

Megatrends: Pursuit of Value Impact on Consumer Goods and Services Categories

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Abstracts

Consumers are actively searching for value, economising and saving money not only out of the need to stretch limited resources amid the cost-of-living crisis, but also as a result of the value shift towards conscious consumption and rising concerns about environmental issues. This report identifies the different consumer groups within the Pursuit of Value megatrend, explores their motivations, behaviours and preferences, and highlights how businesses can adapt and innovate to stay relevant.

Euromonitor International's Megatrends: Pursuit of Value Impact on Consumer Goods and Services Categories 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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