

# Megatrends in Australia

<https://marketpublishers.com/r/MBA74E08ACB6EN.html>

Date: July 2023

Pages: 76

Price: US\$ 1,325.00 (Single User License)

ID: MBA74E08ACB6EN

## Abstracts

This Megatrends report highlights long-term trends resulting from shifts in consumer values and behaviour. It provides a summary of each of Euromonitor International's 10 focus megatrends and insights as to how each trend has manifested in Australia.

Euromonitor's Megatrends in Australia report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

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

### Why buy this report?

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.

Euromonitor International has over 40 years' experience of publishing market research

reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

### Scope

The drivers shaping consumer behaviour

Megatrends framework

Businesses harness megatrends to renovate, innovate and disrupt

Convenience

Millennials use tech to make life easier

Consumers seek more flexibility

Shoppers want to see what they buy

Convenience drives e-commerce demand

Cooking seen as an inconvenience by the young

Digital living

DoorDash teams with Wing to provide local drone delivery

Video gaming is highly popular

Consumers are protective of their personal data

Millennials prefer online anonymity

Friends and family remain the most trusted information source

Consumers expect more online activity post-pandemic

Diversity and inclusion

Australian brand Bonds launches a gender-fluid collection

Australians are keen to offer support for good causes

Young consumers feel they can change the world for the better

Most Australians feel comfortable expressing their identity

Millennials pay the closest attention to company values

Experience more

Tennis Australia and Roblox introduce metaverse experience for the Australian Open

Weekly online socialising more popular than meeting up in person

Consumers covet relaxation and safety when travelling

More consumers prefer real world to online experiences

Personalisation

Vitamin subscription service Vitable set for expansion

Gen Z have the most enthusiasm for virtual experiences

Millennials like to stand out from others

Premiumisation

About Time We Met releases premium anti-ageing oil made from sandalwood

Most people want a simpler life

Millennials are the most confident in their long-term investments

Shoppers prioritise nutrition and quality

## Pursuit of value

Aldi Australia re-commits to its Price Promise in light of rising inflation

Australians are eager to find a good deal

Baby Boomers are the most concerned about rising living costs

Consumers are embracing the circular economy

Gen Z are the most determined to save

Shopper reinvented

Heinemann creates Australia's first department store concept for domestic air travellers

Gen Z seek tailored experiences

Australians still prefer to buy most things in-store

Australia lags behind in s-commerce

Gen Z are the keenest to interact with brands online

Sustainable living

Australian start-up Good-Edi is making edible coffee cups

Most are concerned about the impact of global warming

Australians are strong on recycling

Reducing food waste tops the list of green activities

Australians enjoy donating to charity

Recyclable packaging is considered the most sustainable

Wellness

Vegan Food Hub to open new restaurant branches

Meditation is the most common way to alleviate stress

Gen Z are the most active cohort

People are concerned about health and safety when out and about

Leverage the power of megatrends to shape your strategy today

## I would like to order

Product name: Megatrends in Australia

Product link: <https://marketpublishers.com/r/MBA74E08ACB6EN.html>

Price: US\$ 1,325.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/MBA74E08ACB6EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970