

Voice of the Industry: Consumer Lifestyles 2022

February 2023

Table of Contents

INTRODUCTION

Introduction

Voice of the industry: Consumer lifestyles survey snapshot

CONSUMER VALUES AND BEHAVIOUR IMPACTING BUSINESS

Value for money remains at the top of the values list

Lidl private label alcohol products: quality for less

The Fresh Fridge: Helping consumers make mindful eating decisions

Shifts in consumer behaviour to further influence sales in the year ahead

Six consumer trends spotlighted as having the most influence

New approaches to the shopper journey: One of the most influential trends in 2022

ShopperON transfers reality-like shopping experience to home

Amazon Inspire enables consumers to shop in a social media format

SHIFTING SPENDING AND SHOPPING HABITS

Businesses expect consumers to focus on essential purchases

FairPrice Group helps consumers cope with the increasing cost of living

Price-conscious consumers expected to seek better value

IKEA launches online shopping platform “As is” for second-hand items

CORPORATE STRATEGY INSIGHTS

State of the local economy is the most important factor shaping decision-making in 2023

Corporate awareness of consumer behaviour and trends by industry

Rising cost of raw materials significantly affects companies' performance in 2022

Companies forced to revisit pricing with many passing rising costs on to consumers

Prioritising growth, while shifting focus on cost reduction and bracing for the slowdown

Marks & Spencer introduces a cost-of-living support package for employees

KEY TAKEAWAYS

Key Findings

ABOUT VOICE OF THE INDUSTRY

About Euromonitor International's Voice of the Industry Survey series

Respondents

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/voice-of-the-industry-consumer-lifestyles-

