



EUROMONITOR
INTERNATIONAL

TOP 10 GLOBAL CONSUMER TRENDS 2023

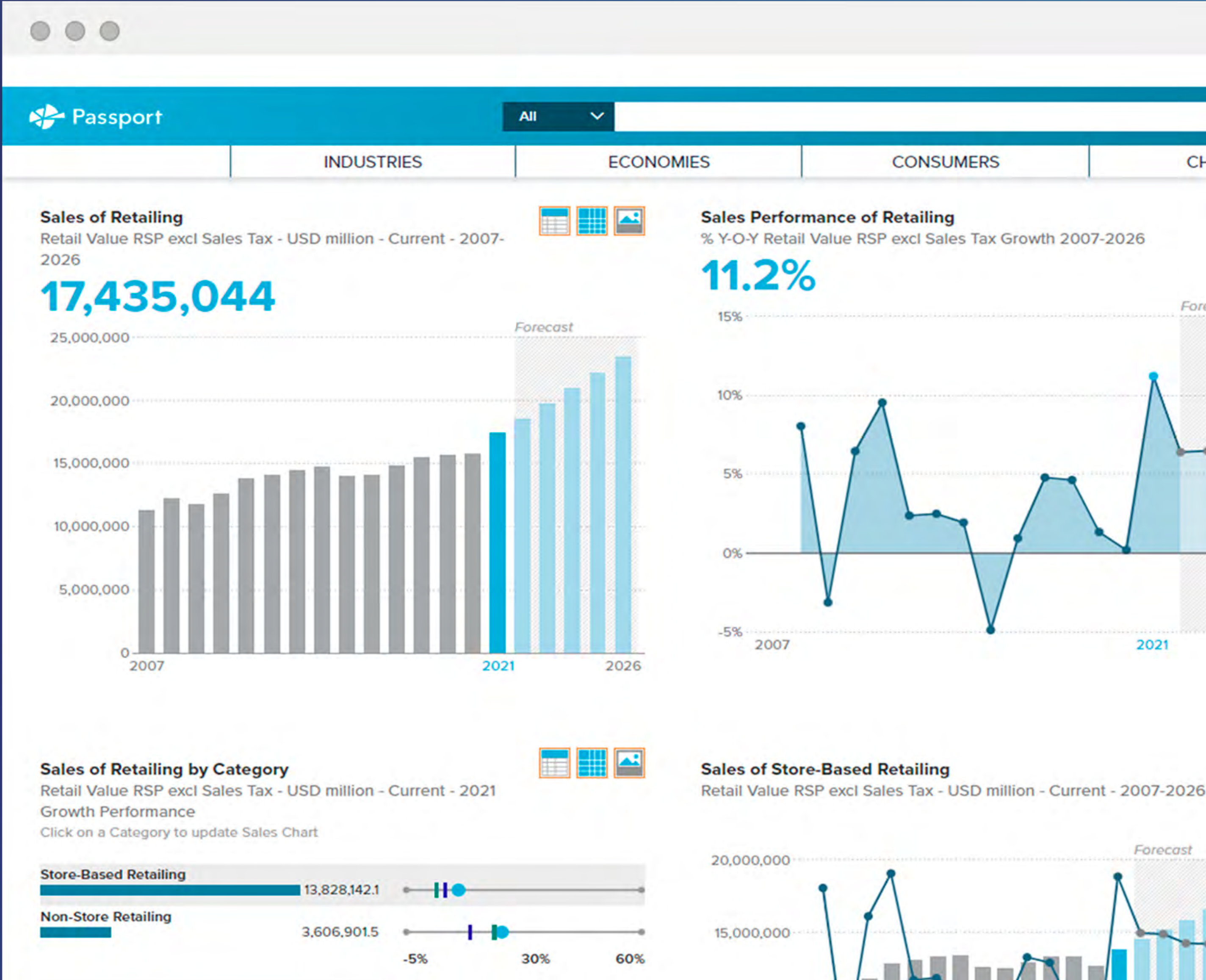
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The data behind this report

Every business should rely on data to drive investments. That’s why we used our Passport platform to uncover this story.

