Euromonitor International

Megatrends: Experience More with GenAI for Value Creation

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EXECUTIVE SUMMARY

Why read this report?
Key findings

INTRODUCTION

GenAI enables brands to deliver better personalised customer experiences
Experience More megatrend revitalised by GenAI : Creative, fun and curated
Real life resonates with growing interest in personalised, immersive and authentic
Experience More: Global force, with strong value potential in experience-seeking APAC

GENAI ELEVATES THE CUSTOMER EXPERIENCE BRINGING BRANDS TO LIFE

GenAI breathes new life into brand experiences yet authenticity is paramount
Consumers still want to keep it real and have fun shopping experiences
H&M wows Gen Z with the future of retail - immersive, social and hyper-connected
The Shoe Mirror brings AR to the streets mixing ads with D2C seamless experiences

GENAI BOOSTS ENHANCED PRODUCT ENGAGEMENT

GenAI : Strategic innovation goal for new product development - blending values/tech
Rapid roll out and adoption of GenAI as intuitive, easy and cost-effective
Oceané hyper-personalisation with AR/AI virtual try-on: New battleground for CX
Coca-Cola mixes AI with human ingenuity for innovation and renovation

GENAI CREATES NEW BRAND MOMENTS FOR LASTING ENGAGEMENT

GenAI injects fresh impetus into brand marketing, communities and loyalty
Creativity on fire as GenAI accelerates new brand engagements
Gymshark and D2C communities leverage real-time AI insights for deeper engagement
Delta Airlines's AI concierge drives loyalty and value to customers through partnership

MEETING CONSUMER NEEDS IN A NEW AI-FIRST WORLD

Meet the AI-first consumers of the future looking for new experiences
AI-first products, services and solutions require a responsible approach
OpenAI releases AI agent, Operator, marking a gamechanger for commerce and CX
Nvidia's open-source models democratise physical GenAI lowering barriers to entry

CONCLUSION

Recommendations/Opportunities for growth
Living with AI drives hyper-personalised customer experiences that amaze and wow
Evolution of Experience More with GenAI
Questions we are asking

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/megatrends-experience-more-with-genai-for-value-creation/report.