EUROMONITOR INTERNATIONAL

Top 10 Global Consumer Trends 2020

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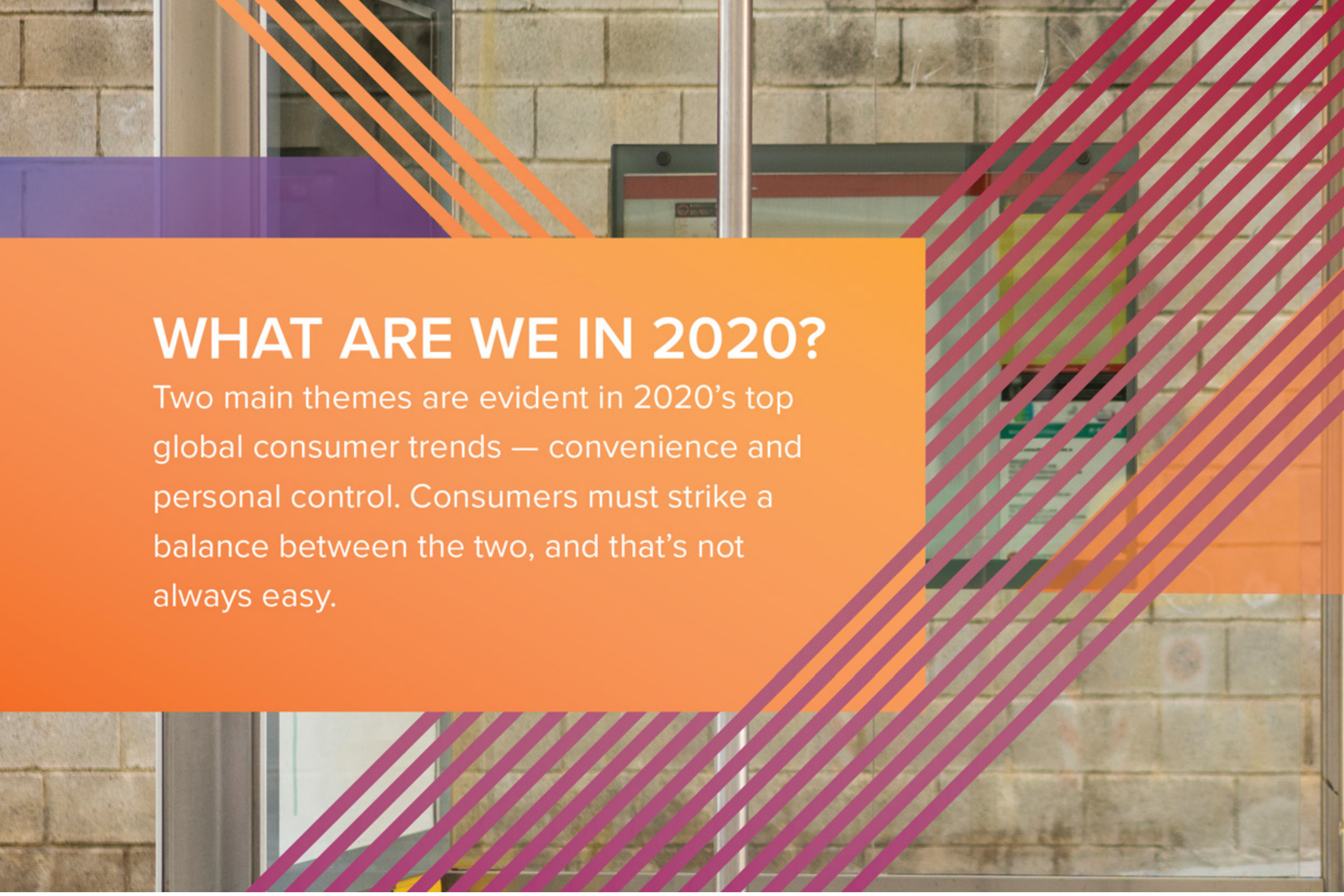
The Big Picture

Every year, Euromonitor International identifies emerging and fast-moving trends that we expect to gain traction in the year ahead. These trends provide insight into changing consumer values, exploring how consumer behaviour is shifting and causing disruption for businesses globally.

Each of the 10 trends follows the same format:

- Specific characteristics and how the trend manifests
- Business environment
- Data showing behaviour / motivation
- Case studies about how industries are responding
- A view from one of our experts
- The long-term impact



WHAT ARE WE IN 2020?

Two main themes are evident in 2020's top global consumer trends — convenience and personal control. Consumers must strike a balance between the two, and that's not always easy.

We are starting to embrace robots

The **Beyond Human** trend shows how people are beginning to accept that robots or other artificial intelligence (AI) can perform certain tasks traditionally done by humans. Though complete trust of, and universal access to, this technology will take more time, we are embracing the concept of AI-driven robots for our own welfare, convenience and comfort. Growing up with technology as an integral part of their lives, Generation Alpha will not distinguish between digital and physical.

We want flexible and personalised transportation

Consumers want the freedom to move around increasingly congested cities as they please. **Frictionless Mobility** is now the expectation as consumers use navigation apps to plan their journey and want real-time updates on the best way to get from A to B, whether it is by train, taxi, electric bike, scooter, helicopter or a combination of them all. Consumers want their transportation across cities to be modular and personalised to their individual needs in 2020 as they embrace a crowded world that is no longer seen as car-first.

We want more content in less time

Swipe, click and scroll are now the main reflexes to search for information among **Catch Me in Seconds** consumers. With improved technology, accessibility and usage, consumers can find immense amounts of information with fewer barriers. Consumers have the same capacity to process information as before but now contend with much more information to process, needing to identify the most relevant bits quickly. They are constantly seeking personalised, authentic and appealing channels. **Catch Me in Seconds** consumers want brands to make their information, product or service as accessible as possible in a short timeframe to compete with other demands.

We want tailored experiences but at what cost?

Private Personalisation consumers expect brands to tailor products and services to them, yet they must surrender their personal information to optimise their experience. Companies are investing in algorithms and data collection methods to achieve more precise marketing. In return, consumers spend less time researching product options. Yet, consumers are growing concerned about who has access to their data and how it is used. While some brands are pushing the boundaries on the type of information they collect, others are attempting to set new standards and appeal to consumers who prefer to remain off the grid. The **Private Personalisation** trend means consumers will likely opt out of those digitally manufactured experiences they do not see as adding value to their lives.

We never need to leave home

During times of economic, political or personal uncertainty, consumers are drawn to the comforts of home. In seeking to unwind and get back on track, consumers retreat to their personal safe spaces, where they are free from the distractions of the world around them. While this tendency is nothing new, for the first time, consumers don't want to leave their homes, but also don't have to. Thanks to high-speed internet access and innovative goods and services, global consumers are able to exercise, shop, work and play, all from the comfort of their **Multifunctional Homes**. The impact on government, distribution and industries is profound and far-reaching.

We are opening up to other abilities

Brands are catering to individuals with physical or mental disabilities, unlocking the potential for an **Inclusive for All** business model. Companies are reframing their products and services to be more accessible to everyone, representing individuals beyond the mainstream and helping to reduce prejudice around diversity and differences. Brands are responding to a societal push for change. Businesses are making steps towards authenticity and inclusion, putting accessibility at the core of new product developments.

We want to go back to our roots

Proudly Local, Going Global will become more sharply defined and relevant in 2020. It captures global consumer desire to adopt and appeal to a sense of individuality and growing national identity from local inspiration. There is also a growing expectation of multinationals to respond appropriately and creatively to local culture, social norms and consumer habits. Niche brands start their global route to success by accentuating their local credentials, keeping this at the forefront of consumers' minds. At the same time, multinationals are becoming more sophisticated in shaping their products to local tastes and preferences without losing their core brand identity. Tuning into the **Proudly Local, Going Global** trend is a compelling business strategy to win and retain consumer loyalty.

We want to use our resources better

Today's sustainability leaders are tapping into new circular business models that aim to offer more with less through sharing, reusing, refilling and renting. Increased environmental awareness is driving the **Reuse Revolutionaries** trend, especially for younger generations who are prioritising experiences over ownership. This is creating sustainable business opportunities. New business models that avoid waste generation are appealing to more ethical consumers who are embracing sustainability through longer-lasting products.

We are fighting for clean air

Growing concern for personal wellbeing and the environment is putting air quality in the limelight. Mounting pressure on governments to avert rising temperatures is manifesting consumer activism. From travel backlash to going vegan, these measures aim to save the planet from potential ecological disaster. The **We Want Clean Air Everywhere** trend highlights how awareness of air pollution is impacting consumer choice and how brands are positioning themselves to target environmentally conscious consumers.

We are focusing on our mental needs

Minding Myself is bringing mental wellbeing to the forefront of consumer concerns in 2020. One in four adults in the developed world suffers from anxiety. Yet, under half receive treatment. At the same time, consumption of self-medicating stress-relief products, such as cigarettes and alcohol, is declining. Instead, consumers are seeking outcome-based goods to address specific mental wellbeing needs and prevent the physiological effects of stress, worry and sleeplessness. The future of socialising will be redrawn. Responsible stimulation and mental wellbeing will be the new normal as consumers seek their "holistic happy."

Gina Westbrook
Director of Consumer Trends

BEYOND HUMAN

AI-driven technology is becoming mainstream

Thanks to AI, Alexa will be a more frequently voiced word in the coming year. Virtual assistants, smart devices, chatbots, unmanned factories and AI-driven applications are penetrating business operations, supply chain logistics and consumers' lives. Businesses are moving Beyond Human, creating sustainable growth opportunities with technology to make life easier.

Humans are beginning to accept that certain tasks can be performed by robots or other AI, rather than solely by themselves. Though complete trust of, and universal access to, this technology will take more time, we are embracing the idea of AI-driven robots for our own welfare, convenience and comfort.

Has 2019 set the tone already?

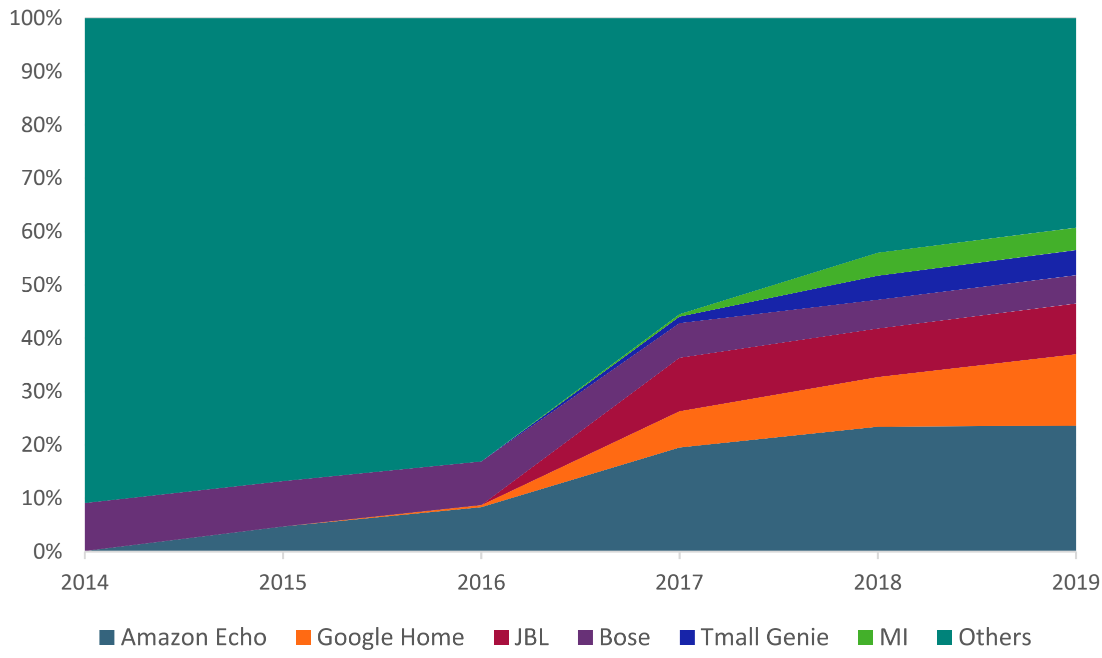
AI-driven robots are not new. Ever since humans started to explore AI, massive commercial applications have been highly anticipated. Technological improvements in algorithms, substantial data growth and deeper network and connectivity penetration have laid the groundwork for the Beyond Human trend.

Virtual assistants and in-home smart hardware adoption paved the way for AI-driven robots to enter consumers' everyday lives. According to Euromonitor International's 2018 Digital Consumer Industry Insights Survey, AI and robotics / automation were ranked two of the top three technologies impacting business over the next five years.

Numerous consumer success stories and enterprise inventions are pushing the Beyond Human trend mainstream. Consumer acceptance is crucial for the adoption of new behaviours like talking to virtual assistants, such as Amazon's Alexa or allowing children to play with robots like Ubtech's Alpha Mini.

Global wireless speakers have registered double-digit annual volume growth of 30% since 2015. Amazon.com Inc. and Alphabet Inc. quickly took share until the landscape started to stabilise and growth slowed in 2019. This indicates the forming of a broad user base and the commencement of commoditisation. Meanwhile, connected robotic vacuum cleaners recorded 50% global volume sales growth in 2018, capturing 35% of total sales, a notable indicator of wider acceptance.

World Wireless Speaker Volume Brand Shares



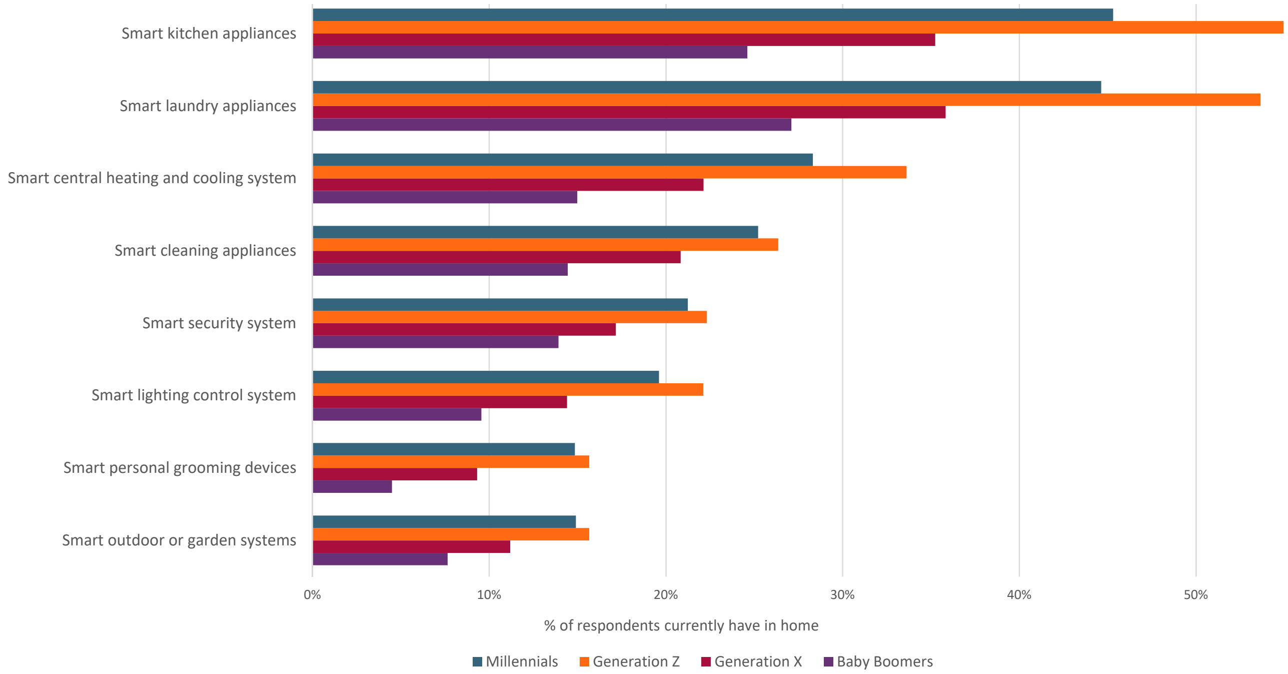
Source: Euromonitor International

Simplifying life

Consumers are already relying on AI-driven appliances in order to improve their lives, initially for personal errands and domestic cleaning chores. According to Euromonitor International's 2019 Lifestyles Survey, 12% of respondents own or currently have regular and easy access to in-home virtual assistant devices for personal use. In addition, at least one-third of respondents currently own smart laundry or kitchen appliances at home. There is a clear rise in demand as more consumers rely on automated technology to complete household tasks.

The survey results show that consumers want these products. Globally, 41% are willing to pay a premium for smart appliances and products while 26% feel comfortable sharing their data through smart home technology. Ownership of smart appliances is strongest for Gen Z across the board.

Smart Home Appliances Global Ownership

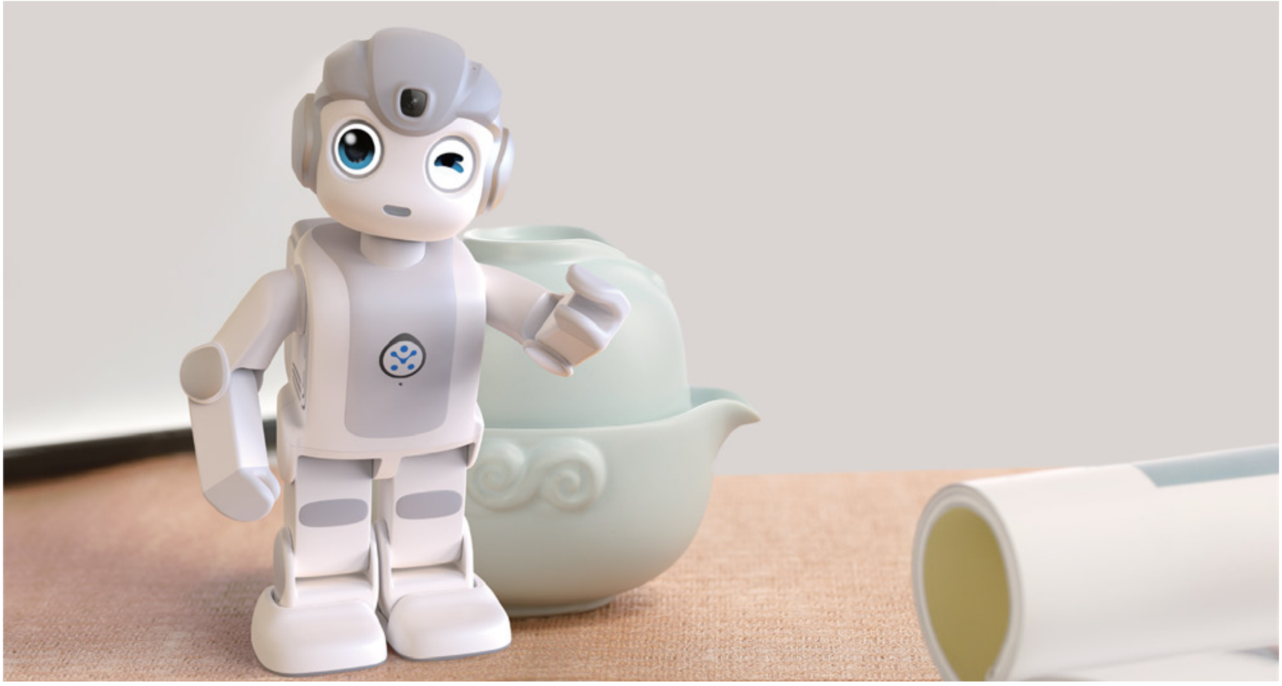


Source: Euromonitor International's Lifestyles Survey (2019)

Improved day-to-day life and personalised experiences are driving wider acceptance of AI-driven robots. In a time-constrained world, the Beyond Human trend shows how technology can make the complex simple. According to the same survey, 67% of global respondents were looking for ways to simplify life and a higher proportion admit to using technology to improve it. Millennials and Generation X are particularly open to AI-driven robots for tailored and curated experiences.

