

# Personalisation and the Rising Demand for Individual Experience

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## Key findings

Three in 10 consumers are open to sharing personal data with private companies

The pace of development of personalisation across consumer goods and services

## PERSONALISATION'S IMPACT ON MANUFACTURING

Personalisation to impact consumer goods and services industries

Personalisation contributes to the rise of new manufacturing technologies

Case study: Son of a Tailor reduces environmental impact by offering custom products

Case study: adidas applies new manufacturing methods to customise products

## BEAUTY AND PERSONAL CARE: ADDING NEWNESS AND SERVICE TO PRODUCT AND PATH TO PURCHASE

Personalisation in beauty and personal care spans a wide spectrum, from mass to bespoke

Personalisation expected to be a force in beauty's future, but price balance a challenge

Anake personalised skin care service targets "skintellectuals" and overwhelmed shoppers

Function of Beauty's acquisition of Atolla Custom Skin Care broadens skin and hair offerings

## TRAVEL: PERSONALISATION MEETS LUXURY AND LOYALTY

"Go big" mentality fuels personalisation in travel

Using personalisation to foster loyalty

Four Seasons welcomes back travellers with "Milestone Memories"

Origin uses AI to personalise travel

## HOME CARE: DELIVERING ON CUSTOMISATION

Technology-driven personalisation

Distinction between personalization and customization in the context of MitM

Beyond personalisation and into customisation

WashPass: Haier and accessible advanced laundry solutions

Moodo: Full control, fully customisable air care solutions

## FOODS: CONNECTING NUTRITION SCIENCE AND TECHNOLOGY

Preventive health concerns arouse interest in personalised nutrition solutions

Technology and digitalisation will drive the success of individualised smart food

MyAir provides personalised nutrition solutions to combat post-pandemic stress

Verdify combines nutrition and technology to personalise recipes matching lifestyle and diets

## DRINKS AND TOBACCO: NEXUS OF TECHNOLOGY AND LIFESTYLE CHANGES DRIVE CUSTOMISATION

Personalisation in drinks and tobacco remains limited but opportunities exist

Device technology caters to preferences as wellness optimisation gains traction

Case study: Zippz's off-the-shelf customisation signals future trajectory

Case study: Cana's Cana One "molecular beverage printer" aims to be revolutionary

## THE FUTURE OF PERSONALISATION

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

Personalisation to change existing supply chains

The future of personalisation in travel

Future outlook in beauty and personal care

The future of personalisation in home care

The future of personalisation in foods

The future of personalisation in drinks and tobacco

Three thoughts on the future of personalisation

Additional content on this topic

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