

Megatrends in Belgium

Market Direction | 2023-07-18 | 77 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 Belgium.

Euromonitor's Megatrends in Belgium 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.

Table of Contents:

Scope

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The drivers shaping consumer behaviour
Megatrends framework
Businesses harness megatrends to renovate, innovate and disrupt
Convenience
Colruyt tests unmanned vehicles for last-mile delivery
Millennials are making greater use of tech
Convenient transport options are a priority
Shoppers want to see before they buy?
?but are attracted to the convenience of online shopping
Younger generations are too busy to cook
Digital living
Telenet launches a 360-degree WiFi system
Belgians lag behind their global peers in most areas of tech
Most consumers actively manage their data settings
Millennials most likely to value online anonymity
Friends and family remain the most important source of information
Consumers expect more activities to go online
Diversity and inclusion
Belgium's AB InBev introduces Ukrainian beer brand
Gen X are the most vocal when it comes to expressing political opinion
Millennials want to change the world
Most Belgians are comfortable expressing their identity
Older consumers most likely to buy from trusted companies
Experience more
Orange Belgium and Microsoft launch new cloud gaming subscription service
Friends meet more frequently online
Belgians have a fondness for outdoor activities
Consumers enjoy tailored experiences
More than a fifth of Belgians engage in online video gaming
Personalisation
Action launches new loyalty app allowing for personalised promotions
Belgians are keen to cultivate their online image
Tailor-made products and services are gaining traction
Premiumisation
Le Pain Quotidien launches ecological cannabis bread
Consumers seek tailored experiences but don't want to stand out
Millennials are the most confident in their long-term investments
Taste and quality are paramount in Belgium
Pursuit of value
Decathlon trials new sports equipment subscription service
Belgian consumers like to find bargains
Older generations more concerned about the price of everyday items going up
Belgian consumers are invested in the circular economy
Older generations not as keen to increase their savings as younger cohorts
Shopper reinvented
Amazon launches first dedicated platform for the Belgian market
Belgians want curated experiences tailored to their personal tastes

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Belgians far more likely to purchase their travel arrangements online
Belgians not as engaged online as their global counterparts
Baby Boomers not as comfortable engaging online as other cohorts are
Sustainable living
Fost Plus and Morssinkhof Plastics build a recycling plant
Nearly 60% of Belgians are trying to have a positive impact on the planet
Older generations more interested in recycling and repairing their items
Using more energy-efficient products is more important to Belgian consumers than average
Consumers are keen to make their voices heard
Recyclable packaging preferred by Belgian consumers
Wellness
Delhaize introduces cauliflower-based cheese
Belgians are less actively engaged in wellbeing activities than global average
Younger cohorts take better care of their health and wellbeing than older generations do
Belgians are less concerned about health and safety when they leave their homes
Leverage the power of megatrends to shape your strategy today

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