Euromonitor International

Voice of the Industry Global Results 2024

January 2025

Table of Contents

EXECUTIVE SUMMARY

Why read this report?

INTRODUCTION

Customer-centric approach and technology advances to foster growth
Key findings

MARKET PERFORMANCE

Industry sales performance in 2024, 2025 and 2029
Professionals expect strong performance from e-commerce and discounters
Online consumer engagement fosters brand awareness and loyalty
Online and offline channels growth, fostering digital commerce advances

BUSINESS STRATEGY

Financial growth and brand recognition are top business priorities worldwide
Long-term strategies for new growth paths
Corporate development areas in coming 12 months
Inflation and raw materials costs prompted business adaptation
Case study: NotCo applying AI to explore new markets
Improved portfolio and customer experience to reach financial goals

DIGITAL TRENDS AND INVESTMENT

Artificial intelligence and Generative AI to be explored in business operations
Data security concerns, lack of budget or knowledge are considered main limitations
Case study: IHG employs Gen AI to improve customer experience
Tech development continuously applied to customer-centric approach

INNOVATION

Consumer values and tech solutions in innovation spotlight in 2024
Consumer-centric and higher added-value approach in product launches
Funding, talent and corporate structure hinder innovation initiatives
Online client communication as globally preferred strategy
Case study: Natura&Co driving inclusive innovation for diverse skin tones
Formulations, customer experiences and marketing campaigns promote innovation

ABOUT VOICE OF THE INDUSTRY

Voice of the Industry: Coverage and respondents' profile

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