Industry response to Beyond Human

Alpha Mini / Ubtech Robotics China



Source: Ubtech Robotics

Ubtech Robotics Inc. is a humanoid robotic company that creates consumer-facing robots for science, technology, engineering and mathematics. Ubtech launched the Alpha Mini in late 2018, a portable robotic toy that has LCD eyes capable of voice interaction, facial recognition and flexible movement. Priced at USD707, the toy combines robotics with AI to empower, entertain and accompany children. Humanoid robots represent a cutting-edge innovation, especially when product functions are tailored to specific consumers like children and elderly, among others.

BrainOS / Brain Corp US

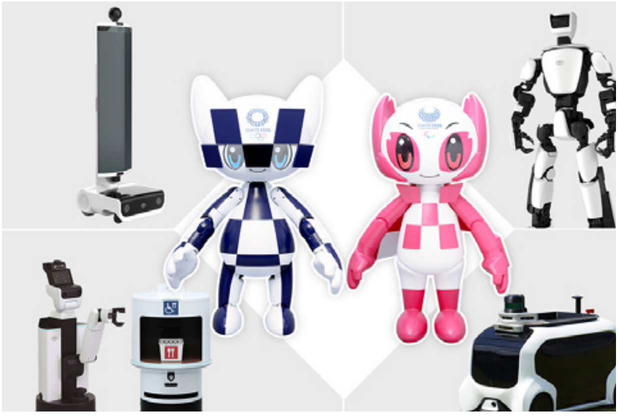
Brain Corp's BrainOS platform currently automates more than 100 of Walmart's commercial floor scrubbers across the country. BrainOS provides the machines with autonomous navigation and data collection capabilities, all tied into a cloud-based reporting system. This technology allows store associates to map a route during a training ride then activate autonomous floor cleaning with the press of a button. The robot uses multiple sensors to scan its surroundings for people and obstacles. User-friendly interfaces are critical to increase robot adoption for daily occasions.

Tengai / Furhat Robotics Sweden

Source: Furhat Robotics

Furhat Robotics is a social robotics and conversational AI startup developing a robot that can interact with people by speaking, listening and showing emotions. The 'Furhat' robot can speak 40 languages and change its appearance to suit a variety of scenarios. Working with recruitment firm TNG, Furhat Robotics trialled the world's first interview robot, Tengai, which claims to overcome emotional biases and improve decision-making efficiency. Tengai helps reduce recruitment costs and reflects the beginning of humans' trust in AI.

Toyota Motor Corp Japan



Source: Toyota Motor Corp STAN

Toyota Motor Corp is an automotive company with additional efforts in robotics and AI to support Japan's ageing society. The company is developing a series of robots, including Innovation Robot, Human Support Robot, Rehabilitation Robot and Social Robot, as part of its Partner Robot family.

Toyota is set to bring these support robots and a special-use Field Support Robot to the 2020 Olympic and Paralympic Games in Tokyo for a variety of functions, including goods delivery, audience guidance and measuring results in the field for throwing events. Companies can create service robots focused on speciality areas and tailored to occasions to drive higher adoption.

EXPERT VIEW

Artificial intelligence in robots will drive our smart world forward

Robots have been in use since the 1960s. What makes robots in Industry 4.0 any different? The most important difference today is the usage of AI in robots, which will drive our smart world forward. Robots are mainly deployed in industrial applications but consumer-facing robots are increasingly making inroads into our daily lives.

Think beyond physical robots. Alexa, Siri and chatbots have penetrated our connected world, from online shopping to customer service hotlines, without us noticing! The greatest challenge for consumer-facing robots is not the hardware but creating the software behind it. Creating software that can act as a human interface is at the heart of the Beyond Human trend. Google, Alexa, Nvidia and other titans are trying to nail natural language processing. A convincing customer-serving robot will not be possible unless the interaction with the machine is natural.

Robots will replace tasks and repetition, not jobs and certainly not humans. Rather, robots and humans will sit side by side. The industrial world will still be the main driver in robot adoption as the world struggles with an ageing society and faces an increasing cost of labour. Backed by maturing algorithms and machine learning, AI-driven robotics is a tool to achieve precise automation and avoid manmade risks in a wide range of industrial situations, especially manufacturing, assembly and logistics.

LOO WEE TEK
Head of Consumer Electronics
Euromonitor International

Outlook for Beyond Human

Beyond Human is here to stay. Driven by technology, consumers will engage more deeply with commercialised AI-driven robots. Signs of this include higher willingness to spend on new technology, according to Euromonitor International's 2019 Lifestyles Survey, as well as a wider acceptance of smart home appliances and virtual assistants that require the adoption of relatively new consumer behaviours, such as voice control. Growing up with technology as an integral part of their lives, Generation Alpha will not distinguish between digital and physical. They expect products and services to incorporate technology.

The Beyond Human trend is still developing for enterprises globally. Organisations will incorporate AI-driven robot capabilities into long-term strategies. This technology will be used to automate manufacturing and logistics, understand differentiated consumer demands and deliver personalised solutions with precision.

CATCH ME IN SECONDS

More content in less time

Swipe, click and scroll are now the main reflexes to search for information.

With improved technology accessibility and usage, especially among younger generations, consumers can access immense amounts of information with fewer barriers. With this comes the need to identify the most relevant bits. Consumers are constantly seeking personalised, authentic and appealing channels. They are growing accustomed to shorter content, which is driving the Catch Me in Seconds trend.

Brands and platforms are producing catchy and speedy content by launching offerings with visual cues and auditory comments — multisensory and quick for instant gratification. In 2020, this is the standard of service for consumers, and if not met, they will move to the next option.

Technological advancement leads to new and faster channels

Since the launch of the internet in 1991, Facebook in 2004 and the iPhone in 2007, digitally captivating content has been in constant evolution. The Skimm's email newsletter, launched in 2012, built on an old idea, bringing fresh and synthesised news from the previous 24 hours to consumers every weekday. The format's popularity has since been replicated by numerous brands.

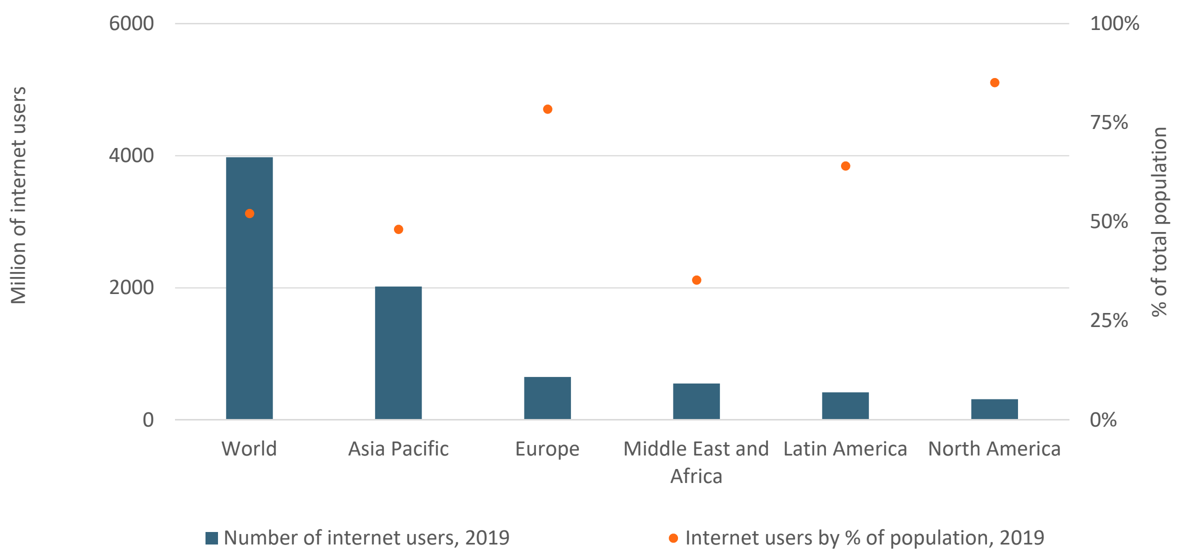
Improved infrastructure permits greater internet coverage, increased smartphone use and access to content and technological advances that enhance how premium content is brought to the consumer, all driving the ever-evolving digital space.

Smartphones are not just for middle-income populations anymore. A key driver of internet access for rural and less wealthy populations has been manufacturers offering affordable phones for these communities.

As digital marketing increased in popularity, so has spend on it. Brands are investing in video and AI to shorten ads. According to Google, over 50% of shoppers confirm that video content aids in the brand and product selection process. Consumers aim to avoid interruptive advertisements to watch and read more relevant content. Social media offers opportunity, especially on platforms like Instagram where advertisements as well as new social influencer channels blend naturally into a consumer's newsfeed.

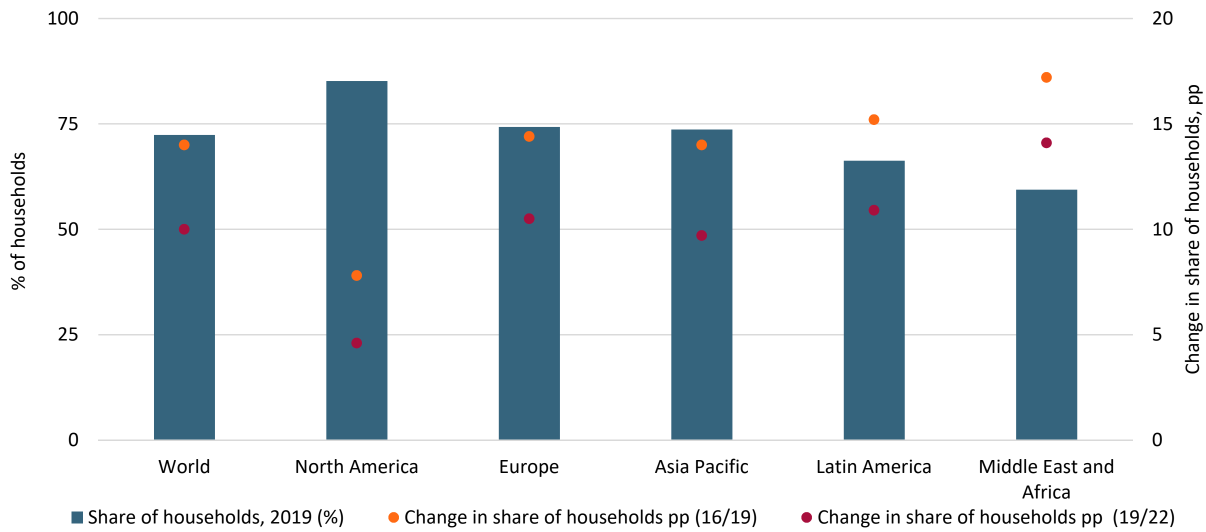
The Catch Me in Seconds trend is particularly visible in emerging regions, such as the Middle East and Africa, Asia Pacific and Latin America, with higher historic and forecast economic growth. North America and Europe have and will continue to experience slower growth as more mature markets. Moreover, the populations of these emerging regions typically have a lower average age, which is relevant as the demographic with greater online engagement and a higher prevalence to browse daily is usually within 18–44 years.

Internet Users and Penetration by Region 2019



Source: Euromonitor International

Regional Ownership of Smartphones and Change in Share 2016 / 19 and 2019 / 22



Source: Euromonitor International

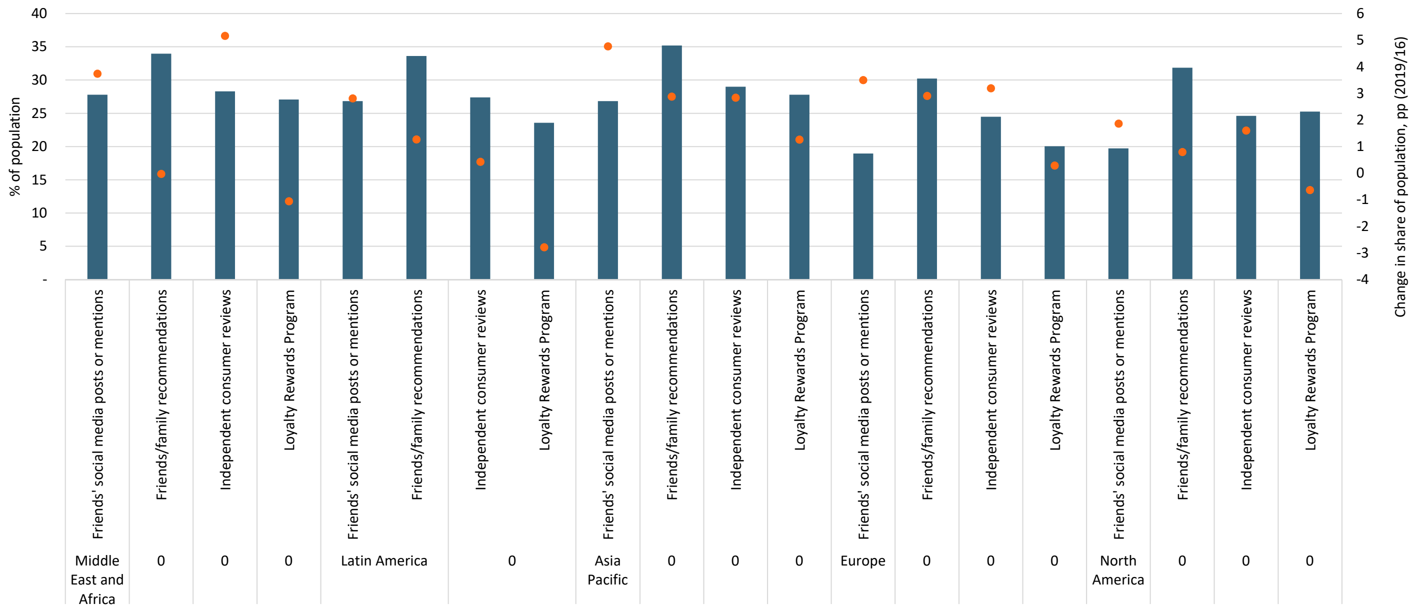
Independent and authentic channels offer greatest potential

Online engagement continues to grow at a global level. According to Euromonitor International's 2019 Lifestyles Survey, the top four marketing channels ranked as extremely influential and very influential are friends' social media posts or shares, friends / family recommendations, independent consumer reviews and loyalty rewards programmes. The first three registered a positive increase in percentage points from 2016 to 2019, whereas loyalty rewards programmes registered a decline in basis points over the same period.

For consumers in 2020, the marketing channels that appear authentic — friends, family and independent consumers — are the growing trusted sources. Conversely, marketing channels directly influenced by a brand and its service or product rank lower in influence. Increasingly, consumers are turning to trusted sources to help sift through the immense amounts of information available and make decisions quickly. Attention spans are not only becoming shorter, but the Catch Me in Seconds trend is also causing consumers to be more selective when sifting through considerable amounts of information in a matter of moments.

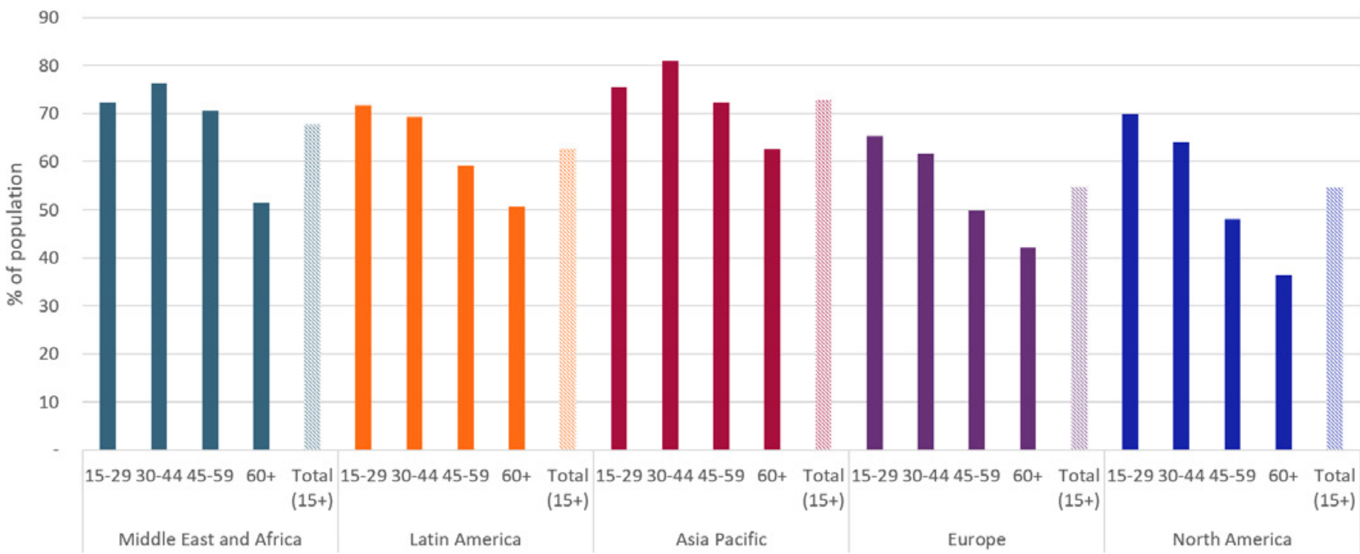
As consumers seek to engage with brands, products and services in the most authentic way, online influencers are gaining traction as an emerging digital marketing channel. Consumers typically follow influencers with similar values, trusted reviews and content that evokes a positive response. This resulted in a shift from brand-led macro influencers to micro influencers, independent of brands. This channel particularly resonates with users aged 18 to 44 years, especially in regions with younger populations.

