

Megatrends: Shopper Reinvented – Impact on Consumer Goods and Services Categories

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Abstracts

In 2023, COVID-19 began to fade from public consciousness, just as economic concerns became more pressing for many. Consumers everywhere have been adjusting their shopping behaviour to reflect this new reality. Although consumers are increasingly focusing on value, what constitutes value is evolving to encompass priorities like convenience and unique experiences. This briefing explores how shoppers are reinventing global commerce across various consumer goods and services categories.

Euromonitor International's Megatrends: Shopper Reinvented – 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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Contents

Introduction

Shopper reinvented in beauty and personal care

Shopper reinvented in consumer foodservice

Shopper reinvented in fashion

Shopper reinvented in food and beverages

Shopper reinvented in travel

Implications for future growth

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