INTRODUCTION
Scope
Key findings

KEY INDUSTRY TRENDS
Key trends shaping category sales in 2023
Key trends shaping category sales in the next five years
The rise of natural alternatives to traditional products; our growing rejection of chemistry
Novozymes leans into a food and cleaning story that “biology is more natural than chemistry”
Paint trends to lower-chemistry, with premium offers promising a net chemistry reduction
Zee.Dog launched a natural ingredient health-orientated pet food for sensitive skin puppies

CATEGORY PERFORMANCE
Category/Industry sales performance expectations in 2023, 2024 and longer term to 2028
In channel sales, e-commerce still has growth expectations, but more slowly (with a plateau)
Channel sales and growth in 2023 - direct-to-consumer (D2C) channel gains are widespread
Trends that influenced digital commerce development in the past year
Go-to-market evolves the role of stores, fulfilment challenges and the importance of D2C
IKEA has one of many experiments for delivering virtual product trial on smaller shopfloors
Rise of D2C brands is partly about post-COVID scale enabling successful entry in retail shops
A telling statement from the CEO of a strong D2C brand on D2C’s role in its growth journey

BUSINESS STRATEGY
Main company priorities
Company priorities for the next five years
Cost saving associated with sustainability is serving as incentive for companies
Company growth strategy across the next five years
Factors impacting company
Industry responses to inflation challenges
Unilever increases investment in innovation to grow its profit
Emphasise key industry priorities
Sustainability: Leroy Merlin’s Home Index rates products based on environmental footprint
New consumer segments: Emotional investment in pets triggers innovation in pet care

TOP FIVE TRENDS SHAPING THE INDUSTRY
New solutions: P&G invents new laundry additive category to encourage consumer spending

DIGITAL TRENDS AND INVESTMENT
Anticipated digital trends
Technology investments
Emphasise key digital trends
Wayfair’s Decorify Gen AI application is democratising room design and driving customisation
Mixed reality is regarded as a powerful tool for enhancing the online shopping experience
Unilever deploys artificial intelligence to inform product formulation and launches AI lab
Leading players are making significant investments in the future of AI
US start-up uses AI in R&D to improve product quality and speed up time to market

ABOUT VOICE OF THE INDUSTRY
About Euromonitor International’s Voice of the Industry survey series
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Respondents
About Euromonitor International

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