Top Marketing Channels by Region — % of Consumers That Selected These as Extremely and Very Influential



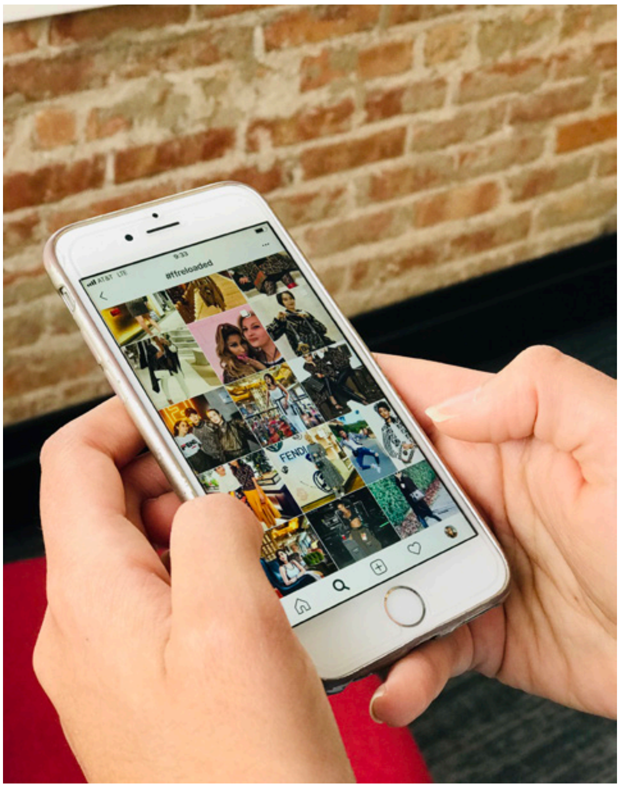
Source: Euromonitor International's Lifestyles Survey (2019)

% of Population for Whom Online Influencers are Extremely, Very and Moderately Influential by Region



Source: Euromonitor International's Lifestyles Survey (2019)

Industry response to Catch Me in Seconds



Fendi with Toplife China

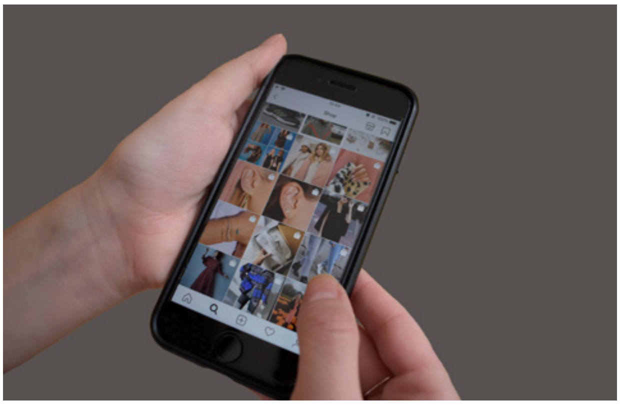
Fendi is an Italian premium luxury fashion brand. In 2018, Fendi partnered with Toplife, the luxury e-commerce platform established by JD.com, to launch a hybrid "drop" for its FF Reloaded capsule collection. "Drops" are similar to flash sales but are for a shorter time period or have limited quantities. The brand has continued to invest in capsule collections to be made available via the "drop" format and at a global scale. Digital innovation of physical pop-ups is popular with consumers who like exclusive and experiential shopping, through speedy delivery and advanced technologies that match the in-store experience.

Google Maps / Google US

Google Maps is a web mapping service launched by Google in 2005. In the past 15 years, Google has continued to innovate, thus allowing it to maintain its competitive edge. Today, a consumer travelling abroad can turn to Google Maps to locate restaurants, view and translate the menu and see the top photographed dishes via its "dish-covery" global integration. Consumers can also communicate directly with business owners through a central source of information that is visual and quick to access. Technology platforms have evolved as consumers look to find all the needed information in a central location quickly. The platform developed a more authentic and real-life communication channel with its customers allowing them to contribute content and recommendations. Inclusivity is a key to success.

Instagram US

Instagram is a photo and video sharing social media platform. The app added Stories, posts limited to 24 hours, in 2017, which continues to gain popularity. According to Instagram, 39% of users became more interested in a brand or product after seeing it in Stories. The social platform combined with the online influencer phenomenon has benefited brands.



Aware of this connection, Instagram is taking strides to become an e-commerce platform with in-app shopping options. Instagram launched a pilot in the US with over 20 brands, including adidas, Dior and Michael Kors. According to Instagram, the number of users who tap on the shoppable posts increased by 44% from 2018 to 2019. This exemplifies the Catch Me in Seconds trend because consumers can visualise a product and make a quick purchasing decision directly from a post. Instagram is leveraging its platform utility and popularity to diversify into e-commerce.

Quibi US

Quibi is a tech and entertainment startup expected to launch as a mobile video platform in April 2020. Consumers will be able to stream content that is less than 10 minutes long via their mobile phones with this subscription-based model.

A modernised version of CBS' "60 Minutes" titled "60 in 6" will be available via Quibi. NBC and BBC will also offer shortened newscasts. Quibi appeals to consumers, particularly 18- to 44-year-olds, that spend more time on their smartphones and seek fast ways to process immense amounts of information. Consumers want to stay in the know and evolving news formats that help accomplish this in a quick, visual and multisensory way will gain popularity. Consumers are willing to pay a premium for customised content. Today, this means shorter content; tomorrow, this could mean truly personalised content with AI integration.

EXPERT VIEW

The new premium: Capturing consumer attention quickly and saving them time

Across many goods and service sectors, what makes something premium or luxurious is evolving. No longer is price the sole determinant. Time is key and the promise of time saving is a driver of innovation and disruption, leading to new products and services. Technology has enabled companies to share more information. Consumers have the same capacity to process information as before, but now contend with much more information to process.

We see brands leveraging the Catch Me in Seconds trend to capture attention. Through "drops," brands are making their merchandise available exclusively for a short period of time. Here, the product is only accessible to those with not just the money, but also the time to make the purchase. For more widely available products, people are willing to pay a premium price to have quicker access.

Social media is changing, permitting people to access content with shorter live stories and videos. Some platforms offer people ways to consume more content in the same amount of time. For example, they can select faster playback speeds on YouTube and certain podcast platforms. Consumers are taking in more information but expect to spend the same amount of time.

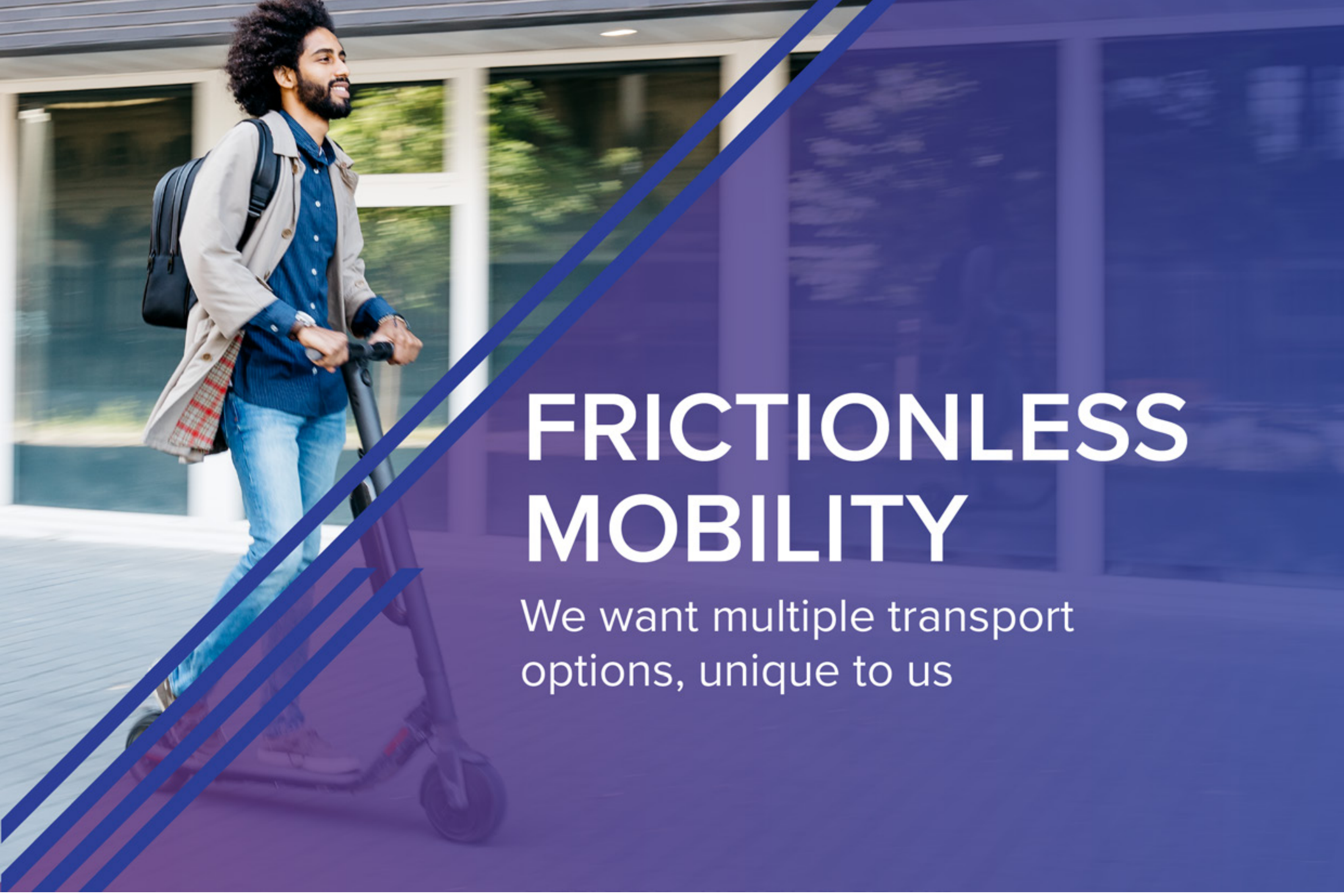
The Catch Me in Seconds trend has evolved and become stronger as technology, both accessibility and usage, has made it possible to deliver instant information and functionality to users. Consumers expect brands to make their information, product or service as accessible as possible in a short timeframe to compete with other demands.

AMANDA BOURLIER
Consultant
Euromonitor International

Outlook for Catch Me in Seconds

The instant gratification that consumers feel and expect for quick and relevant content will further propel the cycle of innovation. Sustained growth in smartphone usage, the middle-class population and visual-centric younger generations, particularly in emerging markets, will strengthen Catch Me in Seconds.

Today, the trend is visual and multisensory. Over the medium term, expected growth is in voice commerce and artificial intelligence. In a highly competitive market, brands need to offer the dynamic content that consumers seek. To get ahead of what Catch Me in Seconds will be in the future, businesses need to invest in technology.



Consumers want the freedom to move around cities as they please. Frictionless Mobility is now the expectation as consumers use navigation apps to plan their journey and want real-time updates on the best way to get from A to B whether it is by train, taxi, electric bike, scooter or a combination of them all. Consumers want their transportation across cities to be modular and personalised to their individual needs in 2020.

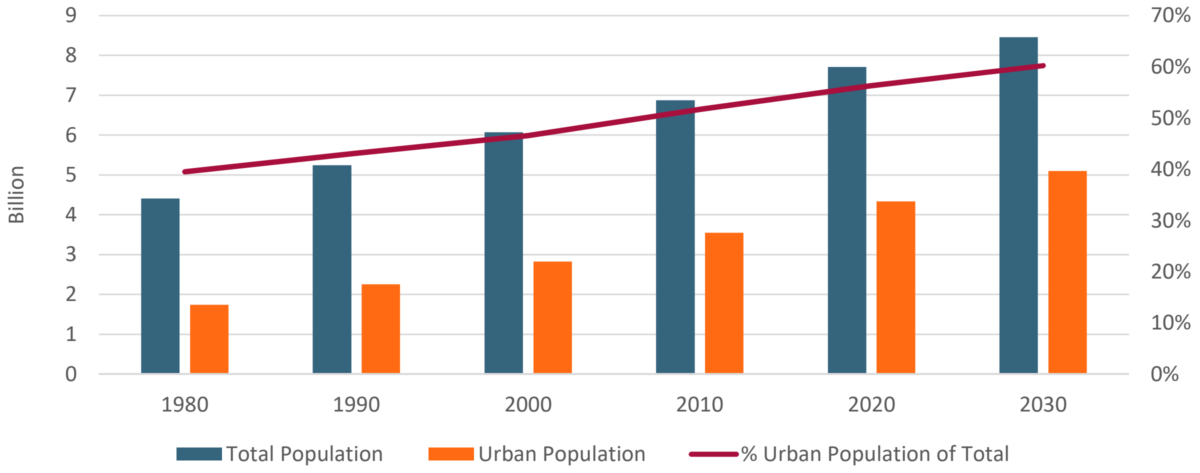
Exponential growth of megacities puts strain on existing transport systems

The world's population is becoming increasingly urban. The lure of economic prosperity, higher education and an exciting social life entices consumers to move to cities. The rapid increase of people in these cities led to the emergence of the megacity, which has 10 million or more inhabitants. There will be 33 megacities in 2020. With roads becoming congested and public transportation overcrowded, consumers are seeking Frictionless Mobility.

Travelling on two wheels is a popular and viable transport method in developed economies. Electric bikes and scooters, brought by an explosion of rental-sharing startups, crowd the streets. These are ideal for environmentally conscious consumers as an effective micromobility transport method that are cost- and time-efficient alternatives to cars. In developing economies, a motorbike is often already the preferred method of transportation to avoid traffic, particularly in Asia and Latin America.

However, consumers do not want to rely on a single transport method and demand multiple mobility options that account for time, budget, weather and occasion. This led to the upsurge of navigation apps that provide consumers real-time updates on the most effective way of arriving at their destination. Consumers also expect purchase and payment to be convenient and seamless. This enabled the rise of contactless and mobile payments as the norm across many cities. Frictionless Mobility is no longer the aspiration of consumers but the expectation.

Global Growth of Urban Population 1980–2030



Source: Euromonitor International

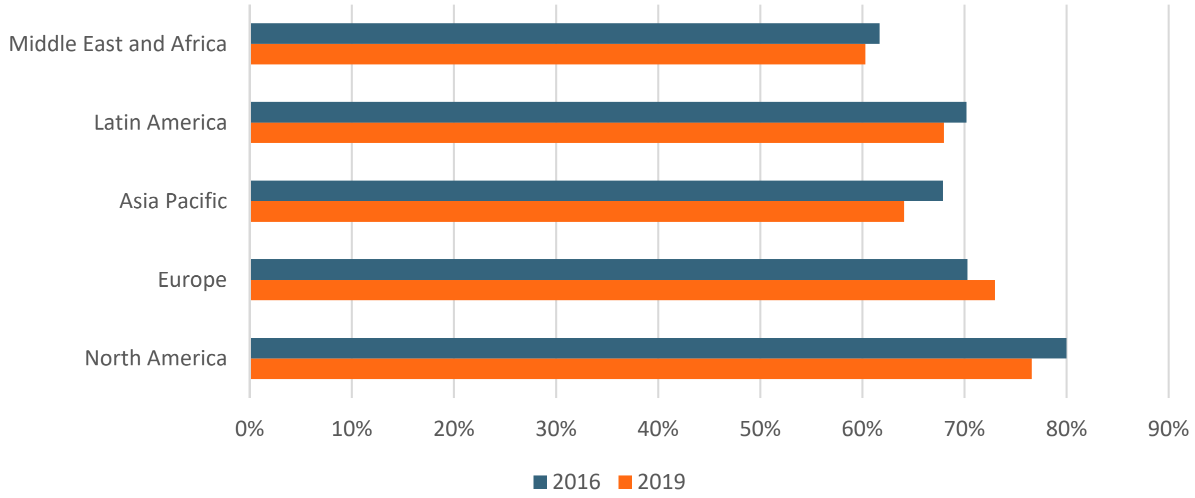
Death of ownership as consumers choose to pay as they go

With the rise of the sharing economy over the past two decades, ownership is no longer the expectation. This does not only apply to cars but also appliances, furniture, toys and other durables that in the past you would expect to buy outright.

In cities, renting is a norm, so it is natural that consumers within urban environments prefer to make purchases on a pay-as-you-go basis. This is particularly true within emerging markets where weekly or even daily wages are still common, thus it is rare that consumers can invest large sums of money in products and services upfront.

Driving in cities is less common. Authorities are starting to charge vehicles travelling through cities in an effort to reduce congestion and pollution. This contributed to the rise of shared mobility services. As consumers seek fast, seamless and cheap transportation, the Frictionless Mobility trend emerged.

% of Households Who Own or Have Access to an Automobile by Region



Source: Euromonitor International's Lifestyles Survey (2019)

Industry response to Frictionless Mobility

Source: BlueSG

BlueSG Singapore

BlueSG, a subsidiary of the Bolloré Group, is the first 100% electric car-sharing service to launch in Singapore with a network of 1,000 vehicles. Consumers access the vehicles via a BlueSG member card or paired EZ-Link card. BlueSG is set to become the world's second-largest electric car-sharing service.

With no direct carbon emissions produced from the car, they can be sustainably used within city centres. Unlike traditional car rentals, vehicles can be picked up and returned anywhere 24/7, catering to any journey type. The scheme complements other modes of transport, enabling Frictionless Mobility as BlueSG will likely be just one stage of the overall journey.

Citymapper UK

Source: Citymapper

Citymapper, founded as a navigation app in 2011, launched the Citymapper Pass. The pass allows unlimited travel in zones 1 to 4 of London's fare system as well as unlimited bus rides citywide, which is GBP4.10 cheaper per week than Transport for London (TfL). Consumers will likely switch to a cheaper service if it provides better value for their money. By undercutting TfL, Citymapper is taking a risk that consumers will embrace the service and only increase subscription fees when new services are added.

Given Citymapper's popularity among consumers in global cities, a natural next step was to include ticketing and payment integration to provide a complete experience. The app also allows consumers discount credit on taxis and unlimited 30-minute bike trips. Citymapper's abundance of information offers a truly frictionless experience for getting from A to B.

Volocopter Germany

Source: Nikolay Kazakov for Volocopter

Volocopter is an urban air mobility company launching a commercially licensed on-demand air taxi service that offers an alternative method to get around. Volocopter has conducted test flights in Dubai, Helsinki and Singapore, among other cities, and aims to launch by 2022. The two-seater air taxi is a glimpse into the future of transportation. It provides business travellers a seamless way of commuting from an airport to a central business district for the price of a limousine ride. Unlike rival Uber, which launched Uber Copter, Volocopter is building the infrastructure in order to make it a viable option for cities and consumers. Consumers want to travel as quickly and efficiently as possible and are prepared to pay a premium for the service.

Whim Finland

Source: Whim

Whim is a transport app where users pay a monthly subscription fee to access a range of transportation options in the city, including public transport, city bikes, taxis and car sharing. First launched in Helsinki, the app expanded into Birmingham, Stockholm, Vienna, Tokyo and Singapore. Whim provides consumers with a single app for all their transportation needs and enables Frictionless Mobility as all tickets and payments are processed seamlessly within the app. Marketplaces offering shopping, streaming and shipping for a subscription fee have been a theme for a while. However, mobility as a service is unique. Incorporating a multitude of solutions that can be personalised will become highly sought after.

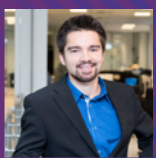
EXPERT VIEW

Consumer demand prompts shift to private sector urban mobility solutions

As urban population densities rise, the predominant mobility model of private passenger car ownership has passed its sell-by-date. The old model presented an array of unwelcoming problems, such as congestion, pollution and traffic accidents. There is consensus among key stakeholders, including consumers, governments and businesses, that a new and more efficient model of mobility is required.

