

# Megatrends in Germany

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## 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 eight focus megatrends, and insights as to how each trend has manifested in Germany.

Euromonitor's Megatrends in Germany 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.

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### Scope

The drivers shaping consumer behaviour

### Megatrends framework

Businesses harness megatrends to renovate, innovate and disrupt

### Convenience

DODO enters Germany with tech-powered same-day delivery

Germans are using tech to make life easier

Consumers seek more flexibility in all areas of life

Shoppers want to see before they buy

Convenience drives e-commerce demand

Young people see cooking as a chore

### Digital living

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

Video gaming is a favourite pastime among Germany's youth

Consumers are protective of their personal data

Young people are concerned about preserving their online anonymity

Friends and family are still the most trusted information source

Consumers expect more online activity post-pandemic

### Diversity and inclusion

Lufthansa's #TheWorldSaysYestoYou campaign celebrates queer-friendly travel

Baby Boomers are keen to support charitable causes

Gen Z want to change the world for the better

Most Germans feel comfortable expressing their identity

Shoppers are paying more attention to brand values

### Experience more

Kia offers customers an immersive experience through its first metaverse dealership

Germans enjoy socialising both online and offline

Relaxation and safety are key priorities on holiday

Consumers still prefer real world over online experiences

### Personalisation

Lykon provides DNA-based personalised nutrition

Gen Z are the most enthusiastic about virtual activities

Millennials are the most individualistic cohort

### Premiumisation

Hurrado launches gourmet dry dog food with free-range, grain-free ingredients

Consumers want more simplicity

Millennials have the most confidence in their investments

Free range and high quality are prized attributes

Pursuit of value

Mycashbacks offers a good way to engage with German consumers

Baby Boomers are the most frugal cohort

Shoppers are worried about the rising cost of living - especially the elderly

Germans embrace the circular economy

Consumers seek ways to make their money go further

Shopper reinvented

Rewe opens its first fully autonomous store following hybrid pilots

Trust in brands is most important to Gen Z

Online shopping is now the preferred channel in most categories

S-commerce starts to gain traction among the young

Gen Z interact most with brands online

Sustainable living

Aldi sets goals to improve animal welfare

Germans are less concerned about global warming than the world at large

Mindful consumption is on the rise

Reducing plastics use tops the list of green activities

Germans are keen to make their votes count

Refillable or reusable packaging is considered the most sustainable

Wellness

DMK Group adds to its plant-free portfolio with vegan cheeses and baby foods

Massage and herbal remedies are the main antidotes to stress

Gen Z are the most likely to regularly exercise

Consumers remain wary of health and safety in post-pandemic era

Leverage the power of megatrends to shape your strategy today

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