

# Megatrends: Personalisation

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**Table of Contents** 

#### INTRODUCTION

Megatrends: A framework for the future?

Leaders harness megatrends to disrupt a market

Key findings

The rise of personalisation

Pillars of personalisation

Opportunities and challenges

Personalisation: What to focus on

### WHO ARE PERSONALISATION SEEKERS?

Half of global consumers demand products and services uniquely tailored to them

Personalisation Seekers: The basics
Personalisation Seekers: Home life
Personalisation Seekers: Income

Personalisation Seekers and their relationship with consumer goods

#### PERSONALISATION SEEKERS AND CONSUMER GOODS

The pace of development of personalisation across consumer goods and services

Beauty and personal care: Personalisation Seekers driving engagement online

Case study: The Skin Pharmacy drives customisation in Singapore's dynamic skin care space

Case study: Custom.Me offers Al-driven solutions for skin care conditions in South Korea

Apparel and footwear: Personalisation Seekers pushing product innovation

Case study: Zalando uses curated recommendations to build efficiency and cut waste

Case study: Uniqlo Malaysia introduces the StyleHint app to encourage social empowerment

Consumer health: Personalisation Seekers strong users of vitamins and dietary supplements

Case study: Neutrogena's partnership with Nourished opens lane for beauty supplements

Case study: LemonBox leverages social media to broaden the target of personalised products

Consumer health: Personalisation Seekers pushing for tailored solutions in sports nutrition

Case study: Gainful attracts attention as early entrant in US personalised sports nutrition

Travel: Personalisation Seekers most willing to spend on experiences

Travel: Ample opportunities to attract Personalisation Seekers via travel destination features

Case study: TUI's tours platform offers streamlined process to build bespoke holidays

Home care: Personalisation Seekers looking for quality, sustainable and ethical commitments

Case study: Haier and Nuncas to launch Washpass in Italy

Foods: Still nascent personalisation marketplace but considerable opportunities to engage

Case study: MyAir develops personalised approach to address rising rates of stress

Case study: Cana One's "molecular beverage printer" redefines personalisation in beverages

Retail: The drive for experiences drives Personalisation Seekers' shopping demands

Case study: Levi's premium concept store enhances and customises the retail experience

## IMPLICATIONS FOR FUTURE GROWTH

Demand-side influences will support the rise of personalisation in the coming years

Key takeaways

Additional content on this topic

Leverage the power of megatrends to shape your strategy today

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