

## **Megatrends in the UK**

Market Direction | 2024-09-26 | 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 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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Businesses harness megatrends to renovate, innovate and disrupt  
The drivers shaping consumer behaviour  
Megatrends framework  
Convenience and technology will continue to shape UK lifestyles  
Convenience  
Uber Eats innovates with pick and pack service for grocery deliveries  
Consumers yearn for a less complicated life  
Employees are looking for better work-life balance  
Millennials prefer online shopping  
E-commerce offers shoppers more flexibility  
Younger consumers seek more convenient meal solutions  
Digital living  
AI-powered "roomscrolling" app Jitty expands to central London  
Consumers use advanced tech to enhance their experiences  
More than half of consumers are averse to targeted advertisements  
Millennials will share their data, provided it is carefully managed  
Consumers lack trust in company ads  
Face-to-face activity is expected to increase post-pandemic  
Diversity and inclusion  
Specsavers makes children's glasses range more inclusive  
Higher share of consumers tend to express their opinions on social media  
Millennials invest time and money in good causes  
Most British feel comfortable in their skin  
Consumers start to hold companies to account  
Experience more  
Boots' new beauty concept store offers a range of experiences  
Consumers return to cultural venues in the aftermath of the pandemic  
Relaxation and personal safety are key considerations for holidaymakers  
Millennials are eager to make memories  
Personalisation  
Tailored dog meal provider Marleybones set for expansion  
Millennials are the most open to targeted offers  
British are less keen than global counterparts on tailored experiences  
Premiumisation  
Nescafe invests in an indulgent coffee collection  
Millennials are eager to stand out from the crowd  
Shoppers are becoming more discerning about their purchases  
Nutrition and taste are the top attributes in food  
Pursuit of value  
Morrisons launches price-matching scheme in bid to rival discounters  
Consumers shop around more as budgets are squeezed  
Millennials feel the least vulnerable  
Consumers embrace the circular economy  
Gen Z are the thriftiest cohort  
Shopper reinvented  
Tesco expands its online offering with new third-party marketplace  
Millennials place their trust in celebrity endorsements

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Shoppers buy more online, but still prefer physical stores for clothing  
Social media platforms emerge as the latest shopping channel  
Younger generations are the most active on social media  
Sustainable living  
Marks & Spencer expands its "Refilled" scheme for own label home care products  
Mindful consumerism is on the rise  
Baby boomers are the keenest recyclers  
Reducing food waste and plastic are top priorities  
Citizens are turning to social media to voice their opinions  
Consumers want packaging that can be recycled  
Wellness  
Social media influencer launches innovative symbiotic supplement for gut health  
Consumers focus on holistic ways to alleviate stress  
Millennials turn to supplements that promote good health  
Consumers continue to take precautions post-pandemic  
Leverage the power of megatrends to shape your strategy today

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