

Megatrends: Convenience – Impact on Consumer Goods and Services Categories

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Date: July 2024

Pages: 37

Price: US\$ 1,450.00 (Single User License)

ID: M509E9A97934EN

Abstracts

As the impacts of technology advance and some consumer habits that started in 2020-2021 solidify, new industries feel the impact of greater demand for Convenience. In this briefing, we will analyse how this megatrend has shaped to different consumer industries, as well as services, showing that Convenience goes well beyond fast delivery, manifesting through a strong consumer desire for simpler, faster, effortless and frictionless solutions.

Euromonitor International's Megatrends: Convenience – Impact on Consumer Goods and Services Categories Megatrend briefing offers latest insights into long-term consumer-based trends impacting businesses globally. It highlights important shifts in consumer values and behaviour, how these are affecting the evolution of the trend and offers strategic analysis into the implications for companies across categories and geographies. It identifies where opportunities lie for business and showcases relevant product and service manifestations responding to the trend(s) and the changing consumer need.

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