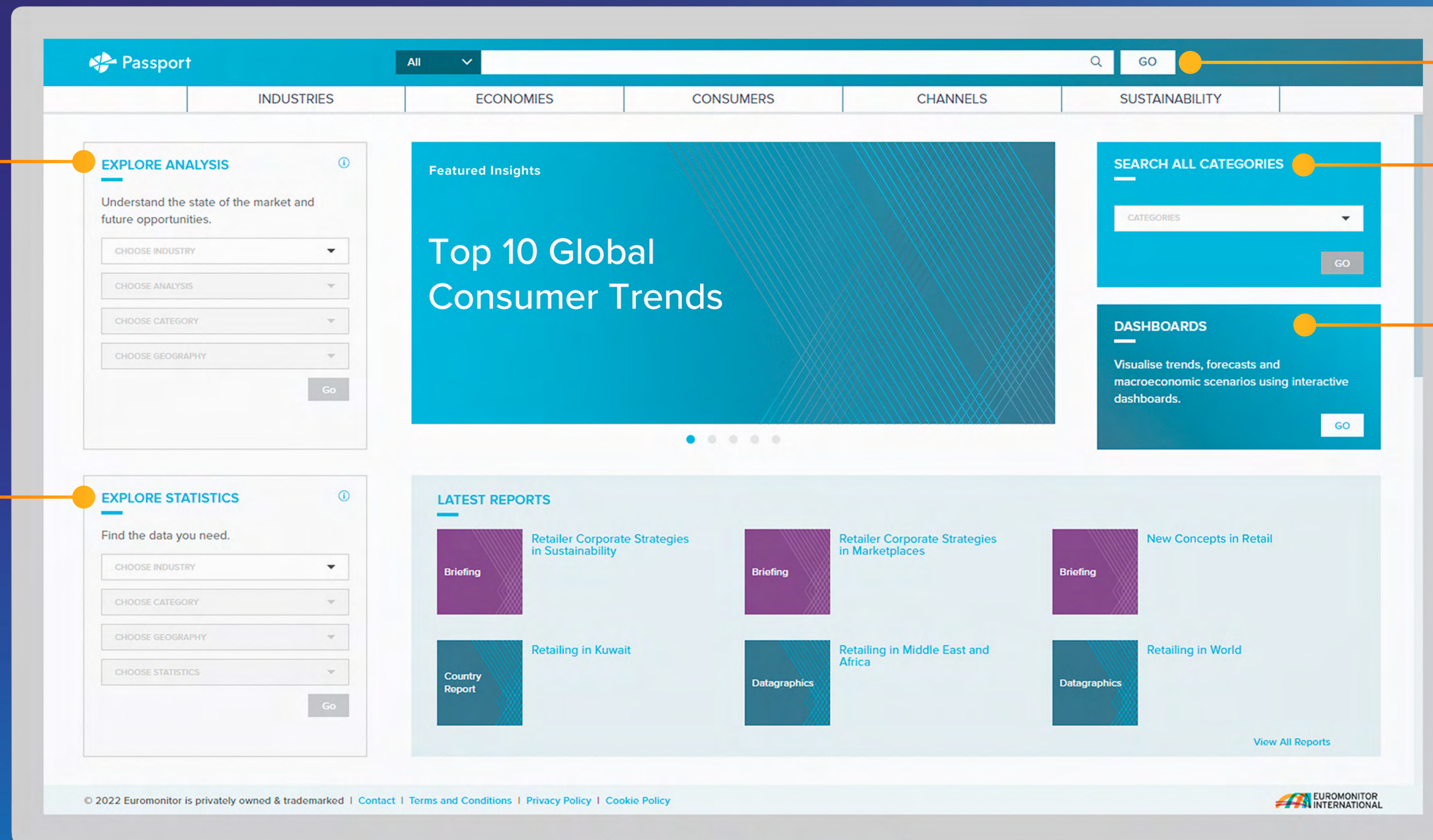
You’ll find answers and opportunities that will help grow your bottom line.

Passport is your go-to resource for tracking trends, markets, competitors and consumers.



See what's possible with **Passport**

Access the
latest data and
in-depth reports.



Search for
products, topics
and geographies.

Drill down to spot
growth, consumption
and behavioural
patterns.

Customers are your lifeline.

And their behaviours
never stop evolving.

We create this report each year so companies know what consumers really want. Our trends help you stay ahead of disruption, predict shopping motivations and fulfil unmet needs.

