

Megatrends: Convenience

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The pillars of convenience

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Shifting Economic Power

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Convenience is based on time, immediacy and simplicity

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iRobot leads robotic vacuum cleaning with clear proposition

Angi facilitates home services through easy intermediation

Buying time

Disney Genie is the evolution of fast passes through in-hand experiences

Convenience: Age of on-demand

Anytime, any place access

Duolingo has consolidated its presence by continually updating its services to stay relevant

Flexible options

Shopper fulfils consumers' needs by tackling routine habits

Instant gratification

Rappi Turbo uses instant gratification to create needs, engage customers and generate loyalty

French Youzd C2C online platform benefits from fast delivery

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Howz offers effortless health monitoring for seniors

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Tyne and Wear Metro introduces digital closed loop Pop card in Google Pay L'O ré al's YSL Scent- Sation using tech to encourage in-store engagement

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