

# Megatrends: Convenience

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## Abstracts

This report is part of Euromonitor International's Megatrends series. It focuses on the Convenience Megatrend, one of Euromonitor's 10 megatrends impacting business, exploring the forces driving consumers' prioritisation of convenience, how the trend manifests in terms of consumer behaviour and purchase motivations, and summarises the main practices that businesses should know about to best serve consumers seeking convenience. s

Euromonitor International's Megatrends: Convenience 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.

**Product coverage:** Changing Values as a Megatrend Driver, Convenience, Digital Living, Diversity and Inclusion, Environmental Shifts and Pressures as a Megatrend Driver, Experience More, Personalisation, Population Change as a Megatrend Driver, Premiumisation, Pursuit of Value, Shifting Economic Power as a Megatrend Driver, Shifting Market Frontiers, Shopper Reinvented, Sustainable Living, Technology as a Megatrend Driver, Wellness.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Pinpoint growth sectors and identify factors driving change;

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Use five-year forecasts to assess how the market is predicted to develop.

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