Use these insights to guide your investments, decisions and growth plans in 2023. Let's get started.

THE WORLD IN 2023

**8 billion
population**

**5.8%
annual inflation rate**

**\$54 trillion
consumer
expenditure**

**62%
population using
the internet**

**\$64 trillion
disposable income**

**6.5%
expected growth
of total retail sales**



TOP 10 GLOBAL CONSUMER TRENDS

Authentic Automation »

Budgeteers »

Control the Scroll »

Eco Economic »

Game On »

Here and Now »

Revived Routines »

She Rises »

The Thrivers »

Young and Disrupted »

AUTHENTIC AUTOMATION

TECH WITH A HUMAN TOUCH

Digital is a dominant force, but tech can't match human nuances. While machines make convenience and speed possible, the power of emotional connections shouldn't be underestimated.

Businesses need to embrace Authentic Automation to strengthen the shopping journey or risk customer attrition.



58%
of consumers
were comfortable
talking to a human
to address customer
service questions,
compared to

19%
talking to an
automated bot
on a company's
website in 2022



Robots and emotional bonds

Fast and frictionless. That's what consumers expect today. Shoppers gravitate towards quick, convenient options to save time and money.

Automation replaces certain manual tasks to meet these demands. Smart appliances detect when supplies are low and replenish goods. Androids are used for last mile delivery and hotel concierge services. Consumption is becoming more passive because of these advancements.

Eight out of 10 consumers under 29 would be comfortable interacting with robots. And though adoption lags for older cohorts, [Digital Seniors](#) are tightening the gap between generations.

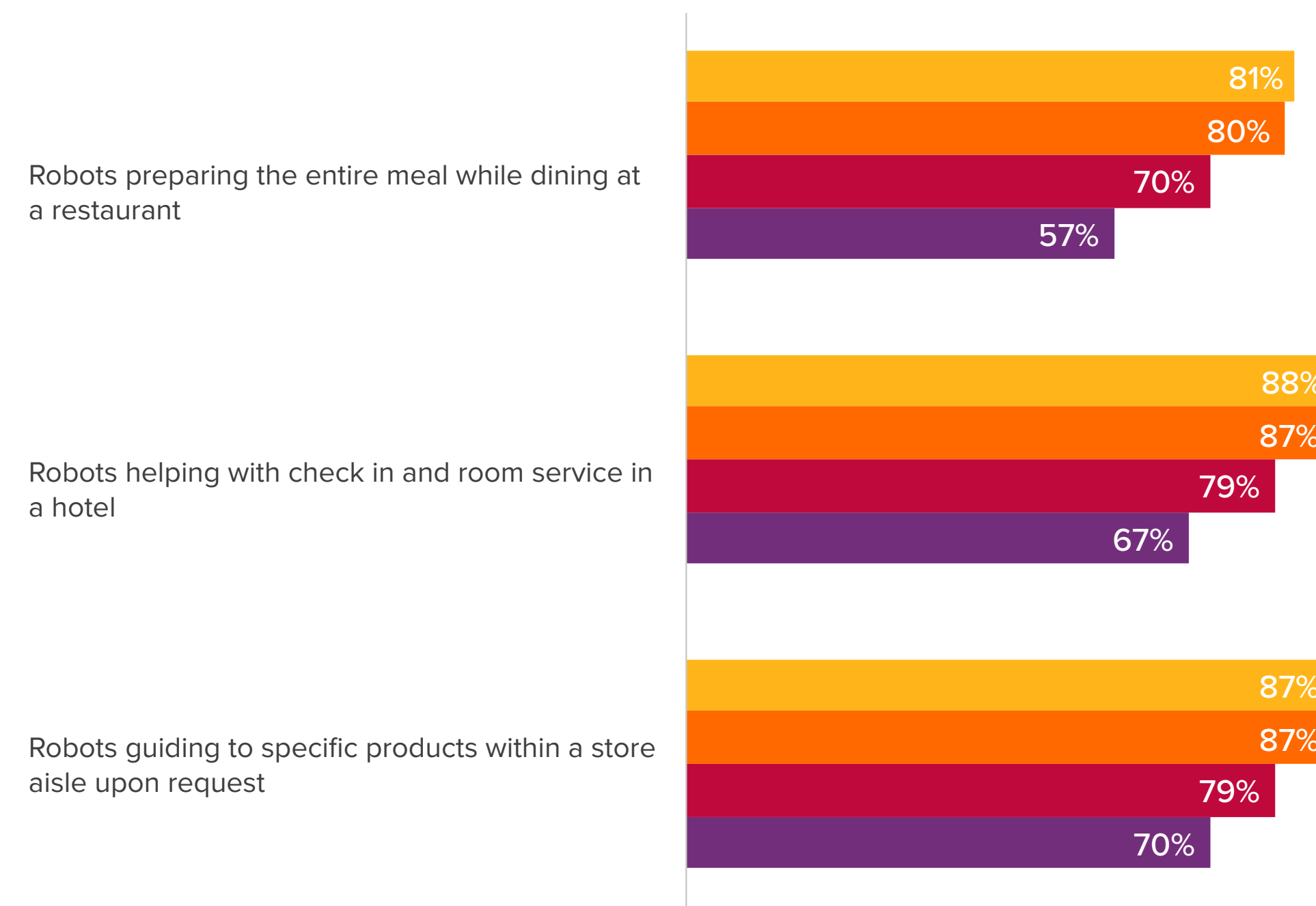
But tech is only part of the equation. Consumers still crave the personal touch. A genuine, emotional connection makes consumers feel respected and appreciated.