The availability of fast broadband internet and smartphone apps paved the way for numerous mobility services, such as ride- and scooter-sharing schemes to complement existing public transportation. This fostered the Frictionless Mobility trend — the notion of making mobility a seamless experience, providing fast, convenient, efficient and cost-effective consumer travel.

The mobility landscape will continue to see lower ownership and more third-party services in 2020. Indeed, the mobility-as-a-service model will be one frontier for growth. Its ability to integrate an assortment of services and provide demand-responsive pricing will cater to consumer needs. Urban mobility is headed towards a seamless experience, covering the entire journey from the first to the last mile with consumer convenience in mind.



FRANSUA VYTAUTAS RAZVADAUSKAS
Cities Consultant
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Outlook for Frictionless Mobility

With today's overcrowded cities, mobility of the future will need to be personalised, efficient and seamless. Personalisation is the key to achieving Frictionless Mobility. The change in consumer mindset from ownership to access will enable the promise of Frictionless Mobility to be realised as consumers embrace a crowded world that is no longer seen as car-first. With consumers increasingly living busy yet flexible lifestyles, rush hour will be a term of the past. Transportation, along with all other industries, must cater to the varying needs of citizens on a 24/7 basis.

INCLUSIVE FOR ALL

Disabilities in the spotlight

Brands are catering to individuals with physical or mental disabilities, unlocking the potential for an Inclusive for All business model. Companies are reframing their products and services to be more accessible to everyone, representing individuals beyond the mainstream and helping to reduce prejudice around diversity and differences. From fashion to toys, games, foodservice and interior design, brands are responding to a societal push for change. Businesses are making steps towards authenticity and inclusion, putting disability at the core of new product developments.

A need for cultural change

For years, disabled people faced a lack of representation around the world, with businesses often struggling to understand and meet their needs. As a result, in many societies individuals with disabilities often ended up disconnected, living in isolation and facing continued discrimination.

According to the World Health Organisation (WHO), more than one billion people across the globe live with some form of disability, constituting the largest marginalised group worldwide. Approximately 80% of individuals with disabilities live in developing countries. In addition, this figure continues to increase with population growth, medical advances and ageing.

Today, global awareness of the Inclusive for All trend is rising, both from corporate strategies to new product developments. As part of the United Nations (UN) 2030 Agenda for Sustainable Development, the goals explicitly address the needs of individuals with disabilities, pledging to “leave no one behind.” In fact, “people with disabilities are both beneficiary and agents of change,” according to the United Nations Flagship Report on Disability and Development 2018. Today, the rights and wellbeing of people with disabilities in all spheres of society is taking concrete form across the globe.

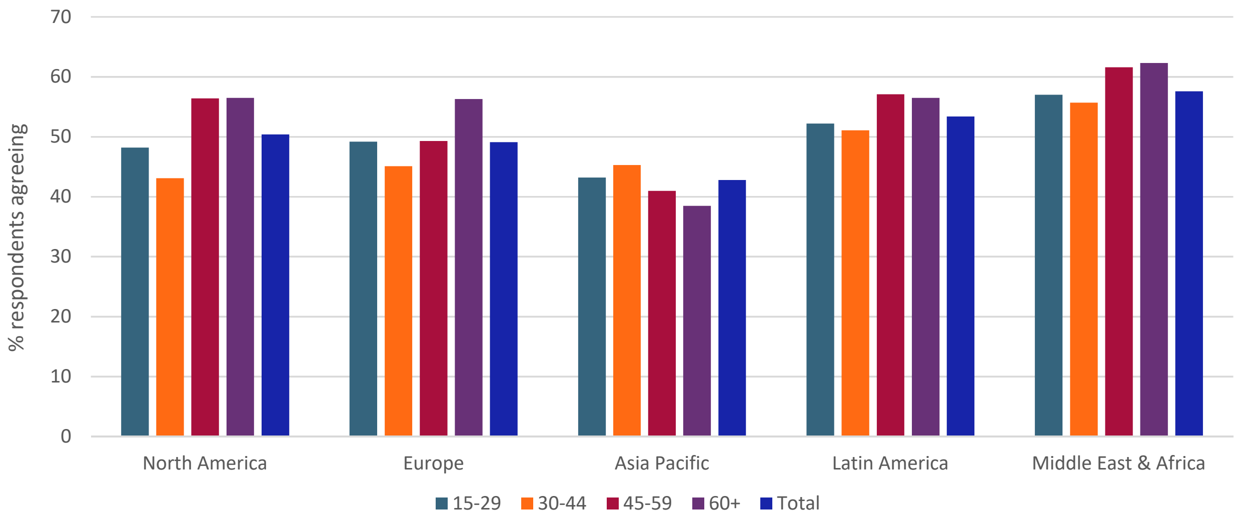
With the UN's push for companies to embrace diversity, brands are shifting their traditional marketing agenda and moving from a strategy of consumer segmentation to one of inclusion. Instead of focusing on individuals' differences, brands are addressing their similarities, bringing together individuals with and without disabilities. To do so, businesses need to understand the disability culture and involve disabled individuals in decision making. A growing number of companies are partnering with local organisations and disabled communities to provide insights on new product developments from the initial design stage through marketing and promotion.

Consumers quest for authenticity, wellbeing and inclusion

The rise of disability initiatives resonates within the broader health and wellness movement across the globe. It is not solely about being inclusive, but also about being physically and mentally healthy. Innovative products that tap into mood, emotional wellbeing and self-care are gaining momentum in consumer goods and redefining functional health.

Within beauty and personal care, societal pressures to look and appear a certain way are changing. Body-positive expression is on the rise, with cultural arts and the media reinforcing these changing ideals. Backlash against unrealistic and alienating standards continues to grow. Beauty standards are evolving and consumers are embracing who they are.

Wellbeing in Beauty: "To Me, Beauty Means Being Comfortable in Your Own Skin" Attitudes by Region

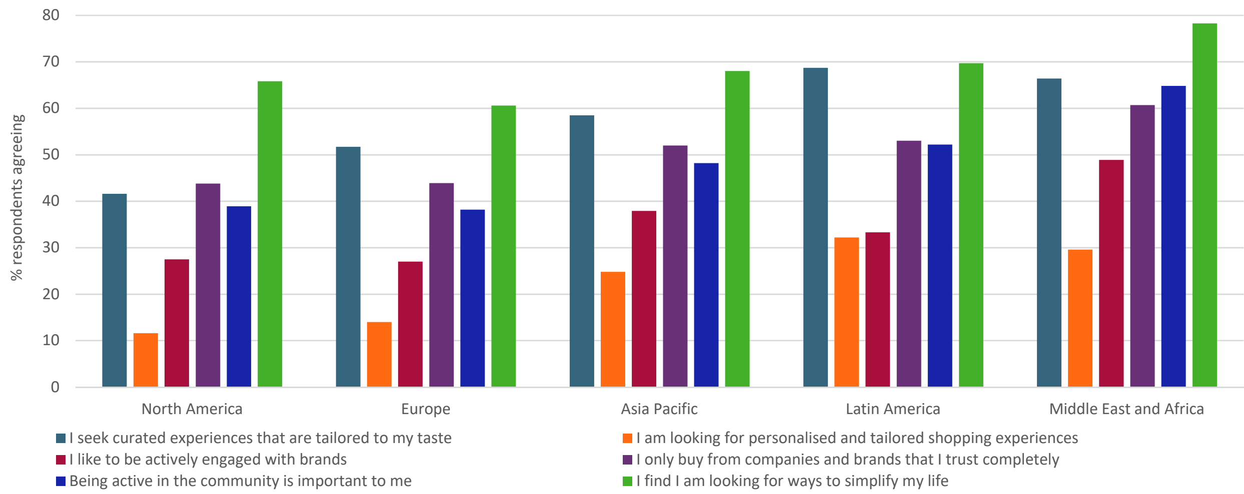


Source: Euromonitor International's Beauty Survey (2018)

With the plethora of products and services available, consumers are more demanding, relying on brand messages for differentiation. To address consumer doubts, companies are rebranding to deliver authenticity, often developing new in-store personalised experiences and highlighting their commitment to sustainability and inclusivity to win the hearts of their target consumers.

Yet, consumer attitudes changed. Consumers not only seek products that satisfy their needs but also reflect their own values. Whether it is for shampoo, a new pair of jeans or gaming software, consumers are looking to purchase products from companies that resonate with their beliefs. Looking at new ways to simplify their lives, consumers show more commitment to responsible brands. These new purchasing behaviours go hand in hand with interest in health and wellness movements and ethical attitudes.

Consumer Attitudes Towards Shopping Habits and Experiences by Region



Source: Euromonitor International's Lifestyles Survey (2019)

Industry response to Inclusive for All

Apple US

In 2019, Apple proposed to expand its icon portfolio to include disability-inclusive emojis, such as prosthetics, wheelchairs and individuals with hearing difficulties or vision problems. After approval by the Unicode Consortium, Apple's new emojis will be launched worldwide and adapted to all communication systems. By representing disability within the standard set of emojis, Apple fosters the Inclusive for All trend. Emojis are a part of universal language, empowering individuals to share experiences visually. Developers are expanding the emoji landscape to include a wider skin tone range, more gender-balanced profiles and gender-inclusive couples. This worldwide development provides a powerful tool for communication, enabling people with and without disabilities to interact in a new manner.

Kohl Kreatives UK

Source: Kohl Kreatives

Kohl Kreatives is an independent beauty brand specialised in stylish makeup tools tailored for cancer patients and individuals with impaired motor skills. Flex Collection, their signature product line, features free-standing brushes with easy-grip handles and fully bendable heads, giving consumers more precision and comfort in their daily makeup routine. Proceeds from brush sales go towards educational workshops and one-on-one makeup masterclasses in hospitals. Applying makeup can prove to be an important challenge for shoppers with visual impairments or limited dexterity. Kohl Kreatives helps those with a physical disability experience the beauty industry, allowing consumers to transcend harmful stereotypes and be comfortable in their own skin.

ThisAbles / IKEA Israel

Global household goods retailer, IKEA, is creating furniture targeted at the disabled community, addressing the need for more functional furniture in the home and aiming to improve the life of disabled people. ThisAbles, a partnership between IKEA Israel and two charities, developed add-on accessories to improve an existing product range. This includes “glass bumpers” stopping wheelchairs from knocking into bookcases, “mega switch” buttons for easier on / off function on lamps, “easy handles” to open doors and “grippers” for shower curtains. This project later expanded through the OMTÄNKSAM furniture range and is available for purchase worldwide. IKEA is helping democratise disability in the home and putting disability at the core of its business. Across the world, a few specialist stores are providing equipment for homes targeted at individuals with specific disabilities, yet these remain largely underdeveloped and often more expensive than standard formats.

Starbucks China

Source: Starbucks

Global coffee chain, Starbucks, opened its first signing coffee shop in Guangzhou, China to offer career opportunities for the deaf and hard of hearing community, following successful store openings in Washington and Kuala Lumpur. Starbucks provides interactive tablets for customers to write down their orders directly. Sign language lessons and coffee workshops in sign language are offered in partnership with the Guangdong Deaf People Association, encouraging locals to learn more about the deaf community. The expansion of signing stores in China enabled Starbucks to broaden its culture in all parts of the world, continuing to address the need for better representation of all disabilities in the workplace. As companies embrace corporate social responsibility practice, inclusion of diversity in the workplace should be a priority.

EXPERT VIEW

New path to innovation in toys for children with disabilities

Toys for children with disabilities is not new, especially in adaptive toys for special needs. However, the Inclusive for All trend is emerging forcefully and US startup, “A Doll Like Me,” reflects this. The company makes dolls that look just like the children they are made for, matching their unique physical characteristics, medical issues and ethnicity. Making waves across countries, this trend promotes an inclusive stigma-free approach to toys, seeking to normalise, empower and embrace diversity from a young age. Social media is giving a stronger voice to its advocates.

Toy industry powerhouses have taken notice. In 2019, Mattel launched a line of Barbie dolls in wheelchairs created in collaboration with UCLA Mattel Children’s Hospital, which were well received in the US and beyond. There has also been strides in some developing countries. In Argentina in 2018, Casita de Muñecas introduced dolls featuring Down syndrome. The launch was promoted by the national toy organisation, Cámara Argentina de la Industria del Juguete, and organisations for persons with disabilities. Furthermore, the country features a new specialised retailer catering to children with disabilities, Juguetes Universales. In August 2019, the retailer announced a competition for toy designs, further encouraging innovation in the space.

While sales are still small, there is a clear societal shift towards inclusivity and diversity. Aside from stigma, mass production costs pose a challenge. However, this is where major industry players with resources and economies of scale can play a role in supporting the trend long term.

SVETLANA UDUSLIVAIA
Head of Home and Tech, Americas
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Outlook for Inclusive for All

Disabilities come in myriad forms and often demand specific needs to navigate through everyday life. Companies must be more inclusive of the disabled community in their business models and address the needs of those often underserved. Those who seek to embrace diversity in their products must truly understand these consumers’ needs, putting the disabled community at the heart of their new product developments. Diversity will become a measure of a brand’s relevance, and Inclusive for All will be the new norm.

MINDING MYSELF

Mental wellbeing converging with physical

One in four adults in the developed world suffers from anxiety; yet, under half receive treatment, according to WHO. At the same time, consumption of self-medicating stress-relief products, such as cigarettes and alcohol, is declining. Instead, consumers are seeking outcome-based goods to address specific mental wellbeing needs and prevent the physiological effects of stress, worry and sleeplessness.

Anxiety-relief as a consumer need state

Products positioned for mood enhancement, relaxation, stress- and anxiety-relief and boosting brain function are increasingly prevalent across a range of industries from soft drinks to cosmetics. The modern consumer, worried about worrying, is no longer basing a purchasing decision on what product or ingredient they want or when they want to consume it, but rather the specific outcome they will get and how it will make them feel.

Legal cannabis is at the forefront of catering to the broad spectrum of mental wellbeing, specifically mood enhancement, using different strains of one ingredient. Euromonitor International predicts the global legal market for cannabis will reach USD166 billion by 2025. Arguably, this dynamic and disruptive industry led the way for other consumer products to position themselves in a similar outcome-based manner. This could be the inclusion of functional botanicals in food and beverage products, such as turmeric, mushrooms, ashwagandha and matcha, or hormone stimulants in neurocosmetics or nature-mimicking scents in beauty products. Branding and consumer communication directly reflect the Minding Myself trend with recent brand launches for non-alcoholic beverages, including Just Chill, Chill Out, Recess, Mood and Good Mood.

In beauty and consumer health, the link between the olfactory senses, memory and mental wellbeing is well established and the main driver behind the concept of aromatherapy. More functional fragrances have appeared in the last year, either evoking the smell of nature or using botanicals to calm the wearer.

Legal Cannabis Market Size

	2018 (USD billion)	2025 (USD billion)	Growth 2018–2025 (% value)	% share of total* 2018	% share of total* 2025
World legal and illicit total	150	214	43%	n/a	n/a
World legal	12	166	1,283%	8%	77%
US legal	10	60	500%	20%	90%
Canada legal	1.4	6	330%	20%	90%
Europe legal	0.5	80	15,900%	1%	80%
Rest of world legal	0.1	20	19,900%	0.2%	50%

Source: Euromonitor International estimates based on individual market readiness and current growth

*Note: * share of legal as a proportion of total market, ie legal plus illicit*

Mental wellbeing will shape the future of socialising

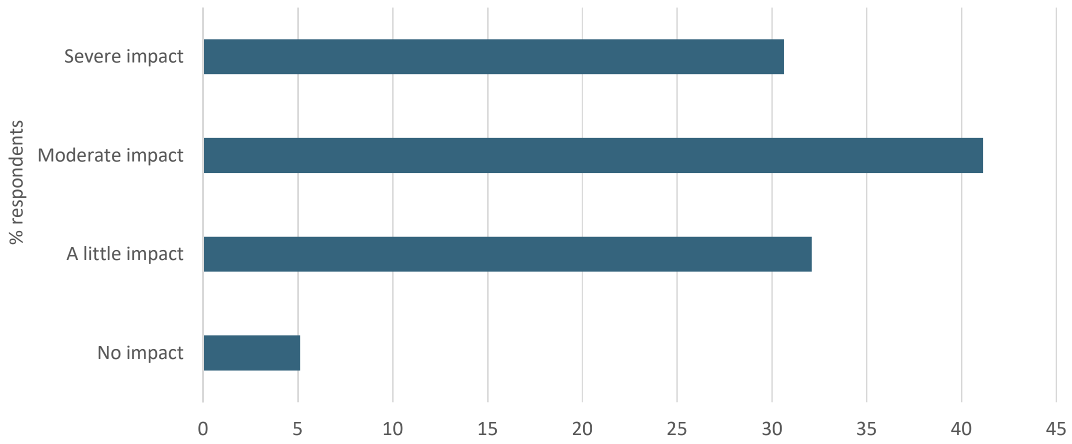
Traditional drinking and eating occasions are changing. In the past, businesses traditionally positioned their brands for consumption at certain times of the day. Now, more products are showcasing how they address a specific consumer need state instead. Functionality is crossing categories and blurred lines is the new normal across the food and beverage landscape. Alcoholic and soft drinks are prime examples of this crossover seen in the rise of non-alcoholic spirits and hard seltzers. Not to mention, everything wants to be an energy or relaxation drink.

Social isolation in the modern world is growing due to evolving family structures, loss of public space, longer working hours and social media. This is further fuelling anxiety and reducing or ceasing consumption of tobacco and alcohol in social environments.

Booze and cigarettes are being replaced by less harmful stimulants like cannabis, alcosynth and molecular alcohol, which mimic the effects of intoxication. The modern consumer need is thus twofold: to de-stress via natural means and to have fun again. Preferably, both at the same time.

Players have an opportunity to offer adult consumers responsible stimulation using natural ingredients to deliver a buzz, as well as through the use of molecular alternatives. Further on the trajectory is the potential for controlled micro-dosing, via novel delivery mechanism such as vapour, of entheogens such as LSD, psilocybin and ayahuasca.

Level of Impact on Health Caused by Stress and Anxiety



Source: Euromonitor International's Health & Nutrition Survey (2019)

Industry response to Minding Myself

Functional Fragrance / The Nue Co US / UK

Functional Fragrance is a unisex blend that alters the wearer's emotional state, relaxing and calming the user to reset during high-stress moments. Nue Co collaborated with fragrance firm, Firmenich, and perfumier, Frank Voelkl, to create the blend that is based on research from the Brain and Behaviour Laboratory at the University of Geneva showing the connection between cognitive function and the olfactory system. Connecting the olfactory senses, memory and mental wellbeing to calm and soothe the wearer through fragrances is an apparent way that beauty brands are exemplifying the Minding Myself trend. Functional fragrances are part of the nascent neurocosmetics trend driven by clean beauty.

