

Top 10 Global Consumer Trends 2022

January 2022

Table of Contents

Introduction

Top 10 Global Consumer Trends 2022 in brief (1)

Top 10 Global Consumer Trends 2022 in brief (2)

Backup Planners: supply chain disruptions lead to next best options

Backup Planners: what it means for business

Australian Woolworths introduces Q-Tracker to help customers save time

The Cheese Merchant now supplying high-quality products direct to UK consumers

Outlook for Backup Planners

Climate Changers: a low-carbon world

Climate Changers: what it means for business

Boozt launches ReBoozt : allowing consumers to sell pre-owned Boozt fashion lines

Onfleet Offset delivery software introduces carbon offset solution

Outlook for Climate Changers

Digital Seniors: from resistance to reliance

Digital Seniors: what it means for business

UK's smart home service app Howz operates as a telecare system

US grocery delivery platform Instacart offers additional support to Digital Seniors

Outlook for Digital Seniors

Financial Aficionados: democratised money management

Financial Aficionados: what it means for business

El Salvador's embrace of cryptocurrency signals rapid decline in unbanked population

British fintech app Revolut allows consumers to budget, manage their finances and invest

Outlook for Financial Aficionados

The Great Life Refresh: passion and purpose drive action

The Great Life Refresh: what it means for business

Amazon US investing in employee education

Bumble helping dating after lockdown

Outlook for The Great Life Refresh

The Metaverse Movement: simulated, 3D digital ecosystems of the future

The Metaverse Movement: what it means for business

Ariana Grande headlines Fortnite's Rift Tour in the Metaverse

Sports and e-sports converge as Spain's Real Madrid expands reach with livestreaming

Outlook for The Metaverse Movement

Pursuit of Preloved: second-hand, recommerce and peer-to-peer marketplaces

Pursuit of Preloved: what it means for business

Amazon Renewed offers like-new refurbished products

PURSUIT OF PRELOVED

French Youzd C2C online platform benefits from fast delivery

Outlook for Pursuit of Preloved

Rural Urbanites: best of both worlds

Rural Urbanites: what it means for business

Virtual farmers' market Membo delivers local farm produce to urbanites in Estonia

Rooftop Republic is integrating farming into big city life in Hong Kong

Outlook for Rural Urbanites

Self-love Seekers: individuality and authenticity drive happiness

Self-love Seekers: what it means for business

Beiersdorf's O.W.N shows how the future of personalised skin care will go mass

Miele's countertop coffee system enables sophisticated home coffee experience

Outlook for Self-love Seekers

The Socialisation Paradox: a divided return to pre-pandemic life

The Socialisation Paradox: what it means for business

Emirates Airlines builds confidence towards travel through its safety measures (Global/UAE)

Procter & Gamble launches King C. Gillette beard grooming range (Global/US)

Outlook for The Socialisation Paradox

How do companies respond to consumers in 2022?

Euromonitor International's Top 10 Global Consumer Trends 2022

CONCLUSION

Methodology

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/top-10-global-consumer-trends-2022/report.