

Megatrends in the United Kingdom

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Date: July 2022

Pages: 58

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

ID: M20A3C6C0A6DEN

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 the United Kingdom.

Euromonitor's Megatrends in the United Kingdom 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

Digital living

British fintech app Revolut allows consumers to budget, manage their finances and invest

Gaming is the standout digital use for most; virtual assistants for later life

Consumers are careful about sharing personal information

Millennials most active when managing data and privacy settings

Impartial opinions are most valued

UK consumers cautious about moving back to in-person contact

Experience more

Real world experiences are key across the generations

Regular online socialising is the main leisure activity among British respondents

Safety and relaxation are the most valued travel features

Younger cohorts more eager for real-life activities

Middle class reset

Candy WashPass brings more system spending under one roof, with gains for all involved

While looking for bargains, older people in the UK are still more mindful consumers

Rental and sharing not as compelling as second-hand in the UK

Generation Z shows stronger frugal purchasing intentions

Premiumisation

Celebrating single positivity with Interflora UK self-partner bouquets

Millennials keenest on standing out and spending money to save time

Millennials in the UK are the most engaging consumer group

Quality, performance and comfort are worth the most to UK consumers

Shifting market frontiers

The Cheese Merchant now supplying high-quality products direct to UK consumers

Turning inwards after Brexit

Commitment to local sourcing rises with age

Shopping reinvented

London's iconic luxury retailer Harrods bets on suburbia for its stand-alone beauty stores

Computers or tablets are the most popular methods of purchase

A brand's social media role is relatively low in the UK compared to global levels

Younger cohorts are more enthusiastic towards brand engagement

Sustainable living

Revivo platform makes luxury shoes available through refurbishing

Consumers are highly engaged with having a positive impact

Consumers recycle, reduce food waste and use less plastic than globally

Political engagement the prime outlet for action

Recyclable and biodegradable packaging most sustainable for consumers

Wellness

Champo offering ayurvedic hair care in the UK

Two thirds rank physical exercise as their top wellness solution

Meditation for reducing stress exceeds global average

App usage and purchase of health products lag behind global trend

Caution is more important than preventative health spend

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