

Megatrends in the UK

Market Direction | 2023-10-09 | 76 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 the UK.

Euromonitor's Megatrends in the UK 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
Iceland unveils new forecourt convenience store format
Consumers of all ages are using tech to make life easier
Consumers seek more flexibility in all areas of life
Shoppers want to see before they buy
Convenience drives e-commerce demand
Young people see cooking as a chore
Digital living
Sky offers holistic smart home solution, integrating insurance and home control
Video gaming is a favourite pastime among young Brits
Consumers are protective of their personal data
Millennials want to remain anonymous but are willing to share data for offers
Friends and family are still the most trusted information source
Consumers expect more online activity post-pandemic
Diversity and inclusion
ScaleUP initiative strives to foster diversity within the fashion industry
Generation X are the most vocal on social media
Younger generations want to change the world for the better
Most British feel comfortable expressing their identity
Shoppers are paying more attention to brand values
Experience more
EE Studio combines innovative physical and digital experiences
Brits enjoy socialising both on and offline
Relaxation and safety are key priorities on holiday
Consumers still prefer real world over online experiences
Personalisation
Personalised skin care start-up Skin + Me poised to scale up its business
Millennials are the most enthusiastic about virtual activities
Millennials are the most individualistic cohort
Premiumisation
Abbeyfield Belfast redefines senior living with its luxury offerings
Millennials want a less complicated life
Generation Z are the least concerned about their futures
Superior taste, high quality and comfort are prized attributes
Pursuit of value
Boots' new range of budget-friendly toiletries helps customers through cost-of-living crisis
Baby Boomers are the thriftiest cohort
Older generations are the most worried about the rising cost of living
Brits are embracing the circular economy
More than half of Generation Z intend to save more money
Shopper reinvented
M&S announces new omnichannel strategy in quest to create seamless shopping
Trust in brands is most important to Millennials
Online shopping conquers most categories, with the notable exception of clothing

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S-commerce is starting to gain traction among the young
Generation Z interact most with brands online
Sustainable living
Homethings improves its eco-friendly laundry pods
Brits are less concerned than other nations about global warming
Mindful consumption is on the rise
Reducing food waste tops the list of green activities
Consumers are reticent about making their voices heard
Recyclable and compostable packaging is considered the most sustainable
Wellness
Quorn adds to its meat-free range with Katsu Fillets
Meditation and herbal remedies are the main antidotes to stress
Millennials are the most likely to regularly exercise
Consumers remain wary of health and safety in post-pandemic era
Leverage the power of megatrends to shape your strategy today

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