One fact remains true: consumers want to interact with humans and machines but for different reasons and at specific points in the path to purchase.

Percentage of Consumers That Would Be Comfortable Interacting with Robots

% of respondents

■ 15-29 ■ 30-44 ■ 45-59 ■ 60+



Source: Euromonitor International Voice of the Consumer: Digital Survey, fielded March/April 2022
Question: How comfortable would you be with the following types of technology?

Machines behind the scenes

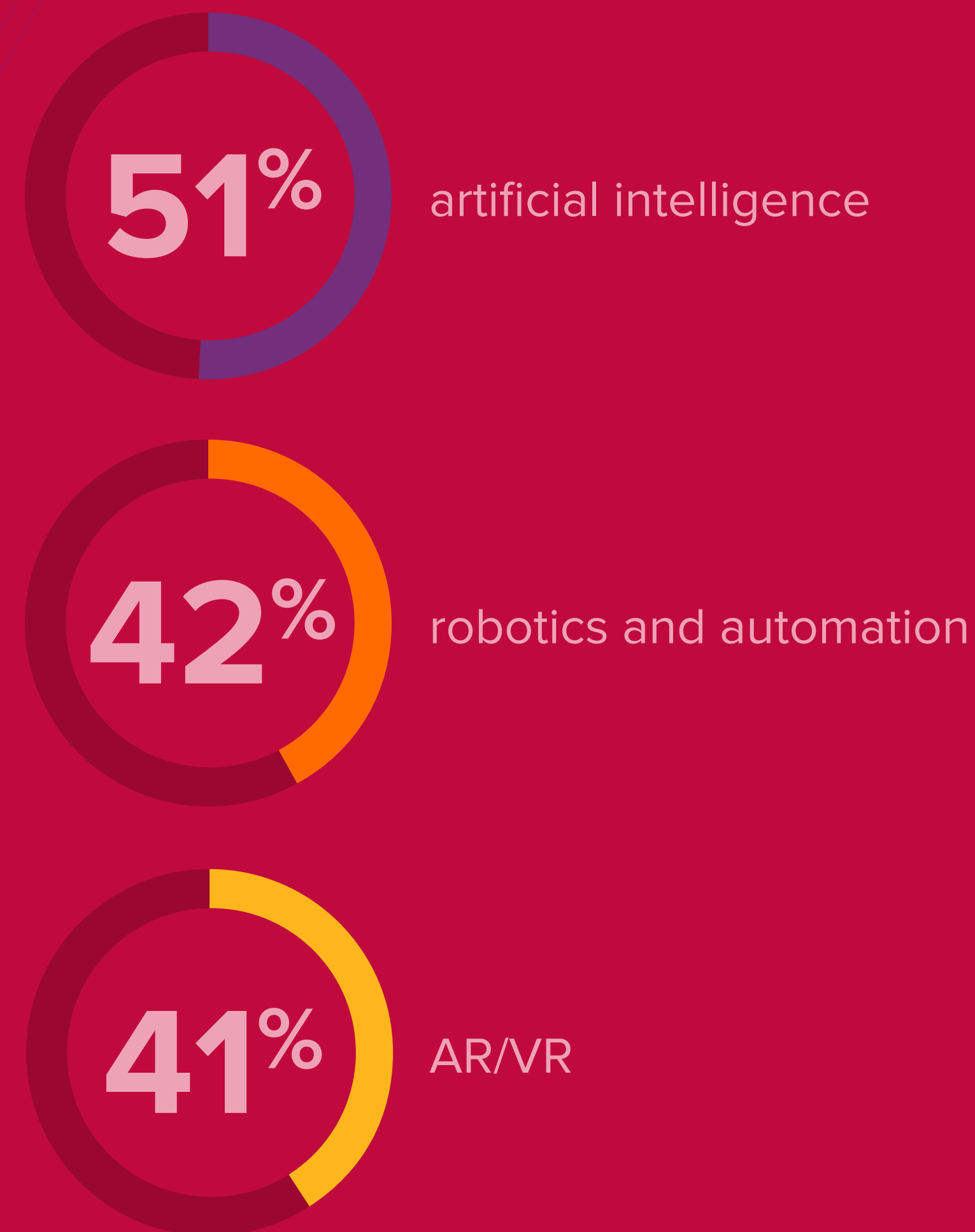
Authentic Automation benefits your bottom line and productivity. Robots can achieve levels of precision and speed beyond human abilities. Business leaders are investing in these technologies to reduce costs, optimise operations and maximise efficiencies.

