

Megatrends in the US

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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 the US.

Euromonitor's Megatrends in the US 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

Starbucks partners with DoorDash for quick delivery

Tech makes everyday tasks more efficient

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

GE Profile launches AI-powered washing machine with in-built Alexa

Video gaming is a favourite pastime among young Americans

Consumers are protective of their personal data

Millennials want to preserve their online anonymity

Friends and family are still the most trusted information source

Consumers expect more online activity post-pandemic

Diversity and inclusion

Victoria's Secret's Undefinable campaign celebrates individuality and diversity

Baby Boomers show strong support for charitable causes

Millennials want to change the world for the better

Americans feel comfortable expressing their identity

Shoppers are paying more attention to brand values

Experience more

Singleton-focused Airbnb feature ensures safe solo travel experiences

Americans enjoy socialising both on- and offline

Relaxation and safety are key priorities in a holiday destination

Consumers still prefer real world over online experiences

Personalisation

Amazon Inspire enables a customised shopping experience in a social media format

Millennials are the most enthusiastic about virtual activities

Millennials are the most likely to seek tailored experiences

Premiumisation

Coterie redefines senior living with luxury offerings

Consumers want a simpler life

Millennials have the least financial worries

Taste, quality and comfort are prized attributes

Pursuit of value

H&M expands into second-hand market with new resale initiative

Baby Boomers are the most frugal cohort

Shoppers are worried about the rising cost of living

Americans are embracing the circular economy

Consumers seek ways to make their money go further

Shopper reinvented

Amazon unveils generative AI feature that summarises product reviews

Brand trust is most important to Millennials

In-store shopping still the preferred channel for most categories

S-commerce gains traction as part of the omnichannel experience

Generation Z interact most with brands online

Sustainable living

Mrs Meyer's Clean Day brings probiotics to surface care

Americans are less concerned about global warming than their global counterparts are

Mindful consumption is on the rise

Reducing food waste tops the list of green activities

Boycotting of brands is more common in the US than elsewhere

Recyclable packaging is considered the most sustainable

Wellness

CBD-infused sanitary protection products aim to relieve menstrual pain

Meditation and massage are the main antidotes to stress

Health supplements remain very popular

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

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