Recess US

Recess is a carbonated water infused with hemp extract and adaptogens. The beverage includes 10 mg of full-spectrum hemp extract, mainly CBD and adaptogenic ingredients like L-theanine for stress-relief, American ginseng for memory and schisandra for immunity. The product helps adapt to stress and regulates mood. Consumers are seeking outcome-based products catering to a specific need state with branding specifically related to the function addressed. Rates of anxiety are at epidemic levels in developed countries. Products intended to help consumers relax and unwind, especially in on-the-go categories, are proving popular.

The Good Patch / La Mend US

Source: The Good Patch

The Good Patch / La Mend are hemp-infused topical patches. All patches contain hemp extract and other natural ingredients to address specific need states, which are reflected in each individual brand name: Nite Nite, Hangover, Be Calm, Period, CBD, Pain Relief and Hot Flash. As a pain-relieving, anti-inflammatory and calming ingredient, cannabis is positioned to aid a range of functions from sleep to relaxation. Topical patches are traditionally associated with localised pain relief or less harmful alternatives, meaning consumers are shifting towards holistic self-medication in contrast with synthetic pain relief.

Source: Three Spirit

Three Spirit UK

According to Beyond Alcohol, the alcohol-free Three Spirit brand contains spices, roots and herbs in each product targeted to specific receptors in the brain to heighten positive feelings. For example, their Social Elixir beverage features lion's mane mushroom, yerba mate and damiana. Mindful drinking, where consumers either abstain or consume low-alcohol variants, has seen growth in non-alcoholic spirits. However, natural ingredients role in mimicking the positive, stress-relieving associations of feeling intoxicated through either molecular mimicking or natural ingredients is a nascent trend.

EXPERT VIEW

The future of stimulants is holistic

For decades, people all over the world used substances, such as tobacco and alcohol, despite consequences, to self-regulate their mental health. However, savvy consumers are seeking a more diversified, subtle and targeted approach to the age-old problem of mental wellbeing.

This transition manifests in rising demand for lifestyle products offering a wider range of active ingredients and functional attributes. While previously overlooked, these ingredients can enhance the sophistication of an individual's response to the pressures and complexities of modern life. Through the proliferation of need states, companies are also engaging with consumers in a more direct and meaningful way, providing implicit reassurance that they are willing to travel on this journey with them.

The ultimate goal will be to develop holistic and responsible mental rebalancing solutions that are hyper-customisable and personalised.

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Euromonitor International

SPIROS MALANDRAKIS
Industry Manager, Alcoholic Drinks
Euromonitor International

Outlook for Minding Myself

Minding Myself is a powerful long-term trend, bringing the mind and mental wellbeing to the forefront of consumer concerns. Purchasing decisions will be based on personalised need states to address areas, such as anxiety or low energy, across a range of industries. The Minding Myself trend ultimately heralds a new future of socially responsible intoxication for traditional stimulants like alcohol and tobacco. Some players will reinvent themselves as wellness providers. The future of socialising will be redrawn. Responsible stimulation and mental wellbeing will be the new normal as consumers seek their "holistic happy."

MULTIFUNCTIONAL HOMES

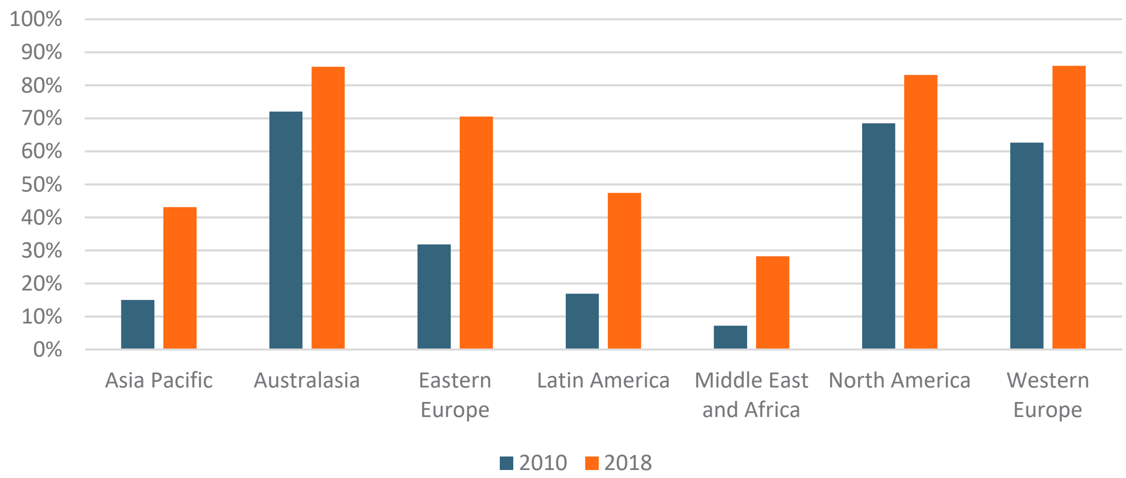
A broadband-connected safe space

During times of economic, political or personal uncertainty, consumers are drawn to the comforts of their home. In seeking to unwind and get back on track, they retreat to their personal safe spaces, where they are free from the distractions of the world around them. While this tendency is nothing new, for the first time, many consumers don't want to leave their homes, but also don't have to. Thanks to high-speed internet access and innovative goods and services, global consumers are able to exercise, shop, work and play, all from the comfort of their Multifunctional Homes.

Doing everything from home

The percentage of global households with access to broadband internet has doubled since 2010, giving many consumers internet access in their homes at speeds equal to their workplaces. As a result, companies and workers alike are increasingly able to embrace the benefits of remote work, supported by a host of software products enabling online meetings, chat and collaboration.

Share of Households with Access to Broadband Internet — Global Access has Doubled Since 2010



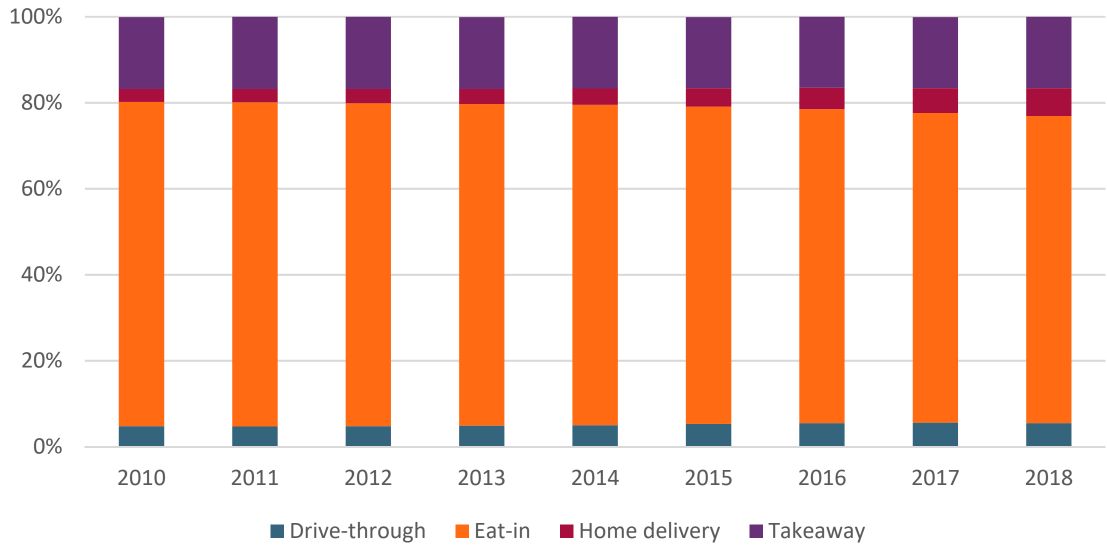
Source: Euromonitor International

For employers, a flexible work policy, in which employees can work some or all days from home, means higher employee happiness and productivity, as well as lower overhead costs. Employees save money on commuting and have the freedom to complete work on their own schedule in the comfort of their home, free from workplace distractions.

Resulting in more than just a dramatic shift in working culture, the growth of flexible work policies is sending waves throughout all industries that serve office workers. This shift from the office to the home is changing purchasing behaviour, from choices in clothing, transit systems, restaurants, gym memberships and beyond. For example, electing to work in casual and comfortable clothing, remote workers are fuelling growth in sports apparel by embracing the athleisure trend, all at the expense of suits, ties and other formalwear. This is opening new opportunities to serve these consumers in their homes as foot traffic around their workplaces falls.

Without having to leave the house to go to the office, consumers are reluctant to leave for any other reason. As a result, remote workers are fuelling growth in areas, such as internet retailing, home fitness providers and ready-to-eat food and grocery delivery, at the expense of brick-and-mortar stores, gyms and restaurants.

Share of Global Consumer Foodservice Sales by Type 2010–2018 — Home Delivery's Share has Doubled Since 2010



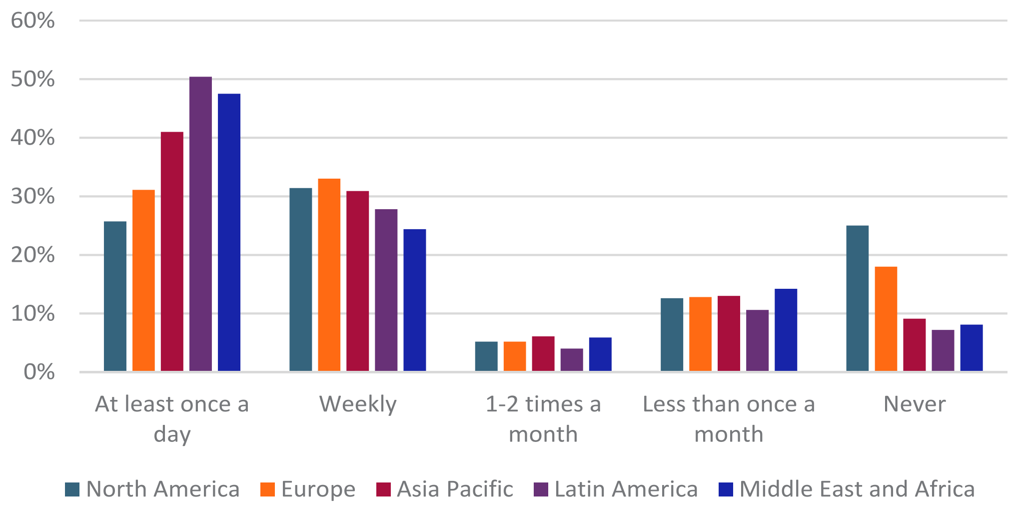
Source: Euromonitor International

Remote work frees time for more in-home activities

As Euromonitor International's 2019 Lifestyles Survey highlights, working from home is already common among global consumers across regions, with 70% working from home at least weekly. Thanks to broadband internet access, flexible work policies and workforce communication applications, consumers can work from home at varying frequencies while maintaining or improving productivity.

42% of global survey respondents prioritise having a job that allows for a strong work / life balance, the highest among all work priorities, including earning a high salary and having job security. By working from home and reducing commute time, consumers can complete simple household tasks and productive activities. At least weekly, 76% of global respondents clean and do other domestic chores at home, 67% socialise with family or roommates who live with them and 62% exercise from home.

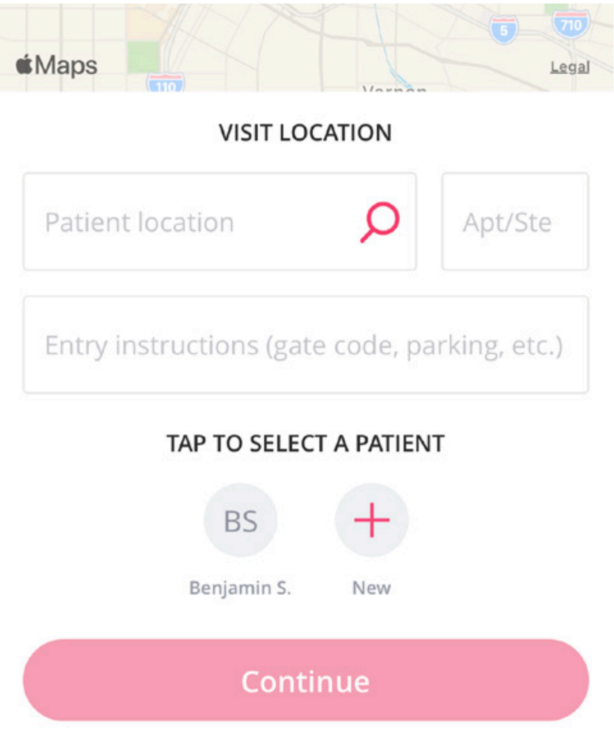
Global Frequency of Working from Home by Region — Nearly 70% of Respondents Work from Home Weekly



Source: Euromonitor International's Lifestyles Survey (2019)

Industry response to Multifunctional Homes

Heal US



Source: Heal

Heal brings a licensed doctor and a certified medical assistant into homes to care for any issue typically seen in a doctor's office or urgent care facility. Through Heal's mobile app, users can schedule a doctor house call from 8 a.m. to 8 p.m. every day of the year. Networked with major insurance providers, Heal offers convenient, personalised care in the environment where patients feel most comfortable. Despite a rising health and wellness trend, many consumers remain reluctant to visit doctor's offices. By receiving care in one's home, Heal patients can feel more comfortable to share their medical history and concerns. Many countries' populations are ageing, and doctor house calls enable patients with mobility issues to receive enough care. Opportunities abound for in-home healthcare for both mental and physical health.

Mirror US

Source: Mirror

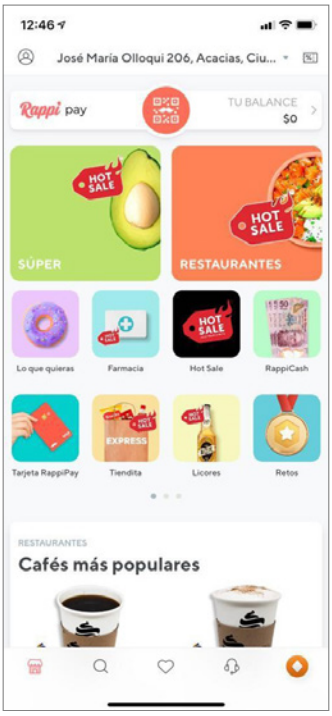
Mirror, a full-length interactive display equipped with a camera and speakers, becomes the portal to an interactive fitness studio filled with instructors and fellow classmates. Requiring only a wall for the mirror and space for a yoga mat, Mirror enables users to join a variety of instructor-led workout classes, from cardio and strength to yoga and boxing, from any room in their home. Mirror offers users the opportunity to join over 70 live workout classes per week, taking place in Mirror's New York City fitness studio, in addition to an extensive library of on-demand workouts. While competition in the market for internet-connected home fitness products has grown in recent years, Mirror is one of the few to offer multiple workouts in a single product. As consumers increasingly live in condensed urban areas, fewer have space for a complete home gym.

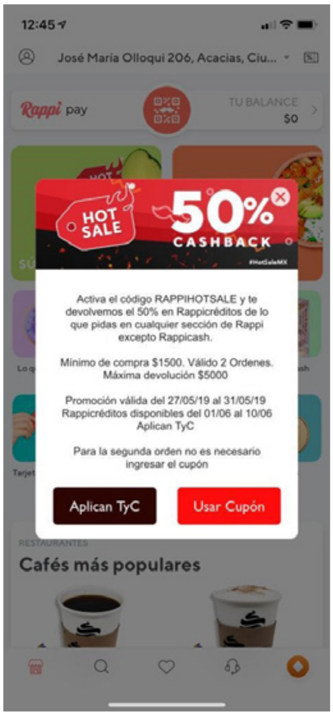
Wecasa France

Wecasa enables consumers to book a wide range of in-home beauty and household services, including hairdressing, manicures, massages and household cleaning, from its network of 1,500 professionals. All services are conducted at home, with the customer able to pick the exact time and date to perform the service. It's currently available across major French markets.

Wecasa's service is at the convergence of both the Multifunctional Homes trend and spending on experiences over goods, enabling consumers to relax and save time in their own homes. Not only does the gig economy enable consumers to experience affordable services in their own homes, it also enables service providers to work flexibly.

Rappi Colombia





Source: Rappi

Starting as a grocery and food delivery app, Rappi evolved in recent years to offer mobile money transfers, errands, package delivery and micro-mobility services. The Rappi website and mobile app is organised by product instead of by store, so users can seamlessly shop across multiple restaurants and retailers. Rappi strives to deliver within minutes for only USD1.

Operating in many Latin American cities where consumers do not feel safe visiting an ATM at night, Rappi couriers are delivering cash to customers' doors. As a result, the company is focusing on offering more financial services. As consumers utilise mobile phones to access services, they will prioritise the convenience of companies like Rappi that offer multiple services within a single app.

EXPERT VIEW

Future homes designed for work and play

The shift in focus from selling products to providing services, alongside rising internet connectivity has transformed the work world. Changing gender roles, growing female labour force participation and the rise of two working parents and single-parent families has made flexible work, including working from home, necessary in today's world. Besides working, consumers will use technology to cook, entertain, clean, garden, socialise, exercise and relax in their Multifunctional Homes in the future.

Digitalisation enables Multifunctional Homes. Heading out to a restaurant to socialise has in some situations been replaced by video chats with friends, while online food delivery apps, such as Deliveroo, bring food to your front door. Even those consumers interested in flexing their culinary skills can turn to smart induction cooktops, such as Hestan Cue, for precision cooking. At the same time, autonomous robotic lawn mowers trim the grass, while smart sprinklers track the weather and water the flowers in the garden. Even as spaces decrease in size and millennials and Generation Z reside in apartments in urban settings with little or no green areas, connected indoor gardening systems allow consumers to grow herbs and vegetables at home.

While home broadband connectivity continues to expand across all regions, 5G will be the key catalyst to create truly smart homes in the future, making homes even more multifunctional and seamless. With all that is needed at their fingertips, consumers will increasingly opt to spend time at home. Smart fridges will automatically reorder groceries that are running low, while drones deliver these groceries to your doorstep. Gym memberships might go virtual as more consumers exercise at home. Augmented and virtual realities are transforming how consumers relax and have fun, creating opportunities to experience live concerts and sports games in the comfort of their own home.

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Head of Home and Garden
Euromonitor International

Outlook for Multifunctional Homes

With remote work continuing to gain popularity as more global households gain access to 5G, the evolution of the home is only going to accelerate. The implications for both industries and governments alike will continue to be dramatic and far reaching, as consumer habits regarding working, dressing, shopping, exercising and more will revolve around their homes.

As traffic to stores, restaurants and gyms in central business districts decreases, consumer demand to receive these same goods and services at home will increase. Meanwhile, consumers will spend more time and money looking towards products, services and activities that enable them to make the most of time spent in their Multifunctional Homes.

