

# Understanding the Five Drivers of Megatrends

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Table of Contents

## INTRODUCTION

### Scope

There are five socioeconomic drivers shaping consumer megatrends

Key findings

## SHIFTING ECONOMIC POWER

Emerging/developing markets are getting wealthier and generating greater economic value

Emerging and developing Asian consumers are the key drivers of global spending

Netflix is keen to expand in Asia amid subscription woes in advanced markets

Sub-Saharan Africa is a rising consumer market but is hampered by numerous challenges

Uber hits one billion rides in Africa as demand for mobility grows among young Africans

Shifting economic power : What you need to know

## POPULATION CHANGE

Global population in 2040: Older, urbanised, multicultural and childless

Silver consumers are redefining consumption and business operations

Migration is the way to grow population and productivity

Population change: What you need to know

Home healthcare: Finland is leveraging tech for the elderly

Go Asia: Capturing consumer food trends in Germany

## ENVIRONMENTAL SHIFTS AND PRESSURES

Environmental shifts and pressures shaping consumer choices and business strategies

Climate change to shift consumer purchasing behaviours

Affordability of sustainable products is key to win consumers

Environmental shifts and pressures: What you need to know

Quorn: Carbon footprint transparency through claims

Amazon: New affordable brand focused on sustainability

## TECHNOLOGICAL ADVANCES

Technology key to today's digitally enabled consumer

Mobile technology democratises internet access for all consumers

Technology sophistication driving changes in consumer expectations

Technological advances : What you need to know

Case Study: V-Avenue.Co leverages AR to power a new digital shopping experience

Case study: Adidas's new company strategy focuses on data-driven customer loyalty

## CHANGING VALUES

Changing values: Cautious spending, social activism and self-care gain momentum

Rising cost of living leads to cautious but smart spending

Power to the people: Growing importance of trust, authenticity and uniqueness

Changing values: What you need to know

Nudie Jeans builds trust by showing consumers how its products are made

Ahold Delhaize offers rewards for buying healthy food

## CONCLUSION

Looking ahead we will continue to see the drivers of megatrends evolve

Significantly impacting business strategy planning

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