

# Megatrends: Experience More Impact on Consumer Goods and Service Categories

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Table of Contents

## INTRODUCTION

Megatrends: Experience More impact on consumer goods and service categories

Key findings

## EXPERIENCE MORE AND CONSUMER GOODS AND SERVICES

Experience More pillars framework

Consumer appetite for experiences remains strong despite inflationary pressures

Millennials - the most experiential generational cohort - lead the way

Festivals, leisure events and experiences take their time to recover

Pace of development of Experience More varies across consumer goods and services

Experience More phenomenon transcends boundaries

Consumer foodservice: Elevating the experience through digital and nostalgia

Chipotle Mexican Grill's fun and digital approach keeps it real and authentic

Going all out for fun and engaging retail experiences in store

Zara takes its stylish offer to the next level with experiential retail

Growing interest in consumer electronics drives new types of B2C experiences

Apple Vision Pro takes experience to new heights

Food and nutrition: embracing experience to stand out from the crowd

Eat Just and GOOD Meat revolutionise the food chain to experience meat in a new way

Luxury and fashion are ahead of the game in immersive experiences

adidas goes all out to elevate its Web 3.0 brand experience

## IMPLICATIONS FOR FUTURE GROWTH

Experience More will remain a priority for consumers

Key takeaways (1/2)

Key takeaways (2/2)

Leverage the power of megatrends to shape your strategy today

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