

Euromonitor Global Consumer Trends – Key Takeaways

1 Ageing: A Changing Narrative

- In 2017, 25% of the planet will be over 50 years old
- The new “Longevity Economy” is an aggregate of health and beauty products, fashion-forward options, and tech innovation
- 50+ consumers expect more visibility of older role models in fashion



Be a creator and enabler to a more inspiring life for the 50+ cohort.

5 Personalize It

- Consumers are expecting brands to understand and deliver to their needs
- Smart shop windows let users interact with and control lighting of window displays
- Growth in curated picks and hyper-personal subscription services



Address the growing expectation of personalization through the customer journey.

2 Consumers in Training



- Influence of children on family spending is on the rise
 - 67% of children between the ages of 3-11 in North America had considerable or complete control over some purchasing decisions
 - With growing access to the internet, children are forming a relationship with brands at a younger age

Recognize children as influencers by promoting family friendly messages.

6 Post-Purchase

- The final step in the customer journey where recommendations and reviews are shaping consumer perceptions and loyalty
- Post-purchase stories from customers offer brands a wealth of insights
- Some brands are actively addressing poor customer experiences to successfully change them into amazing customer experiences



Acknowledge and engage the post-purchase experience as an opportunity to enhance customer satisfaction.

3 Faster Shopping

- Consumers are looking for more products that offer immediate benefits
- Proximity-aware technology is speeding up the consumer journey
 - e.g. iBeacon can use apps to help brick and mortar retailers send customers highly contextual and tailored advertisements to their smartphones
- “Grocerants” offer quality restaurant meals with in store-dining and bars



Deliver to the need for real-time dialogue and immediate gratification along the customer journey.

7 Privacy and Security

- Smart home technology, insurance, organic foods, and spa retreats allow consumers to buy back control in their lives
 - Ability to track and locate products or loved ones provides a sense of control, or reassurance of safety
 - Home cocooning is becoming more attractive because everything is available on demand via digital devices



Let your customers feel in charge by providing them with control and security.

4 Get Real: The Allure of Authenticity

- Desire for authenticity is becoming more pronounced in food and travel
 - The app Sage Project lets users search for in-depth info on food products and allows consumer to search for specific characteristics (e.g. high in good fats)
 - Unplugged tours, “live like a local” trips, social impact holidays



Offer transparency and authentic experiences behind products and services.

8 Wellness and Status

- Historically, material possessions and food consumption were indicators of health and wealth, however there is a shift to more holistic and experiential factors
 - Consumers want to improve their wellbeing and are seeking motivation
 - In addition to tracking progress, wearable fitness devices also promote competition
 - Emergence of boutique & tourism fitness, and wellness holidays



Offer consumers holistic solutions and motivation along their wellness journey