Megatrends: Shopper Reinvented. Impact on Consumer Goods and Services Categories

November 2023

Table of Contents
INTRODUCTION
Megatrends: Shopper Reinvented – Impact on Consumer Goods and Services Categories
Leaders harness megatrends to disrupt a market
Key findings
Around the world, the way that consumers shop is changing
The pillars of Shopper Reinvented
The pillars of Shopper Reinvented, explained

SHOPPER REINVENTED IN BEAUTY AND PERSONAL CARE
Evolving beauty and personal care needs stoke demand for personalised shopping experiences
Sally Beauty embraces experiential retail, letting consumers engage with beauty in new ways
Pola Orbis develops a fragrances service to meet the consumer desire for personalisation

SHOPPER REINVENTED IN CONSUMER FOODSERVICE
Consumers are committed to dining out, but are now being more mindful of their budgets
Diners are transforming from passive online spectators to empowered, engaged customers
CHEFS digital-focused food hall democratises fine dining
The Fooder app combines meal discovery with a visual shopping experience

SHOPPER REINVENTED IN FASHION
Fashion consumers fuel digital retail upgrades due to new shopping habits
Coach experiments with virtual try-on windows to drive immediate purchasing interest
Seattle Seahawks apparel stores test “Just Walk Out” technology for seamless shopping

SHOPPER REINVENTED IN FOOD AND BEVERAGES
Food and beverages consumers increasingly prioritise value and convenient online shopping
In Mexico, Walmart extends its lead in grocery e-commerce by embracing pick-up service
The Frugl mobile app enables budget-conscious Australians to better assess value

SHOPPER REINVENTED IN TRAVEL
Travellers are seeking solutions that provide freedom to truly experience more
Journee enables travellers to experience a surprise trip to an undisclosed destination
Japan Airlines’ last mile service allows travellers to use “Any Wear, Anywhere”

IMPLICATIONS FOR FUTURE GROWTH
Shoppers will continue to prioritise value, though their definition of value will evolve
Key takeaways
Leverage the power of megatrends to shape your strategy today

About Euromonitor International
Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings**: Global or regional in scope, focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles**: Analysis dedicated to the world’s most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **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