Euromonitor International

New Consumer Landscape: The Consumer Is Changing

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INTRODUCTION

Scope
The new consumer landscape
Key findings

EVOLVING POPULATION DEMOGRAPHICS

Global population in 2023
Global population growth driven by Middle East and Africa to have implication for businesses
Gigo Taiwan: Creating the very first official certification for elderly-targeted toys
By 2040, Gen Alpha will gain more importance in shaping consumption trends
Into the metaverse with Roblox

WAYS TO STAY ECONOMICALLY VIABLE

Consumers focusing on education to ensure their economic viability in future
Upskilling would be important for consumers to bring in higher income
Consumers and companies are impacted by evolving professional developments
Marks & Spencer introduces a cost-of-living support package for employees
Companies taking employee needs taking into consideration
Lifelong learning and flexibility in work to be the core of consumer economic viability

SHIFT TOWARDS HOLISTIC HEALTH

Living longer but not healthy enough
Lifestyle diseases are becoming more prominent
Perception of health leans towards mental wellbeing and healthy immune system
QminC launches functional drinks with immunity-boosting and anti-inflammatory properties
Somnox offers a smart sleep companion aimed to improve the quality of rest

MOVEMENT BEYOND DOMICILE

Consumers are expanding their physical boundaries and consumption beyond domicile
Move to cities bringing back opportunities for growth
Consumers are more diverse than ever before
Case study: discovery+ and Eurosport urge viewers to rally behind refugees
Consumer mindset becomes global owing to digital exposure
K-content is now popular beyond Asia through social media and digital platforms
K-pop stars BTS defy gender stereotypes as Vuitton’s Global Brand Ambassadors

CONCLUSION

Strategies for success

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/new-consumer-landscape-the-consumer-is-changing/report.