

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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The drivers shaping consumer behaviour

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Businesses harness megatrends to renovate, innovate and disrupt

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DODO enters Germany with tech-powered same-day delivery

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Shoppers want to see before they buy

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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

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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

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Premiumisation

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Consumers want more simplicity

Millennials have the most confidence in their investments

Free range and high quality are prized attributes

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Mycashbacks offers a good way to engage with German consumers

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Gen Z interact most with brands online

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Refillable or reusable packaging is considered the most sustainable

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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

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