

New Consumer Landscape: A Global Overview

August 2022

Table of Contents

INTRODUCTION

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: Udem's revenue surge on rising popularity of remote learning

New Consumer Landscape: Future outlook

Strategies for success

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/new-consumer-landscape-a-global-overview/report.