Companies are focused on improving the buyer's journey. Robotics upgrade backend operations and automate manual tasks whereas humans drive high-touch engagements. Advanced algorithms and hyper-personalisation help you offer curated content, products or services that reflect your customers' distinct preferences.

But over-automating should be a legitimate concern. Relying too much on tech can jeopardise brand engagement. Your customers could feel disconnected from your brand if the human element is removed from their experience. Striking the right balance is critical.



PLANNED TECH INVESTMENTS FOR BUSINESSES



Source: Euromonitor International Voice of the Industry: Digital Survey, fielded November 2021 (n=816)
Question: Which of the following technologies, if any, does your company plan on investing in over the next five years?



Telenet

Telenet partnered with Antwerp University Hospital to virtually transport young patients to their homes or classrooms. Robots are placed in these physical locations, and patients wear VRiendje VR goggles to control the robot's movements and interact in the environment.

Clockwork

Clockwork created the first manicure robot that paints nails within 10 minutes. The company reached a deal with Target to include their robots in six US locations.



OUTLOOK FOR AUTHENTIC AUTOMATION



Humans and machines need to be in sync to deliver meaningful solutions. Businesses should assess all touchpoints in the customer lifecycle. Then, find ones that can be fully automated versus those that should remain interpersonal to build stronger relationships with your audience.

Authentic Automation creates equity and scales production. But the application needs to be purposeful. Tech benefits should outweigh the need for personal interactions to create a seamless experience. And the best integrations will be indistinguishable from human intellect. Give consumers the ability to choose and humanise tech where possible.

Robotics that improve quality of life and complement human expertise will be a competitive advantage moving forward.

BUDGETEERS

THE COST-OF-LIVING CRISIS

When to spend versus when to save—that's the dilemma. Inflation and high prices undermine purchasing power. Now, consumers are methodical with their money.

