

Megatrends in Australia

Market Direction | 2023-07-07 | 75 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 10 focus megatrends and insights as to how each trend has manifested in Australia.

Euromonitor's Megatrends in Australia 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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Scope

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The drivers shaping consumer behaviour
Megatrends framework
Businesses harness megatrends to renovate, innovate and disrupt
Convenience
Millennials use tech to make life easier
Consumers seek more flexibility
Shoppers want to see what they buy
Convenience drives e-commerce demand
Cooking seen as an inconvenience by the young
Digital living
DoorDash teams with Wing to provide local drone delivery
Video gaming is highly popular
Consumers are protective of their personal data
Millennials prefer online anonymity
Friends and family remain the most trusted information source
Consumers expect more online activity post-pandemic
Diversity and inclusion
Australian brand Bonds launches a gender-fluid collection
Australians are keen to offer support for good causes
Young consumers feel they can change the world for the better
Most Australians feel comfortable expressing their identity
Millennials pay the closest attention to company values
Experience more
Tennis Australia and Roblox introduce metaverse experience for the Australian Open
Weekly online socialising more popular than meeting up in person
Consumers covet relaxation and safety when travelling
More consumers prefer real world to online experiences
Personalisation
Vitamin subscription service Vitable set for expansion
Gen Z have the most enthusiasm for virtual experiences
Millennials like to stand out from others
Premiumisation
About Time We Met releases premium anti-ageing oil made from sandalwood
Most people want a simpler life
Millennials are the most confident in their long-term investments
Shoppers prioritise nutrition and quality
Pursuit of value
Aldi Australia recommits to its Price Promise in light of rising inflation
Australians are eager to find a good deal
Baby Boomers are the most concerned about rising living costs
Consumers are embracing the circular economy
Gen Z are the most determined to save
Shopper reinvented
Heinemann creates Australia's first department store concept for domestic air travellers
Gen Z seek tailored experiences
Australians still prefer to buy most things in-store
Australia lags behind in e-commerce

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Gen Z are the keenest to interact with brands online
Sustainable living
Australian start-up Good-Edi is making edible coffee cups
Most are concerned about the impact of global warming
Australians are strong on recycling
Reducing food waste tops the list of green activities
Australians enjoy donating to charity
Recyclable packaging is considered the most sustainable
Wellness
Vegan Food Hub to open new restaurant branches
Meditation is the most common way to alleviate stress
Gen Z are the most active cohort
People are concerned about health and safety when out and about
Leverage the power of megatrends to shape your strategy today

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