

Megatrends in Denmark

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Scope

The drivers shaping consumer behaviour Megatrends framework Businesses harness megatrends to renovate, innovate and disrupt **Digital living** Circle K uses number plate recognition to enable contactless fuel payments Danes are world leaders in health tech Danes are more comfortable than their global counterparts with sharing personal data Millennials are keen to share data in exchange for offers Family and friends are the most trusted source of information Consumers expect to move more of their activities online post-pandemic Experience more Lego partners with Epic Games to create child-friendly metaverse Millennials are the most appreciative of all types of experience Danes are fond of socialising both online and offline Holidaymakers prioritise relaxation and a safe environment Millennials will see the most pronounced shift to online activities Middle class reset Pre-owned children's goods concept Børneloppen continues nationwide expansion Baby boomers are the biggest bargain-hunters Repurposing continues to gain traction Millennials are most willing to increase their purchasing of used items Premiumisation Vuffeli's tailored dog care subscription service continues to innovate Danes look for time-saving products Millennials are most likely to research products in depth before buying Organic claims take priority Shifting market frontiers Danish fuel partnership aims to make all domestic flights 100% fossil fuel-free by 2030 Danes take a strong interest in other cultures Baby boomers are the most keen to support local business Shopping reinvented Coop Denmark increases convenience by providing unmanned out-of-hours store access Shoppers are increasing their engagement with social media Millennials are most likely to follow brands on social networks Sustainable living Carlsberg to trial eco-friendly fibre beer bottle across Europe Danes are eager to play a part in protecting the environment Wellness Naturli's new Do Not! Call Me M_lk mimics the taste and nutritional content of cow's milk Health supplements are widely used by Danes Massage is the most common way to reduce stress Danes take fewer safety precautions than their global counterparts

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