

Consumers are taking a stronger stance on gender equality, female empowerment and health equity. They seek out tailored products that celebrate women as they are and help them feel empowered in all life stages. The explosion of female-founded brands and femtech start-ups is opening further ground to embrace equity, innovate and disrupt the women's health space. Businesses can respond as an employer and a market player.

The Thrivers

We are experiencing a true great reset as increasingly harried consumers begin to reject the pressures of a fast-paced modern world which can no longer provide the support and certainty it once did. These consumers are engaging with the legal cannabis industry as a substance partner in this reset, which will drive significant mutual growth in salience of category and trend alike. The Thrivers create pockets of sanity and wellbeing within their lives and their own homes, no longer waiting for a saner world to return, accepting that if they want personal wellbeing, they must make it real themselves.

Young and Disrupted

Known for their activism and authenticity, Gen Z shoppers expect retailers and brands to go beyond merely advertising to also showcasing their brand ethos. They want to know where a company stands in areas such as sustainability and diversity. This up-and-coming generation wants to see value in their brand interactions and will only shop from businesses that they can trust.

For Further Insight please contact



Alison Angus

Head of Practice - Innovation

alison.angus@euromonitor.com



www.linkedin.com/in/alison-angus



https://twitter.com/Emi_AliAngus

Other contributors: Justinas Liuima, Manager - Industrial Insights; Matthew Oster, Senior Industry Manager - Consumer Health; Rosemarie Downey, Head of Packaging Research; María Mascaraque, Industry Manager - Food and Nutrition; Fransua Vytautas Razvadauskas, Insights Manager - Mobility; Yvonne Kok, Head of Research - Home and Technology; Bob Hoyler, Industry Manager - Channels (Retail and Digital Consumer); Tom Rees, Industry Manager - Food and Nutrition; Davide Calzoni, Consultant - Sports and Entertainment; Fflur Roberts, Industry Manager - Luxury Goods; Kendrick Sands, Industry Manager - Consumer Finance; Caroline Bremner, Senior Head of Travel Research; Marguerite Le Rolland, Industry Manager - Apparel and Footwear; Jana Rude, Manager - Consumer Insights; Irina Barbalova, Global Lead - Health and Beauty; Shane MacGuill, Global Lead - Nicotine and Cannabis; Nick Stene, Senior Industry Manager - Home and Garden; Michelle Evans, Global Lead - Retail and Digital Consumer; Spiros Malandrakis, Industry Manager - Alcoholic Drinks; Rocio Franco, Senior Consultant - Consumer Foodservice; Nick Stene, Senior Industry Manager - Home and Garden

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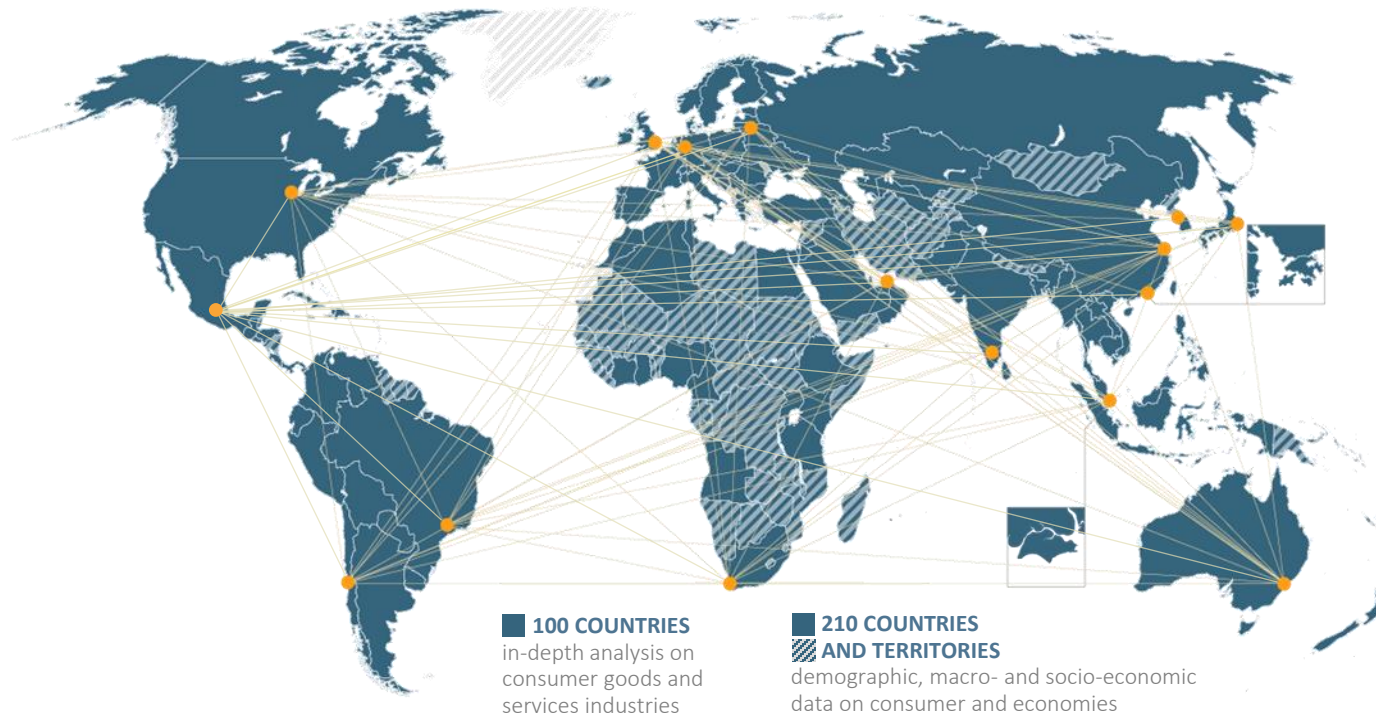
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