

Euromonitor Megatrend Analysis – Key Takeaways

1 Middle Class Retreat

- Middle class consumers are often frugal and prefer to celebrate how little something costs, rather than how much
- Case Study: Gamestop**
 - Their model focuses on buy-sell-trade and their refurbishment operations have expanded into other consumer electronics



**Emphasize longevity, good quality, re-use and ease of maintenance.
Look for innovative ways to offer value.**

5 Ethical Living



- Concerns about the environment, sustainability, animal welfare, production and labour practices, and desire to positively impact communities and people are framing consumer decisions
- This trend is driven by awareness, availability and affordability
- Case Study: Pinch of Colour**
- First waterless beauty brand in the US that targets environmentally-conscious consumers with their water conservation approach

**Move past simple “greenwashing”
and look to authentic environmental strategies.**

2 Experience More

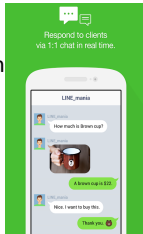
- Shift from experiences over possessions will continue its rise
- Consumers are more demanding of experience in the path to purchase
- Case Study: Magnum Ice Cream**
 - Their pop-up store makes consumers part of the production process with an immersive and exclusive experience



**Focus on the consumer experience through
seamless shopping and personalized offerings.**

6 Shopping Reinvented

- Rise in selling via innovative methods such as social media and social messaging, subscription programs, and pop-up shops
- Case Study: Megane SUPER and Line**
 - They worked together to make optical sales through Line's online messaging app



**Provide value throughout the entire customer journey,
from pre to post purchase, to convert a transaction into a relationship**

3 Shifting Marketing Frontiers

- Mid-sized cities move into the spotlight as many major cities become over saturated
- Case Study: Nestlé KitKat**
 - Nestlé explored market potential in mid-sized cities through acquiring Hsu-Fu-Chi, a Hong Kong based manufacturer with wide channels in lower tier cities



Be prepared to adapt to changing demographic, economic, and technological reality. Explore potential for future growth through new markets.

7 Healthy Living

- Consumers are redefining health to be more holistic and include spiritual and mental wellbeing
- With that comes a desire for personalized health, mental wellbeing, clean label, botanicals, athleisure, and home-tech health
- Case Study: Intercontinental Hotels Group**
 - Their brand EVEN targets health conscious travellers by offering in-room exercise equipment, a large fitness center, and healthy eating options



Explore opportunities to integrate health into product and service concepts.

4 Premiumisation



- Consumers are placing higher priority on investing in becoming better (e.g. organized, healthier, responsible, relaxed)
- This is resulting in splurging in certain areas and cutting back in low priority areas
- Case Study: Freshpet**
 - They tapped into consumers' willingness to splurge on their pets by offering fresh & natural pet food

**Understand your customers' spending priorities
in order to provide offerings that meet their needs.**

8 Connected Consumers



- Range of internet connected audio and visual devices is growing and their penetration in emerging markets is rapidly climbing
- Most important needs of the connected consumers are to experience and interact with digital content – shopping, education, entertainment, research, socialising
- Case Study: Netflix**
 - Changed the way people consume media by inspiring binge watching

Address the important “experience” need of connected consumers. Be at the forefront of this shift in how consumers, live, work shop and play.