

Megatrends: Diversity and Inclusion Impact on Consumer Goods and Services Categories

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Abstracts

The US Supreme Court's Affirmative Action ruling impacts corporate Diversity and Inclusion initiatives, yet the consumer demand for inclusive products and services remains robust, fuelled by the trends towards individuality and fairness-seeking. This drive is prompting innovative solutions across health and beauty, food and drinks, luxury and fashion, and services industries, as highlighted in Euromonitor International's report.

Euromonitor International's Megatrends: Diversity and Inclusion 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.

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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Get a detailed picture of the Megatrends market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

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

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Contents

Introduction

introduction

Diversity and Inclusion in Health and Beauty

Diversity and inclusion in Health and Beauty

Diversity and Inclusion in Food and Drinks

Diversity and Inclusion in food and drinks

Diversity and Inclusion in Luxury and Fashion

Diversity and inclusion in Luxury and Fashion

Diversity and Inclusion in Services

DIVERSITY AND INCLUSION IN SERVICES

Implications for future growth

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