PRIVATE PERSONALISATION

Optimise or opt out

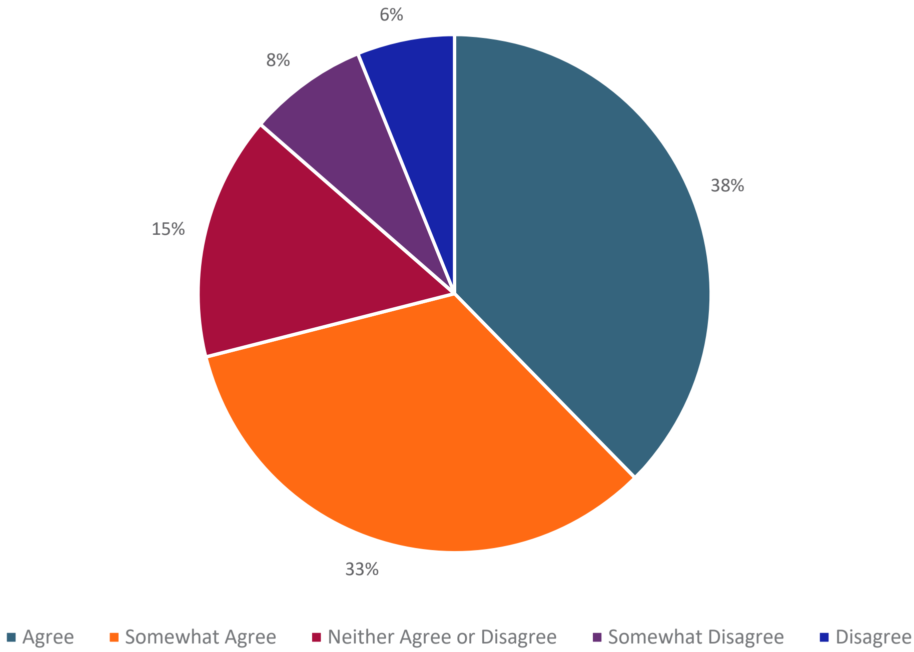
Private Personalisation consumers expect brands to tailor products and services to them, yet they must surrender more of their personal information to optimise their experience. Companies are investing in algorithms and data collection methods to achieve more precise marketing. In return, consumers spend less time researching product options. Yet, consumers are growing concerned about who has access to their data and how it is used. While some brands are pushing the boundaries on the type of information they collect, others are attempting to set new standards and appeal to consumers who prefer to remain off the grid. Companies may be penalised if they are not transparent about what data they are collecting and how they use it.

Getting to know you better

Retailers that invest in advanced personalisation tactics receive 17% more revenue compared to those using less sophisticated methods, according to Liveclicker. The pressure to offer a personalised experience challenges brands and retailers to increase their collection of consumer data and effectively use this data to drive sales.

According to Euromonitor International’s Digital Consumer Industry Insights Survey 2018, 76% of industry experts expect their companies to explore emerging business models to reach new consumers or deepen their relationship with current consumers. Many of these new business models rely on collecting personal data to make their marketing efforts resonate.

% Agreeing Globally with "My Company is Exploring Emerging Business Models as a New Way to Reach Consumers"

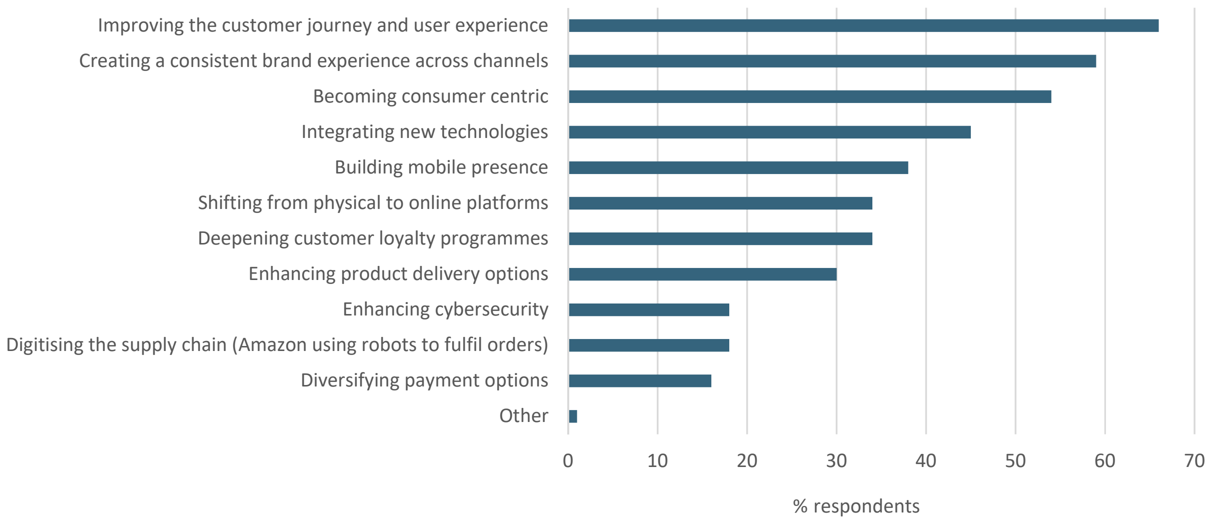


Source: Euromonitor International, Digital Consumer Industry Insights Survey (September 2018)

Technology companies play major roles in collecting personal data and selling it to organisations. Consumers' excessive use of mobile phones provide major tech companies and other players with a better understanding of consumer preferences and spending habits. For example, 71% of industry experts believe that the most important innovations for commerce will improve the customer journey, while 54% believe that these technologies will make the brand more consumer centric.

The proliferation of smart devices will only accelerate this demand, yet consumers may fear being spied on by their smart televisions, speakers and phones. Rather than appeasing these apprehensions, companies are seeking ways to better understand their customers, collecting personal data, such as DNA and other biometric information, to further customise their products and marketing.

Most Important Commerce-specific Developments Globally in Coming 12 Months



Source: Euromonitor International, Digital Consumer Industry Insights Survey (September 2018)

Recent legislation, including the EU's General Data Protection Regulation (GDPR), the California Privacy Act in the US and China's new rules on protecting minors' personal information, is keeping pace with advances in technology and protecting citizens' privacy. However, there are still risks that data can be breached and stolen.

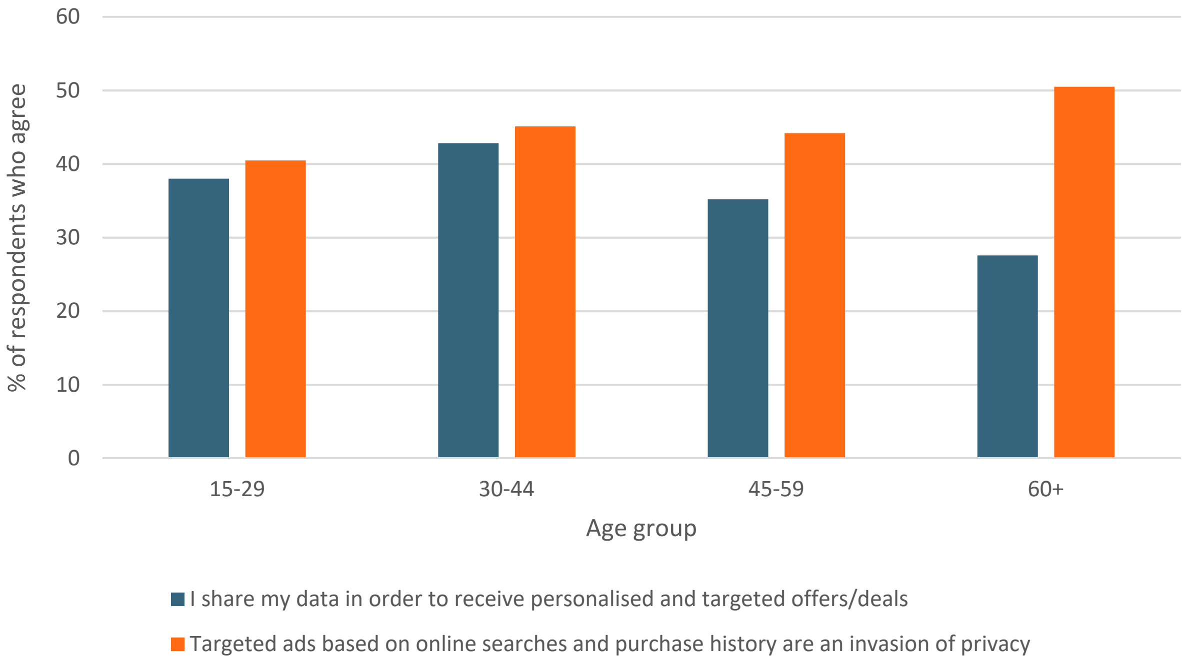
While some user data, such as passwords or payment information, can easily be changed, biometric data used for authentication and identification purposes is difficult to alter. Additionally, citizens fear that both companies and governments may use DNA samples or facial recognition in ways that discriminate or impose constant surveillance. Some argue that greater control for the individual to manage and sell their personal data would better protect privacy.

Evolving terms and conditions in a less private world

While past data breaches that compromised users' contact and payment information had seemingly minimal impact on the company's long-term reputation, it caused disruption in the short term. Consumers continue to be wary of services that collect personal information. They are often suspicious of how their information will be used and if it will be unintentionally shared with third parties. Privacy concerns intensify as the consequences and added complexity of data breaches impact the user experience.

According to Euromonitor International's Lifestyles Survey 2019, 40–50% of consumers believe that targeted ads based on online searches are an invasion of privacy. However, younger cohorts are more willing to share their data to receive personalised offers. This dichotomy implies that younger consumers are less wary of sharing their data, but they also seek transparency in how that data is used. In other words, when consumers trust that companies will use their data responsibly, they are more likely to share data that helps the brand tailor their products or services.

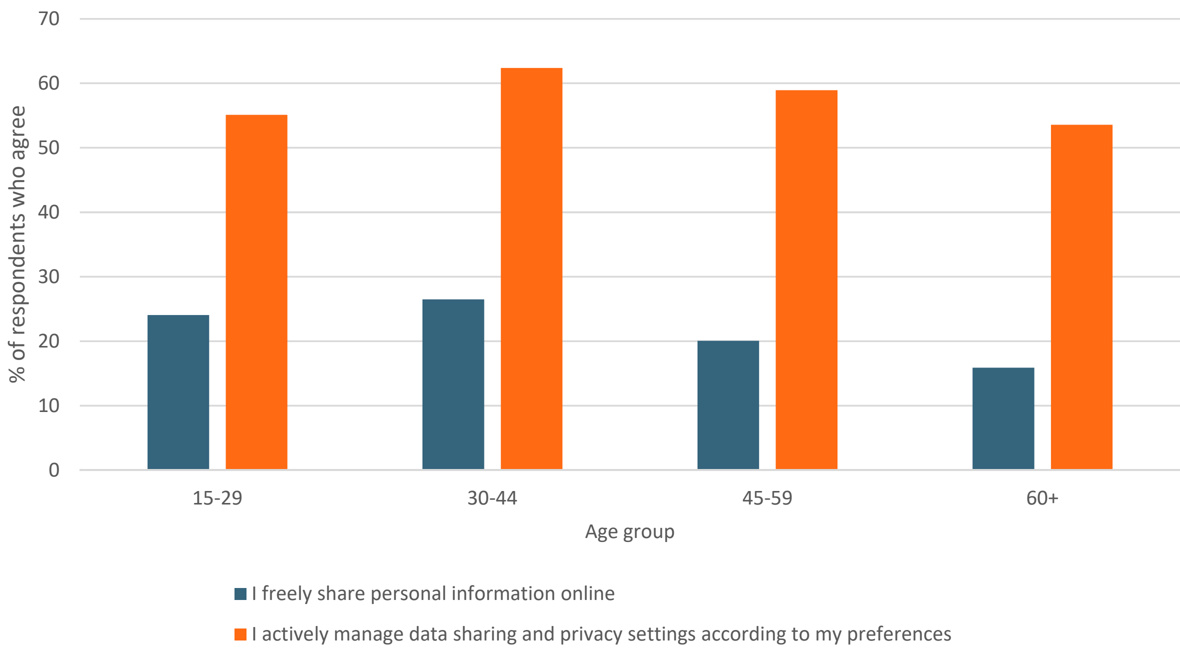
Global Consumer Attitudes to Commercialisation of Data by Age



Source: Euromonitor International's Lifestyles Survey (2019)

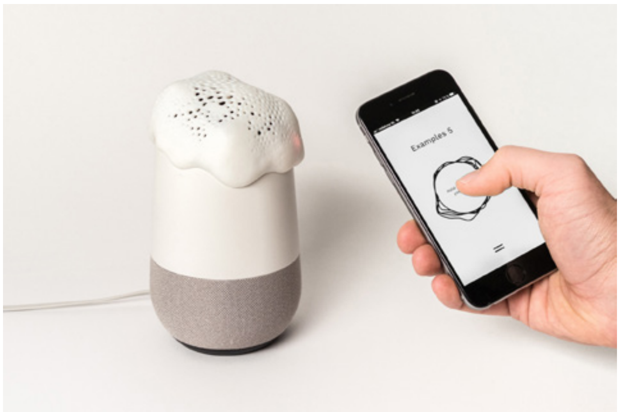
Consumers are conscious about managing their personal data and restricting the type of information they share online. The youngest and oldest cohorts are less likely to actively manage the way their data is shared, indicating that they are either less concerned or less knowledgeable about how to monitor their privacy settings. To maintain trust with consumers, companies must clarify their data collection methods.

Global Consumer Attitudes to Managing Personal Data by Age



Source: Euromonitor International's Lifestyles Survey (2019)

Industry response to Private Personalisation



Source: Alias

Alias Denmark

Alias is a cap-like feature emitting white noise over the reception of smart speakers. Danish designers Karmann and Knudsen were inspired by parasites to invent a product that prevents speakers from listening to conversations unless activated. These are deactivated when the user says a custom wake phrase. Many consumers are suspicious of their smart speakers eavesdropping. Products like Alias provides a solution to ease their mind of such concerns.

Digi.me UK / UBDI US

Digi.me helps people better understand how companies are using their data. This company recently teamed up with UBDI to help people monetise their data. The anonymised insights from UBDI data, pulled by Digi.me, is sold to market research companies.

Internet users can opt in to share their financial transactions, social media activity, medical history and biometric and geolocation data tracked on wearables.

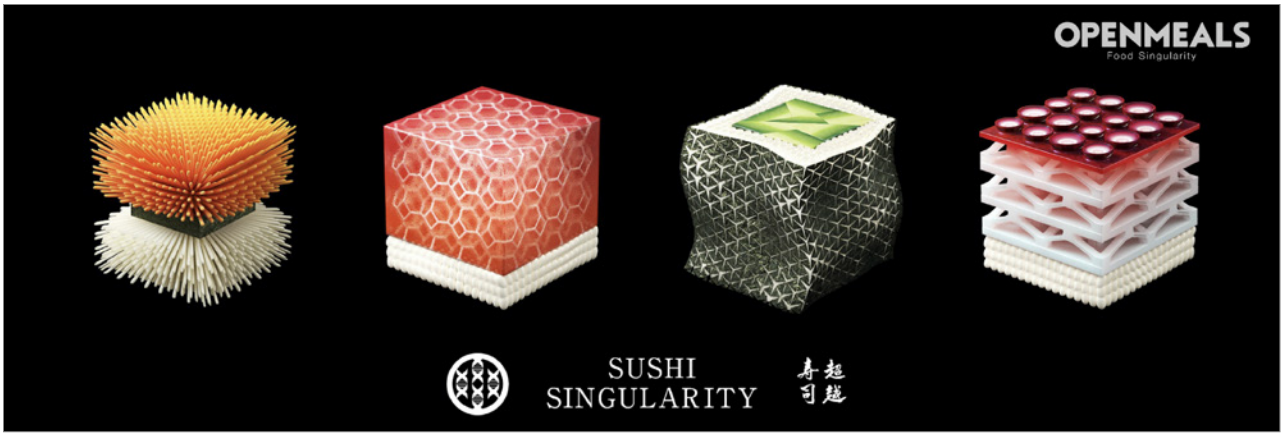
Customers already benefit from the data they share with companies, including personalised ads and recommendations that facilitate their shopping experiences. Monetising their data gives consumers a sense of control by setting a price on what information they feel comfortable divulging.

Source: Digi.me

IRPair / Reflectacles US

Reflectacles is set to launch a pair of sunglasses that protects its users from facial recognition technology. The sunglasses employ infrared-blocking lenses to prevent cameras from recognising a face through analysing eye measurements. The company expects to begin selling the glasses and similar products like Phantom, which reflects infrared light that prevents cameras from reading critical facial measurements, in April 2020. Other fashion brands are using their products to explore tactics that create digital invisibility. If privacy ceases to exist in public places, people may turn to fashion to win back privacy.

Sushi Singularity / Open Meals Japan



Source: Sushi Singularity / Open Meals

Open Meals, a design studio, is slated to open a sushi restaurant that collects and analyses genetic material from customers to create customised dishes using 3D printers. Customers submit their DNA to the restaurant two weeks in advance. When they visit the restaurant, they receive their health identification results and are given a menu of suggested dishes. Companies are extracting even more data through features like quizzes and DNA tests to curate products and services, which may retain customers longer.

EXPERT VIEW

Bid for my data or bid farewell

Whether consumers would be willing to give up more privacy in exchange for more personalised experiences is a major conundrum in the corporate world. In general, consumers are becoming aware that their every move is being tracked by the devices that have brought so much convenience to their life. Over the last three years, connected consumers globally reported that the internet has added more to daily stress levels with less of the population willing to share personal information online. In general, connected consumers are choosing to unplug more regularly, which is one way of controlling the ability of brands to track their every move. Many are opting for a moderate, balanced approach that ensures one's digital wellbeing remains intact while still being tethered to the internet. This might involve monitoring smartphone usage or limiting social media activity.

Legislation like GDPR in the EU suggests that the pendulum is shifting power to consumers. Being able to dictate who has access to their data, future consumers will be more empowered than they are today in the commerce transaction. As a result, consumers will be the most important stakeholders and will heavily influence how the future of commerce will look across all consumer environments. Consumers will likely be able to opt out altogether of digitally manufactured experiences they do not see as adding value to their lives. In fact, consumers of tomorrow may be able to demand the experiences companies must deliver, as well as dictate the methods used to execute such experiences. Taken together, these forces could create a market for would-be data aggregators. They could pay consumers for access to certain parts of their data bank and in turn sell to companies a more complete consumer profile upon which to build memorable experiences.

MICHELLE EVANS
Senior Industry Manager — Digital Consumer
Euromonitor International

Outlook for Private Personalisation

Brands are employing proactive methods to give customers a more personalised experience with their products and services, but they are ever more reliant on data to help them achieve these ends. While many consumers enjoy these customised experiences, many are beginning to wonder what they are putting at risk to achieve them. Private Personalisation consumers will surely become progressively less trusting of companies extracting and using their data without transparency, adequate security and opt-out options. Recent regulation has helped manage how data is collected and how individuals may exercise their rights over privacy. However, as biometric sensors and speakers proliferate in homes and public spheres, Private Personalisation consumers will also turn to more conventional products that physically block devices to opt out of data collection.

PROUDLY LOCAL, GOING GLOBAL

Appeal to individuality, attune to national identity

Pride and power in local culture will become more sharply defined and relevant in 2020. The Proudly Local, Going Global trend captures consumer desire to adopt and appeal to a sense of individuality and growing national identity from local inspiration. There is also a growing expectation for multinationals to respond appropriately and creatively to local culture, social norms and consumer habits.

