

## **Megatrends in Australia**

Market Direction | 2024-07-30 | 78 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

Businesses harness megatrends to renovate, innovate and disrupt

The drivers shaping consumer behaviour

Megatrends framework

Convenience is key for busy Australians

Convenience

7-Eleven Australia enhances customer convenience with Grabango

Tech continues to contribute to the simplification of everyday tasks

Consumers pursue a better work-life balance

Millennials are the least keen to see or try products or services before making a purchase

Australians value the convenience of e-commerce, allowing to order anytime and anywhere

Younger generations have less time to cook

Digital living

Eufy unveils new line of smart home devices for Australian market

Smart appliances fast becoming a must-have for the home

Shoppers remain concerned about data privacy

Millennials are most likely to manage their data settings

Shoppers continue to put their trust in the opinions of friends and family

Consumers are looking for balance between face-to-face and online activities

Diversity and inclusion

Speedo launches inclusive "Go Full Speedo" campaign

Australians are keen to support causes aligned with their own values

Millennials are eager to have a positive impact on the world

Majority of Australians feel comfortable with expressing their identity

Australians value trustworthy companies and brands

Experience more

Metaverse of Magic blends illusion and live theatre with interactive gameplay

Australians try to balance activities in person and online

Relaxation and personal safety are top of the bill for holidaymakers

Consumers continue to value real world experiences

Personalisation

Threadicated unveils AI-powered personalised styling service

Millennials have the most enthusiasm for virtual experiences

Demand for tailored experiences is still relatively low, but rising

Premiumisation

Proudi enhances its human-grade wet dog food offering

Most consumers are looking for ways to simplify their life

Millennials are keen to get involved in product innovation

Health, high quality and performance are key considerations for Australian shoppers

Pursuit of value

Coles enhances its affordable luxury offering with Coles Finest redesign

Australian shoppers adopt thriftier habits

Older consumers are the most likely to lack financial security

Shoppers embrace the circular economy

Gen Z are the most determined to economise

Shopper reinvented

Australia Post rolls out modern retail space and community hub

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Millennials are the most concerned about brand trust  
The internet now dominates travel-related buying  
Australia lags behind in s-commerce  
Millennials tend to be more active in interacting with brands online  
Sustainable living  
Michael Hill launches gold recycling programme  
Consumers continue to adopt greener behaviour  
Australians continue to be hot on recycling  
Controlling food waste and plastics use are top environmental priorities  
Australians are more inclined to support causes that align with their values  
Recyclable packaging is at the top of the minds of eco-conscious Australians  
Wellness  
PERKii taps into gut health trend with new range of Probiotic Smoothies  
Consumers are turning to holistic methods to reduce stress  
Australians take a keen interest in fitness and wellness  
Consumers remain concerned about health and safety in the post-pandemic era  
Leverage the power of megatrends to shape your strategy today

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