



Euromonitor  
International

# New Consumer Landscape: A Global Overview

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Scope

Key findings

Many factors shaping the new consumer landscape

The new consumer landscape

## THE CONSUMER IS CHANGING

Living longer, but major health risks are on the rise

Single population is expanding

Gen Alpha to overtake Gen Z as the largest generation

Consumers are more diverse than ever before

Case study: Interflora UK launches flowers for single people

Case study: Tough Turban combines culture and safety

Seven out of 10 households globally will be urban in 2040

Cities in Asia and Eastern Europe show strong middle class expansion

Single-person households growing fastest, but are not strongest in purchasing power

Two in three households globally will be childless in 2040

The home is more than just an abode

Case study: Click & Grow pairs smart technology with gardening in city households

Case study: Ori helps people live large in a small footprint

The purchasing power shift towards Asia and older consumers

Education is a spending priority

Focus on value, but it is not just value for money

Climate change is a top concern

Loyalty no more

Case study: Doconomy's credit card stops consumers from overspending

Case study: Udeemy's revenue surge on rising popularity of remote learning

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