

Megatrends: Personalisation

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Abstracts

As more consumers demand products and services to meet their specific needs, companies are racing to build bespoke offerings rather than risk being left behind. As technology advances, industries are rushing headlong into the new market for personalisation, in some cases without understanding the motivations of the clients they are trying to satisfy. Euromonitor International's megatrends series will examine "Personalisation Seekers" to determine where this concept is heading and who will drive...

Euromonitor International's Megatrends: Personalisation Megatrend briefing offers latest insights into long-term consumer-based trends impacting businesses globally. It highlights important shifts in consumer values and behaviour, how these are affecting the evolution of the trend and offers strategic analysis into the implications for companies across categories and geographies. It identifies where opportunities lie for business and showcases relevant product and service manifestations responding to the trend(s) and the changing consumer need.

Product coverage: Changing Values as a Megatrend Driver, Convenience, Digital Living, Diversity and Inclusion, Environmental Shifts and Pressures as a Megatrend Driver, Experience More, Personalisation, Population Change as a Megatrend Driver, Premiumisation, Pursuit of Value, Shifting Economic Power as a Megatrend Driver, Shifting Market Frontiers, Shopper Reinvented, Sustainable Living, Technology as a Megatrend Driver, Wellness.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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