Retreat from globalisation

A 2019 survey by Wave X Remix Culture found more than half of consumers believed that local brands and products were more authentic than content and products from other countries.

There are deeper ethical value shifts beyond self-expression and consumption driving this desire for localisation. Consumers are prioritising environmental responsibility while helping local businesses thrive and reconnect with communities.

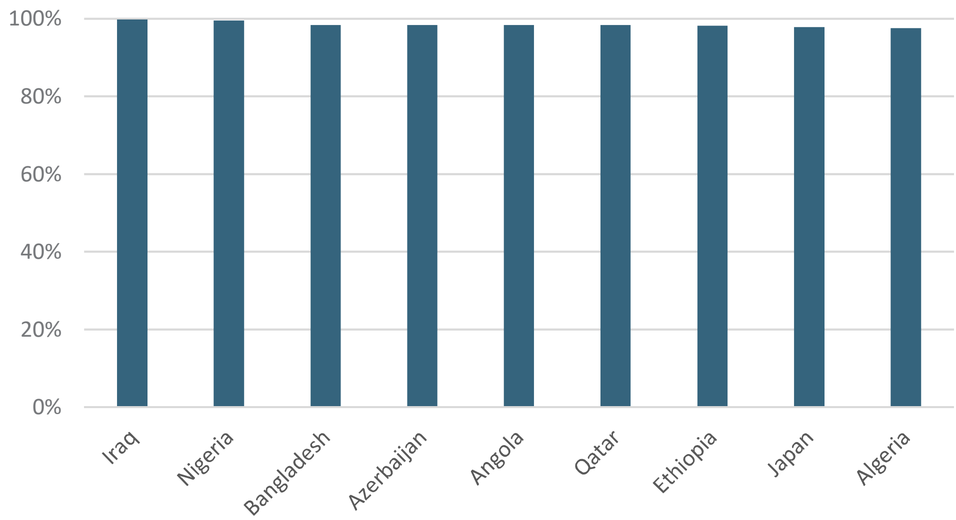
The Proudly Local, Going Global trend is driving the rise of local consumer brands, especially in developing markets, going head to head with multinationals. For niche brands, regional and even global success has followed.

Multinational companies are keen on localising their production or acquiring already established local players. Localisation strategies also help multinationals better adjust to consumer needs that arise due to cultural differences or lower purchasing power. The large and expanding consumer base is one of the key factors driving production localisation in markets, such as India and Nigeria.

Food and beverages are among the leading industries for local production for a number of producer nations, the majority of production is sold locally. This local trend extends to changes happening in manufacturing facilities and processes. Mini factories, which are located much closer to the end consumer, are superseding multinational megafactories. This aligns with environmental priorities and a retreat from globalisation.

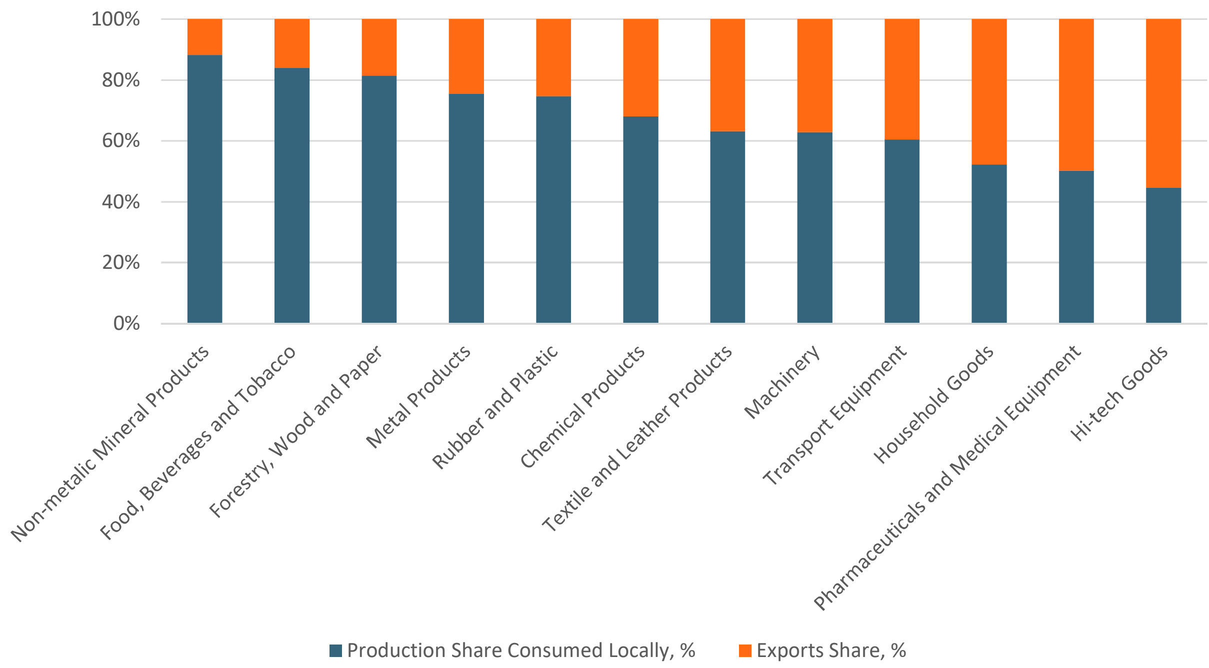
By producing locally, companies can reduce delivery times. This aligns with manufacturers in terms of their sustainable credentials and distribution models. Being accessible, local and clean is becoming more important to survival.

Food and Beverage Production Sold Locally % Share 2018



Source: Euromonitor International

Key Categories Reliant on Domestic Market Consumption



Source: Euromonitor International

Shopping local to support the community

Shoppers are more discerning about where they buy. More than 27% of global respondents on average try to shop in locally owned stores, according to Euromonitor International's Lifestyles Survey 2019. This reflects a subtle but significant shift away from international retail chains and a return to community roots. The ethical or eco provenance of products is important to Proudly Local, Going Global consumers, as well as the desire to purchase niche, non-mainstream brands.

The regions with the strongest attachment to shopping in locally owned stores are the Middle East and Africa with around 32%, followed by North America at 28% according to Euromonitor International's Lifestyles Survey. The Proudly Local, Going Global trend in the Middle East and Africa may be attributed to a combination of loyalty to the community, as well as affordability and easier access. For North America, the shopping mall and chained retail experience feels homogenised and steadily less appealing. People want to connect to their neighbourhood again and support local, independent traders.

Purchasing Priorities by Region

Source: Euromonitor International's Lifestyles Survey (2019)

Industry response to Proudly Local, Going Global

Adire Textiles Nigeria

African societies are known for their diverse signature fabric making traditions. For example, Ghana's famous Kente is a type of silk and cotton fabric made of interwoven cloth strips. Nigeria's southwest Ogun province is the source of Adir textiles, which are large indigo-dyed cloths decorated with bold resist-pattern designs. An important step is receiving the seal of "Adire Ogun" authenticity, making the fabric an official and cultural identity of the province, with full patent rights. Adire jackets and ready-to-wear colourful designs are in high demand globally. A Lagos-based fashion designer Lanre da Silva is considered one of Nigeria's leading couturiers and her self-named brand often incorporates metallic fabrics, lace and Adire patterns.

Source: Adire Textiles

Allbirds Footwear US

Source: Allbirds

Allbirds, a digitally native company, makes simple and practical unisex shoes. Former soccer player Tim Brown and industrial engineer Joey Zwillinger initially launched Allbirds in 2016, it was quickly adopted in the tech-start up scene in California, becoming a cultural phenomenon. Eco-friendly apparel and footwear resonates with millennials and younger demographics of the Proudly Local, Going Global trend. The natural materials used in Allbirds shoes, such as merino wool, eucalyptus tree fibre and sugar cane, are attractive and sustainable.

#SpendyoursummerinGeorgia Georgia

In 2019, the Russian government announced plans to cancel direct flights to neighbouring Georgia and to evacuate all Russian tourists by mid-July. A campaign initiated by five girlfriends #spendyoursummerinGeorgia started as a simple message posted to their foreign friends. It went viral attracting over 250,000 viewers in less than a month. Previous visitors posted their memories and recommendations, and locals offered free rides, guided tours and their homes and hospitality to newcomers. The campaign successfully attracted first-time visitors, driving a new social media campaign #spendyourautumninGeorgia. The viral campaign rooted in local hospitality resonates with the Proudly Local, Going Global trend. Tourists are able to have authentic experiences and engage with local communities.

Nollywood Nigeria

Source: Iroko

In the last two years, Nigeria's film industry has drawn attention and investment from global entertainment brands, revitalising and raising the production quality of local film making. This made the content accessible to the wider continent and beyond.

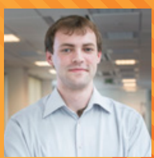
In July 2019, South Africa's MultiChoice launched a video streaming service, Showmax, using Nigeria as a testing ground for streaming platforms in African markets with poor infrastructure and low-income levels. Multinationals investment in local production in Nigeria secures a steady supply of new films and series with further expansion planned across the sub-Saharan continent. Nigerian films and local culture gain greater exposure to an international audience through streaming on Netflix and other platforms.

EXPERT VIEW

People don’t necessarily want the same products as everyone else

Consumers are retreating from globalisation and want to support and be supported by their communities. An important part of this has to do with environmental concerns as consumers associate local with being ecologically responsible.

In emerging markets, such as in Sub-Saharan Africa and East Asia, consumers are becoming wealthier, with a strong emerging middle class. They do not necessarily want the same products or brands as everyone else. There is a desire to connect with local traditions and culture, often starting with fashion, music and cuisine. This reconnection with one’s authentic roots is key in the Proudly Local, Going Global trend in emerging markets.



JUSTINAS LIUIMA
Lead Industry Analyst
Euromonitor International

Outlook for Proudly Local, Going Global

Taking pride in and supporting local communities is an enduring feature of the consumer landscape. Consumers are retreating from globalisation and hyper-consumption and moving towards buying fewer, higher-quality products while shopping in and supporting local neighbourhoods.

People from the Proudly Local, Going Global trend are returning to their roots and traditions. This is reflected in the growing preference for local products and brands, which are seen as more authentic and better representing individuality. Niche brands start their global route to success by accentuating their local credentials, keeping this at the forefront of consumers’ minds. At the same time, multinationals are becoming more sophisticated in shaping their products to local tastes and preferences without losing their core brand identity. Tuning into the Proudly Local, Going Global trend is a compelling business strategy to win and retain consumer loyalty.

Today's sustainability leaders are tapping into new circular business models that aim to offer more with less through sharing, reusing, refilling and renting. Increased environmental awareness is driving the Reuse Revolutionaries trend, especially for younger generations who are prioritising experiences over ownership. This is creating sustainable business opportunities. Recycling labels are losing credibility due to a lack of knowledge about a product's recyclability. New business models that avoid waste generation are appealing to more ethical consumers who are embracing sustainability through longer-lasting products.

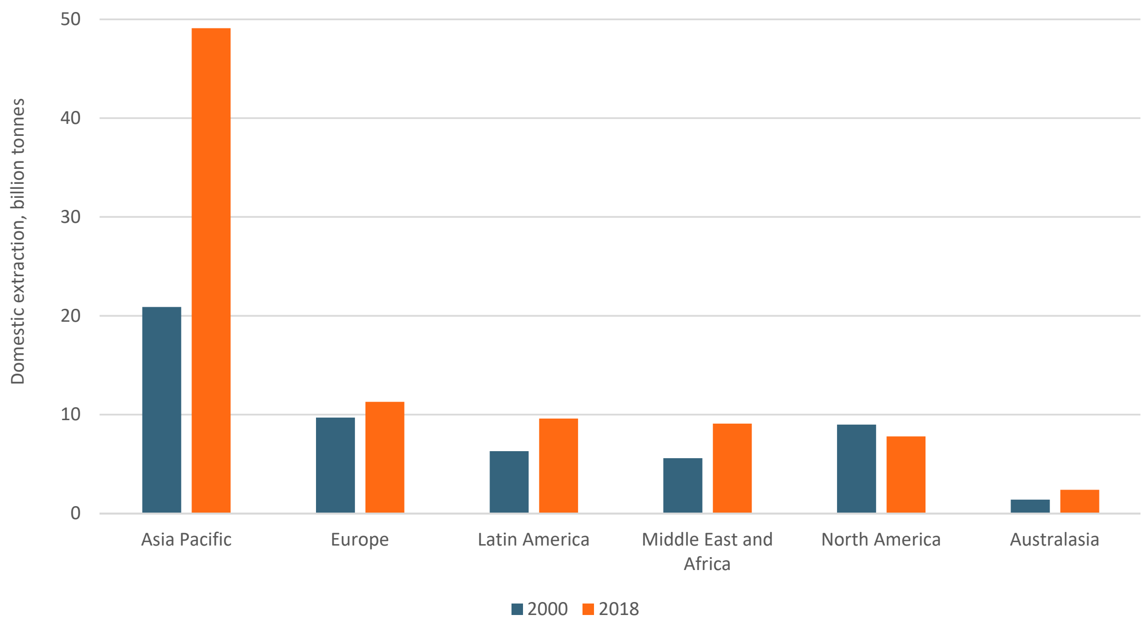
The milkman is back

The days of businesses taking unlimited materials from nature and giving little back are coming to an end. The linear economy based on take, use, dispose is broken. Over 89 billion tonnes of materials were extracted from the global economy in 2018, according to Euromonitor International. However, only 9% of materials were being recirculated, meaning 91% were wasted, according to the 2019 Circularity Gap Report. This inefficient model, where non-renewable resources are under-priced, overexploited, transported, used and discarded around the world, has devastating consequences for people and the planet.

Recycling is no longer enough. Reuse Revolutionaries are now looking into ways to decrease their footprint with disruptive business models becoming mainstream. The reuse economy, where materials and products are reused several times, is booming. Companies are selling spare parts, teaching consumers how to repair products and launching buy-back schemes to recover materials. Digital technologies are bringing back the milkman with sustainable doorstep deliveries offering much more than milk.

Companies are shifting from products to services using subscription models that retain ownership. This ensures brand loyalty and an efficient use of available resources. The reuse economy is critical to achieve sustainable development. This approach saves materials, prevents valuable products from going to landfills, reduces price volatility of raw materials, decreases supply chain risks and boosts resource efficiency.

Domestic Materials Extraction by Region, 2000 / 2018



Source: Euromonitor International

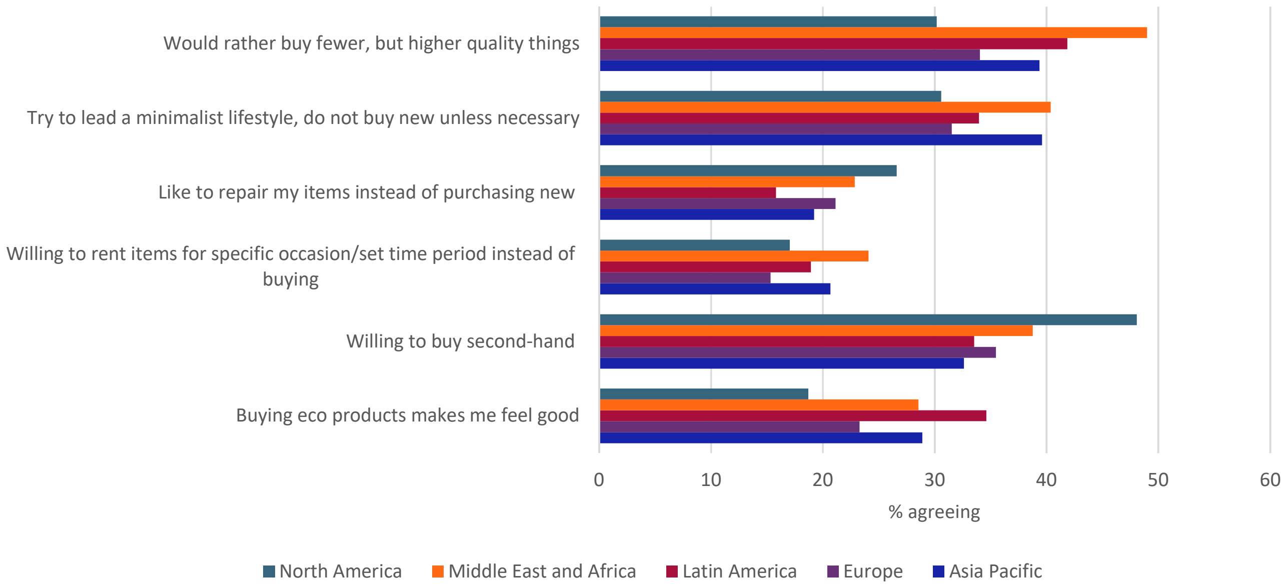
Reusable and convenient

According to Euromonitor International's Lifestyles Survey 2019, 60% of consumers are worried about climate change and 54% think they can make a positive contribution in the world with their purchases. As environmental awareness increases, consumers look for alternative eco-friendly products. However, more sustainable products often come with a premium price, and not all consumers are willing to pay more. While appeal for second-hand products is on the rise, convenience and affordability still play a role in consumers' purchasing decisions.

Eco-anxiety is creating greener expectations. Interest in sustainable products peaks after the age of 30, in line with increased disposable income and earning potential. This interest is also usually higher among consumers with children. However, there is no one-size-fits-all solution. Understanding which solution works best in specific markets and consumer types is essential for companies with strong sustainability commitments. While consumers in the Middle East and Africa and Latin America prefer to buy longer-lasting products, the minimalist movement is strong in Asia and second-hand products are becoming attractive in Western markets, such as the US and Europe.

Consumers in wealthy European countries, such as Sweden, Denmark or Germany, are more open to repairing, renting and buying second hand. In the UK, second-hand shopping and repair services are high, but renting is far less attractive. To succeed in the UK, the rental market needs to educate consumers and put incentives in place.

Attitudes and Motivations and Shopping References by Region



Source: Euromonitor International's Lifestyles Survey (2019)

Industry response to Reuse Revolutionaries

KitKat / Nestlé Japan

In the summer of 2019, Nestlé Japan announced the launch of recyclable paper packaging to replace plastic wrappers for KitKat products. The packaging also contains instructions on how to make an origami paper figure, inspiring consumers to have fun and reuse the packaging. Plastic packaging is losing popularity due to its environmental impact on oceans. Companies are launching new formats that claim to be more environmentally friendly. Players across all industries are tapping into this trend.

Algramo Chile

Source: Algramo

Founded in 2013, Chilean startup Algramo sells products by the gram using reusable and smart packaging. Algramo incorporates RFID technology into their reusable packaging called "packaging as a wallet," allowing consumers to add money to their Algramo app and pay cashless upon refill. This appeals to low-resource families since costs are about 30% lower on a per unit basis. Algramo's by the gram refillable system enables these consumers to pay the same per unit cost, regardless of how much product they purchase. This innovation has the potential to revolutionise retail. With single-use plastics in the spotlight, companies are rethinking the way they offer and deliver products.

