



Euromonitor
International

Top Five Trends in Cities

March 2025

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Our expert's view of Cities in 2025

Key findings

Rapid urbanisation, rising incomes and technology unlock new frontiers in global cities

Top five trends in Cities

Top five trends uncovered

URBAN CONSUMPTION HUBS

The rise of urban consumption hubs offers businesses new pockets of opportunity

Urban Revivo to ramp up expansion in major global cities

Urban consumption growth demands innovation, agility and sustainable strategies

EMERGING STARS OF ASIA

Rapidly emerging Asia offers multiple pockets of urban consumption growth

Meesho thrives in smaller India's cities with social commerce and local focus

Grab partners with BYD to expand EV adoption in Southeast Asia's ride hailing

The next growth frontier in rapidly evolving Asian cities

URBAN RESILIENCE AND SUSTAINABILITY

Intensifying environmental pressures call for business-led sustainability solutions

Ingka Group envisages EUR1 billion investment to boost recycling and circular solutions

Rising business opportunities in urban sustainability

URBAN DIGITALISATION

Urban digitalisation offers vast efficiency and market opportunities

Uber Eats expands autonomous last mile food delivery in Tokyo

Unilever's AI-powered freezers digitise the supply chain and enhance demand forecasts

Digital technologies are driving cost savings, agility and new growth avenues

AGEING AND HEALTH SHIFTS

Urban ageing and health challenges drive demand for wellness and inclusivity

Nike opens second "Playground for All" in Seoul, promoting inclusive sports access

Ageing and wellness trends in cities unlock new market potential for businesses

CONCLUSION

Future implications

Opportunities for growth

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