

Megatrends in Italy

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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 10 focus megatrends and insights as to how each trend has manifested in Italy.

Euromonitor's Megatrends in Italy 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

Basko launches 1-hour bicycle delivery service

Older consumers want a simpler life

Consumers seek more flexibility

Shoppers want to see what they buy

Convenience drives e-commerce demand

Cooking seen as an inconvenience by younger consumers

Digital living

MOD4 – a mobile game that connects the virtual world with real fashion products

Video gaming is highly popular in Italy

Consumers are protective of their personal data

Millennials prefer online anonymity

Product labels are the most trusted information source

Consumers expect more online activity post-pandemic

Diversity and inclusion

Next Age – the EU's first start-up accelerator targeting the silver economy

Gen X are the most vocal on social media

Young consumers feel they can change the world for the better

Most Italians feel comfortable expressing their identity

Older consumers pay the closest attention to company values

Experience more

FIAT reinvents the customer experience with metaverse showroom

People now socialise more frequently online than in person

Consumers covet relaxation and safety when travelling

More people prefer real world to online experiences

Personalisation

City Lab Cosmetics offers customers tailor-made make-up and skin care solutions

Gen Z are the most enthusiastic about virtual experiences

Young consumers prefer unique experiences

Premiumisation

La Rosa dei Gusti opens pop-up shop to showcase its premium private label range

Gen Z are the most individualistic cohort

Italians generally lack confidence in their investments

Consumers prioritise natural ingredients and high quality

Pursuit of value

Scalapay expands its BNPL offering

Baby Boomers are the most frugal cohort

Consumers express concern over the rise in living costs

Italians are starting to embrace the circular economy

Gen Z are the most eager to save money

Shopper reinvented

Automated convenience store concept Slipop offers round-the-clock shopping

Gen Z are the most prone to impulse purchases

Italians enjoy a mix of online and offline shopping

Italy lags behind in s-commerce

Gen Z interact most with brands online

Sustainable living

Planet Farms poised to build a new vertical farm

Most are concerned about the impact of global warming

Italians are strong on recycling

Reducing food waste tops the list of green activities

Italians are more likely than their global peers to boycott brands they don't agree with

Biodegradable packaging is considered the most sustainable

Wellness

Sognid'oro continues to innovate in functional herbal teas

Massage is the most used stress-buster

Millennials are the most active cohort

People are concerned about health and safety when out and about

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