Ecover / SC Johnson UK

Ecover, owned by SC Johnson & Son, launched "Too Good to Waste," a hand dishwashing liquid detergent made from beer waste. This innovative solution follows a global wave of interest in applying circular economy principles to reduce waste, save resources and eliminate pollution. Produced in Ecover's newly certified TRUE Platinum zero-waste factory in Belgium, the detergent contains 25% water and ethanol from the beer brewing process. The bottle and cap are also made from 100% and 50% post-consumer recycled plastics, respectively.

Using waste as a new resource is becoming mainstream. As the global population approaches 9 billion in 2030, demand for basic products is expected to increase, putting pressure on existing natural resources. Businesses are looking at waste materials as potential sources of ingredients.

Feel the Peel / Carlo Ratti Italy

Source: Feel the Peel / Carlo Ratti

Feel the Peel is a circular juice bar that uses orange peels to make 3D-printed cups. The prototype cuts the oranges and separates the peel to produce a disposable bioplastic cup used to drink the freshly squeezed juice. After consumption, the cup is then recycled. In the future, the company aims to include new functions like printing fabric for clothing from the orange peel. With younger generations valuing experiences, this innovation is not only greener, but also attractive as it allows consumers to print their own cup using their own waste. Technology that optimises the use of materials, producing much less waste, is set to disrupt the way products are manufactured.

EXPERT VIEW

Circularity is the new reality

We live in a world mindful of our environment with a growing interest in reducing our footprint. Concerns about the levels of consumerism as it relates to waste, climate change and air pollution show no signs of subsiding. Plastic pollution and packaging waste are an important part of the driving force to reuse. Reuse Revolutionaries are keen to do their part to keep waste out of landfills and the natural environment.

Responsible handling of plastic packaging post-use has not corresponded with usage growth. Brands and policymakers are helping reduce waste around the world by committing to 100% plastic recyclability and incorporating design for recycling initiatives.

The Reuse Revolutionaries trend embodies two themes: recycle and refill. First, the recycling of plastic bottles for repeated use is an important facet to reduce reliance on fossil fuels and enable a lower carbon footprint. Second, refillable containers are rising, as seen in the expansion of free water refill stations and reusable packaging initiatives from foodservice and retail establishments.

Circularity is here to stay. Today, the Reuse Revolutionaries trend signals a waste-free future for safety of the planet and human health. Brands should be mindful of these needs.

ROSEMARIE DOWNEY
Global Head of Packaging Research
Euromonitor International

Outlook for Reuse Revolutionaries

With sustainability affecting brand perception, businesses are launching subscription models and reusable or refillable options to meet ethical demands from Reuse Revolutionaries. Companies tapping into the Reuse Revolutionaries trend will need to find the balance between sustainability and convenience as consumers still rank efficacy, value and aesthetics as desired characteristics. To do so, companies need to incentivise consumers to switch to reusable or refillable options that are both convenient and affordable. As more companies integrate reusable packaging into their product lines, this option will become less of a competitive advantage and more of a must-have.

WE WANT CLEAN AIR EVERYWHERE

Air pollution is making headlines

Growing concern for personal wellbeing and the environment is putting air quality in the limelight. Mounting pressure on governments to avert rising temperatures is manifesting consumer activism. From travel backlash to going vegan, these measures aim to save the planet from potential ecological disaster. The We Want Clean Air Everywhere trend highlights how awareness of air pollution is impacting consumer choice and how brands are positioning themselves to target environmentally conscious consumers.

Cities: The main culprits of air pollution

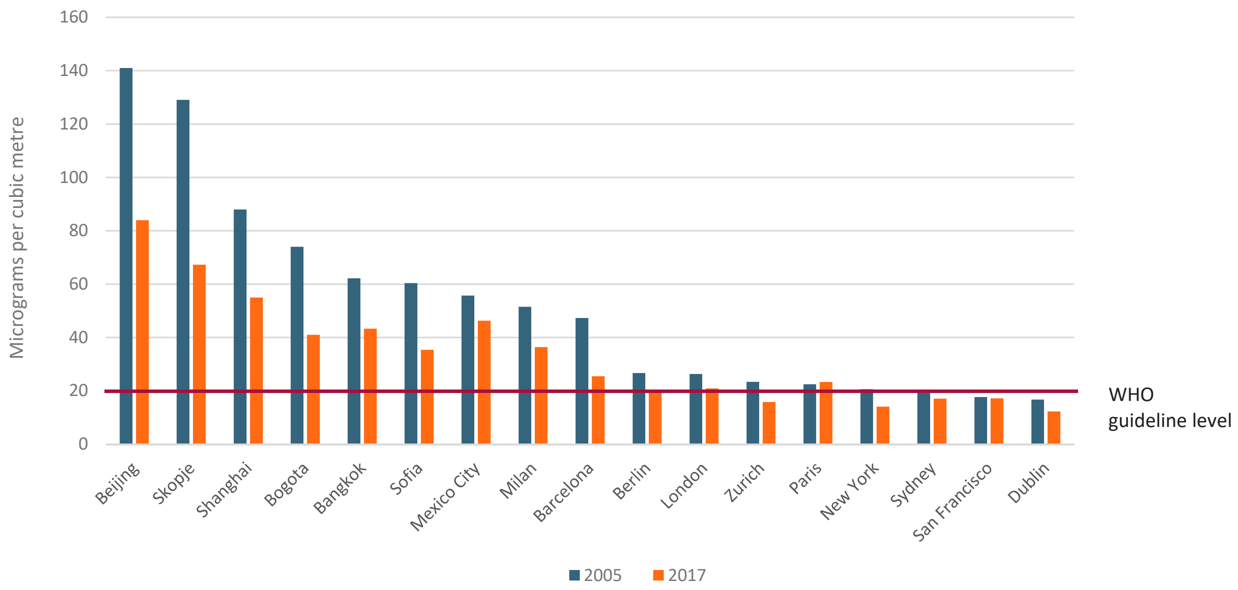
Climate change is a crucial driver of government policies, which aim to decelerate the impact of rising sea levels, increase carbon dioxide emissions and escalate global temperatures. Cities are at the core of this issue, utilising 75% of the world's energy and generating 70% of global CO_2 emissions, according to the World Wildlife Fund.

Emerging markets face some of the largest air pollution challenges. Beijing, Skopje, Shanghai and Mexico City are still recording air particulate matter levels well above the safe limits set by WHO. In Mexico City, air pollution on some days is so high that schools are closed and authorities advise against exercising outdoors.

Air pollution's impact on health is an area of concern. According to WHO, air particulates from dust, soot, smoke and fumes increase the chance of lung cancer, while the American Heart Association suggests it as a possible risk factor for heart disease and stroke. The consequences of poor air quality also impact businesses and economic growth. According to the Organisation for Economic Cooperation and Development, by 2060, the annual number of lost working days due to poor air quality will reach 3.7 billion, up from 1.2 billion today.

Businesses are facing pressures to devise and implement solutions that safeguard the environment and consumers from the effects of poor air quality. For example, air quality monitoring devices providing real-time information of particulate matter (PM) are becoming a necessity, especially in large and polluted cities. Furthermore, indoor pollution has also come to the forefront. Ecological cleaning products free of volatile organic compounds (VOCs) are enticing consumers of the We Want Clean Air Everywhere trend.

PM10 in Selected Cities in 2005 and 2017



Source: Euromonitor International

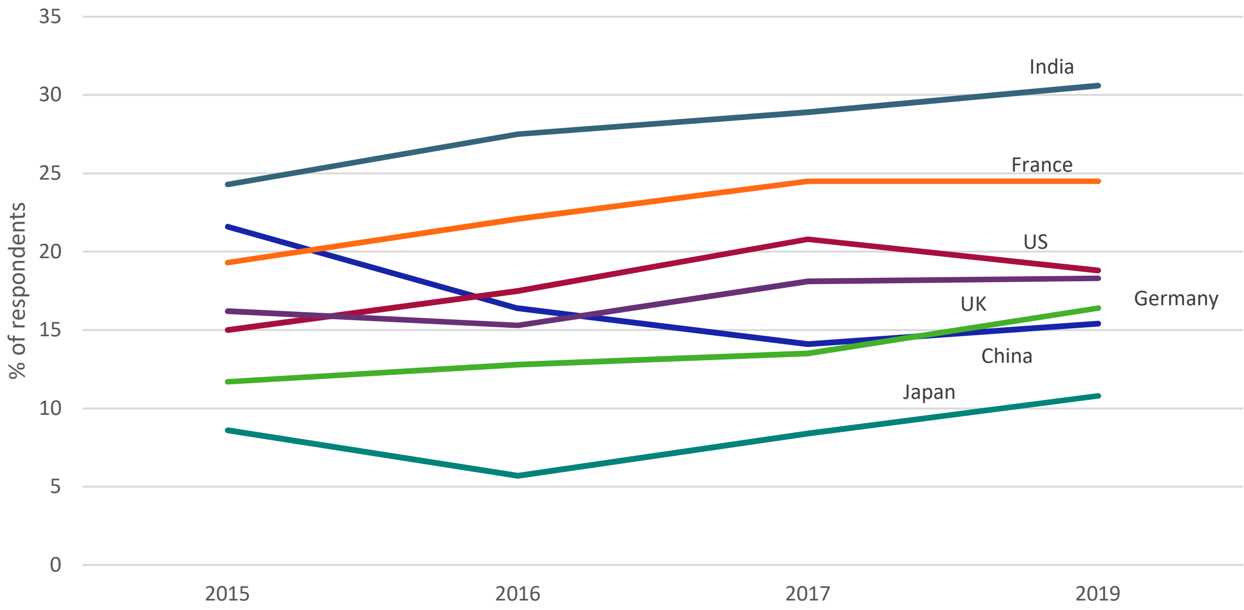
Growing consumer activism

Climate activism is escalating. Leading the charge, teenage environmentalist Greta Thunberg initiated numerous strikes shedding light on climate change and its impact on health and natural ecosystems. Her decision to sail as opposed to fly to the UN Summit on Climate Change was a strong statement of intent.

If actions are not taken, climate change will have catastrophic effects. Because of this, urban consumers are concerned about carbon emissions and air quality. According to Euromonitor International's Lifestyles Survey 2019, 60% of global respondents agreed or strongly agreed that climate change is a worrying issue, up from 55% in 2015.

As a result, the percentage of respondents feeling good about buying ecologically or ethically sourced products grew from 24% in 2015 to 28% in 2019 globally. Vegan, fair trade and natural are becoming must-have brand credentials.

% of Respondents in Key Economies Strongly Agreeing with the Statement: "I Am Worried About Climate Change" 2015–2019



Source: Euromonitor International's Lifestyles Survey (2019)

Industry response to We Want Clean Air Everywhere

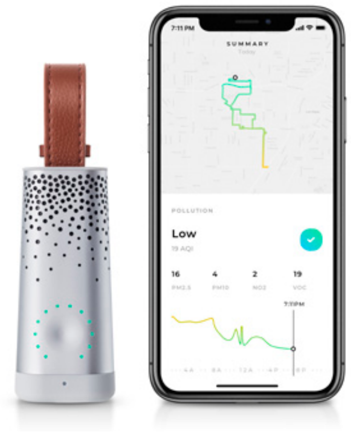
Cambridge Mask Co. UK

Source: Cambridge Mask Co

Cambridge Mask Co. is a startup producing stylish and colourful face masks that protect consumers from the harmful effects of air pollution and airborne diseases. The face masks are equipped with filter technology for people walking or cycling in the city. Climate activists use these fashionable face masks in social media posts to increase air pollution awareness. Air pollution masks are gaining popularity with consumers as a tool to mitigate air pollution.

D-Bronzi / Drunk Elephant US

Drunk Elephant introduced D-Bronzi Anti-Pollution Sunshine Drops, a serum that protects the skin from the adverse effects of air pollution. The product directly caters to the needs of health conscious We Want Clean Air Everywhere consumers. It is free of drying alcohols, silicones, chemical screens, fragrances and sodium laureth sulphate and contains antioxidants and natural ingredients. As consumers become more aware of air pollution, companies are creating products that can help shield their skin from the adverse effects.



Flow / Plume Labs France

Plume Labs SAS launched a mobile air quality measuring device. The sensor is linked to a smartphone app that provides a detailed analysis of the air pollutants in real time. It helps people avoid locations that are prone to high levels of air pollution. The device measures nitrogen dioxide, VOCs and particulate matter. The world's urban population is set to reach 56% in 2020, meaning consumers will want to be aware of safe locations. Companies are utilising big data and smartphone technology to find innovative solutions that help consumers reduce the impact of air pollution on health.

Pernod Ricard Murals Mexico

Mexico City is fighting air pollution with giant murals using airlite paint, an innovative product that neutralises air pollutants. It works similarly to photosynthesis; when exposed to sunlight, the paint oxygenates the polluted air around it.

Through the Absolut Street Tree initiative, three murals have been painted to eliminate the total volume of pollutants generated by 60,000 cars. The project is commissioned by alcoholic beverage operator Pernod Ricard. Through corporate social responsibility, companies can show their contribution to the global environment through credible projects and initiatives that make a difference.

EXPERT VIEW

Sustainability agenda will intensify

While urbanisation improves access to sustainable lifestyles, it also creates major challenges. Many cities are exceeding WHO safe air pollution limits. By 2030, 60% of the global population is projected to live in cities, with population density expected to grow by 14% over 2018–2030. This will have a substantial impact on air quality, posing one of the greatest challenges to human health.

With 60% of consumers around the world worried about climate change in 2019, eco-anxiety is affecting shopping decisions, with a shift towards sustainable products that allow for a guilt-free shopping experience. Businesses are actively looking for cleaner technologies to fight pollution, with 42% of companies across all industries planning to invest in clean energy over the next five years, according to Euromonitor International's 2019 Global Survey on Sustainability.

Companies are finding clever ways to turn air pollution into business opportunities. The We Want Clean Air Everywhere trend is evolving, with anti-pollution claims moving into new product categories, such as home textiles and apparel.

Reducing emissions is essential to achieve a sustainable future. Air pollution is linked with many of the UN Sustainable Development Goals, such as climate action, access to clean energy, sustainable cities and health and wellbeing. With a number of businesses promising to take action, air pollution control is expected to be a higher priority over the next few years.

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Senior Sustainability Consultant
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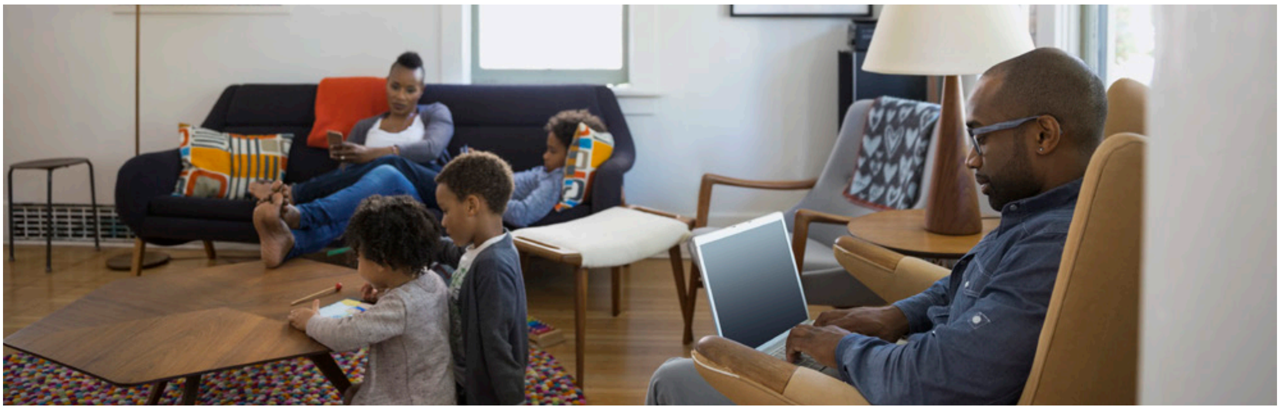
Outlook for We Want Clean Air Everywhere

Consumers are more aware of air pollution and its potential to drastically impact health, from respiratory ailments to premature death. We Want Clean Air Everywhere is a powerful trend that advocates for a carbon-free world. A range of industries are innovating and adapting products to appeal to climate-conscious consumers. The trend will see new players fight for a carbon-free world, with brands vying for market share based on their efforts to contribute to environmental protection.

We Want Clean Air Everywhere will continue to be powered by younger generations. The future is pointing towards cleaner and more sustainable cities that prioritise the wellbeing of natural ecosystems. Climate activists will intensify their stance against carbon emissions, further pushing consumers and businesses to do their part in 2020.

Conclusion



Convenience and personal control will be the big themes of 2020. Sometimes these are complimentary desires, but they may also conflict with each other.

Consumers are being given the chance to engage on an equal level and have their cultural identity respected. They want to have an impact on the changing physical environment and are beginning to value their own mental wellbeing.

To achieve greater convenience, consumers may be required to relinquish personal control. They are looking for the advantages that technology can bring to everyday life, even though these might not be fully realised yet. Consumers want shorter, personalised content, which means they must trade their data privacy. The amount of data and privacy consumers will exchange for these desirable benefits will vary by culture, territory and individual.

Brands must find the right balance between building trust, providing security and delivering products and services that add value to outweigh consumer concerns in the year ahead.

Methodology

Euromonitor International's annual Top 10 Global Consumer Trends are identified through a team effort, making the most of our very broad and international coverage from industry market analysis to quantitative global consumer surveys.

We prompt our analysts internally in each of our industry verticals and poll the expert teams for their insights. We build a database of emerging trends and mine our trade interviews.

Each autumn, we take those collective insights into dynamic workshops and drill down collectively to pinpoint emerging short-term trends.

Finally, we poll our research teams in our 15 global offices and ask them to rank this long list and together we make the final cut.

About the Team

ALISON ANGUS
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Alison Angus is Head of Lifestyles at Euromonitor International, a global strategic market intelligence company. Alison heads up the lifestyles and megatrends research focused on understanding consumer behaviour, attitudes and shifting trends, interpreting these into informative and useful insights to support business and its strategy planning.

Alison has worked in research for 20 years, covering a wide range of industries including FMCG, such as food, drink and beauty and apparel, to home entertainment and electronics, as well as service sectors including manufacturing, consumer finance and retailing. She brings extensive knowledge and expertise on research and analysis techniques and methodologies, managing projects and producing informative and insightful analysis.

GINA WESTBROOK
Director of Consumer Trends
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Gina Westbrook is Director of Global Consumer Trends at Euromonitor International, a global strategic market intelligence company. She started her career as Editorial Director and moved to a strategic role in 2004, testing new editorial concepts that alert companies to global trends influencing consumer markets. Her research offers insight into changing market conditions and consumer behaviour and the opportunities and challenges companies should consider to maintain a competitive advantage.

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How Can Euromonitor International Help?

Euromonitor International is a global market research company providing strategic intelligence on industries, companies, economies and consumers around the world. Comprehensive international coverage and insights across consumer goods, business-to-business and service industries make our research an essential resource for businesses of all sizes.