

## **Megatrends in Italy**

Market Direction | 2022-06-23 | 58 pages | Euromonitor

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### **Report description:**

This Megatrends report highlights long-term trends resulting from shifts in consumer values and behaviour. It provides a summary of each of Euromonitor International's eight focus megatrends and insights as to how each trend has manifested in Italy.

Euromonitor's Megatrends in Italy report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Megatrends market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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The drivers shaping consumer behaviour

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Megatrends framework  
Businesses harness megatrends to renovate, innovate and disrupt  
Digital living  
Half of Millennials prefer to spend their money on experiences  
Gaming is the top activity across all generations  
Targeted ads are the most important privacy concern  
Millennials are the most cautious around more nuanced data sharing  
Italians lag behind global respondents on all the top five trusted information sources  
Only 27% of Italians say they will move back to in-person activities  
Experience more  
Gucci presents its brand to digital-savvy young consumers in a virtual space on Roblox  
Real world activities are valued most across every generation  
Socialising with friends, in person or online, is the top leisure activity  
Relaxation and arts and heritage are the key features when choosing a holiday  
Generational shift to in-person, except for Baby Boomers  
Middle class reset  
Coop Italia reaching out to middle classes with lower-cost premium brand fiorfiore  
Bargain hunting is the driving force across generations  
Selling second-hand items is the most frequent repurposing option  
Italians are less keen on going to discount stores, buying second-hand or cutting back  
Premiumisation  
Simplification and curations are major drivers for consumers  
Higher levels of research and brand engagement for Italian consumers  
Value for money is the most sought-after feature across categories  
Shifting market frontiers  
Basanotto, made with traditional locally-sourced ingredients  
Growing international brand presence on the Italian market  
Localism most strongly evidenced amongst Baby Boomers  
Shopping reinvented  
Smartphones least popular payment method in nearly every category  
Engaging with a company's social media is the standout  
Other online engagements are broadly even across generations  
Sustainable living  
Enel seeks ambitious target of 736,000 EV charging points by 2022  
Climate change is the top ethical issue for Italians  
Reducing food waste is a priority in Italy  
Political values influence buying behaviour  
Biodegradable and recyclable packaging is seen as the most sustainable  
Wellness  
Ventura's new Difesa line of "enhanced" snacks boosting the immune system  
Nutrition is the most important wellness solution  
Italians focus on herbal remedies for reducing stress levels  
Tech is less valued to support health activities compared with global  
Taking health and safety precautions on leaving home is the top wellness action

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