INTRODUCTION
Scope
Voice of the Industry: Innovation snapshot
Key takeaways

TRENDS DRIVING INNOVATION
Convenience and digital living top trends set to impact industry
Technology and geopolitics are top drivers impacting industries
Haier develops multi-service smart home brand strategy to evolve smart home service
Lab-grown meat gets approval in the US - poised to shake up meat industry
Companies want to shorten the distance to consumers through D2C

KEYS TO SUCCESSFUL INNOVATION
Successful innovation depends on agility and consumer knowledge
Internal barriers are considered to be the greatest obstacles to innovation
Electrification solves consumer needs by providing alternative options for mobility
Nintendo engages customer base by creating new occasions and leveraging legacy
Consumer-centric strategies are driving innovation

BUSINESS STRATEGY PLANS
Business stakeholders report strong focus on technology and sustainability
Renovation is the top plan, but there is strong appetite for disruption
Nike and Unilever lay groundwork for innovation through consumer co-creation
Companies strategically balance ambitious and modest innovation

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

About Euromonitor International

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- **Strategy Briefings**: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
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- **Country Reports**: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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