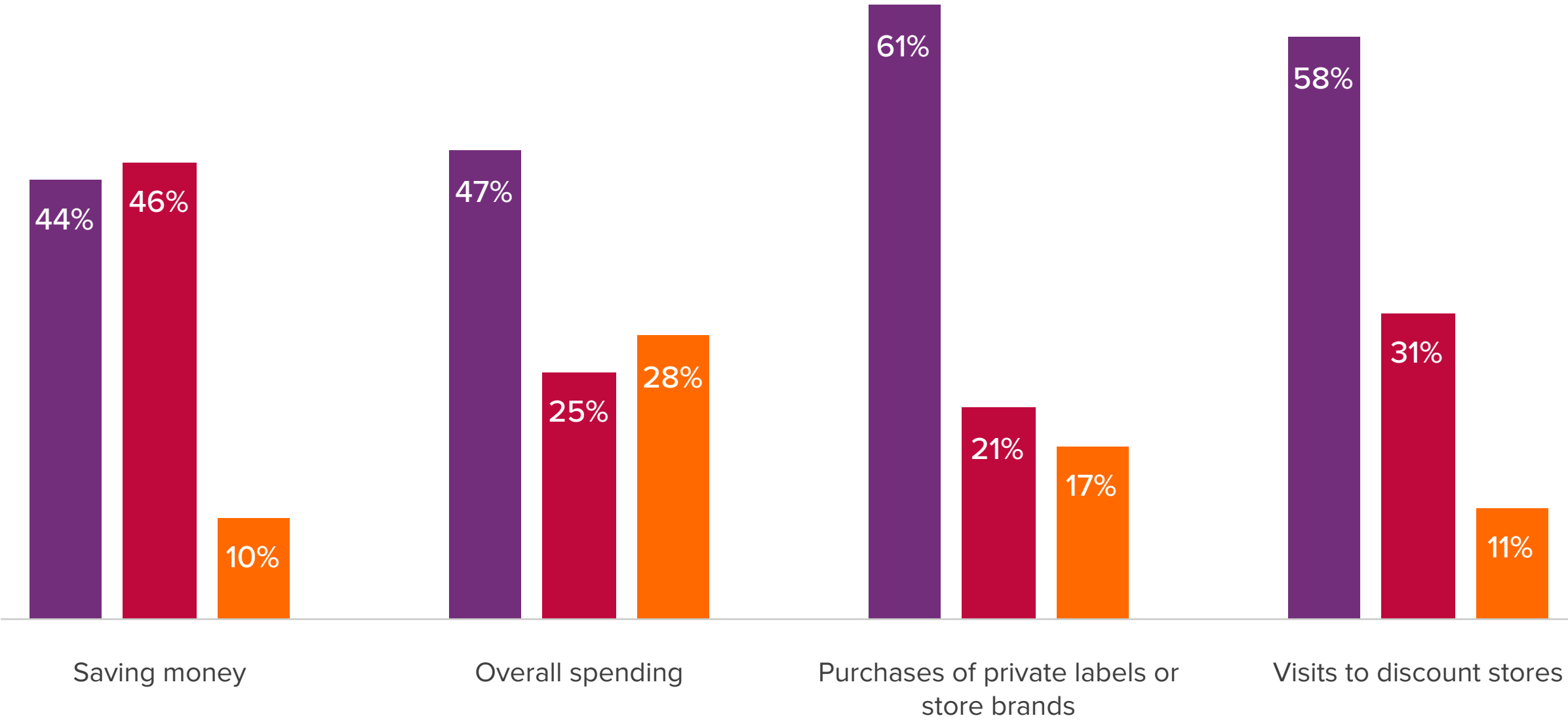
Businesses need to implement or develop solutions that help Budgeteers save while also evaluating overhead expenses.



How Consumers Planned to Change Spending and Saving Habits

% of respondents

■ Unchanged ■ Increase ■ Decrease



Source: Euromonitor International Voice of the Consumer: Lifestyles Survey, fielded January/February 2022
Question: In the next 12 months, do you intend to change any of the following habits?

Cash-strapped shoppers

Economic shocks, record-high inflation and supply shortages continue to drive up the cost of living.

Financial stability is under threat. People must decide between paying more for everyday essentials, trading down to lower-cost alternatives or forgoing items entirely.

Consumers are choosier with their cash flow. Shoppers will reallocate spend or skimp on certain purchases to combat price hikes.

Affordability and bargains often precede brand loyalty. Budgeteers will also switch to e-commerce to avoid transportation expenses and find deals. In 2022, the top reason consumers shopped online was to get the best price.

Saving money is top of mind. And consumers are bracing for leaner months ahead.

75%
of consumers
didn't plan to
increase overall
spending in 2022



66% of retail professionals said the rising cost of raw materials had an extensive impact on their company in the past 12 months

55% of retail professionals said their company increased prices of certain products or services in response to inflation

Value transformation

Businesses feel the pressure, too. High production and operational costs spill over into retail prices. Companies are swapping raw materials or reformulating products to battle commodity expenses.

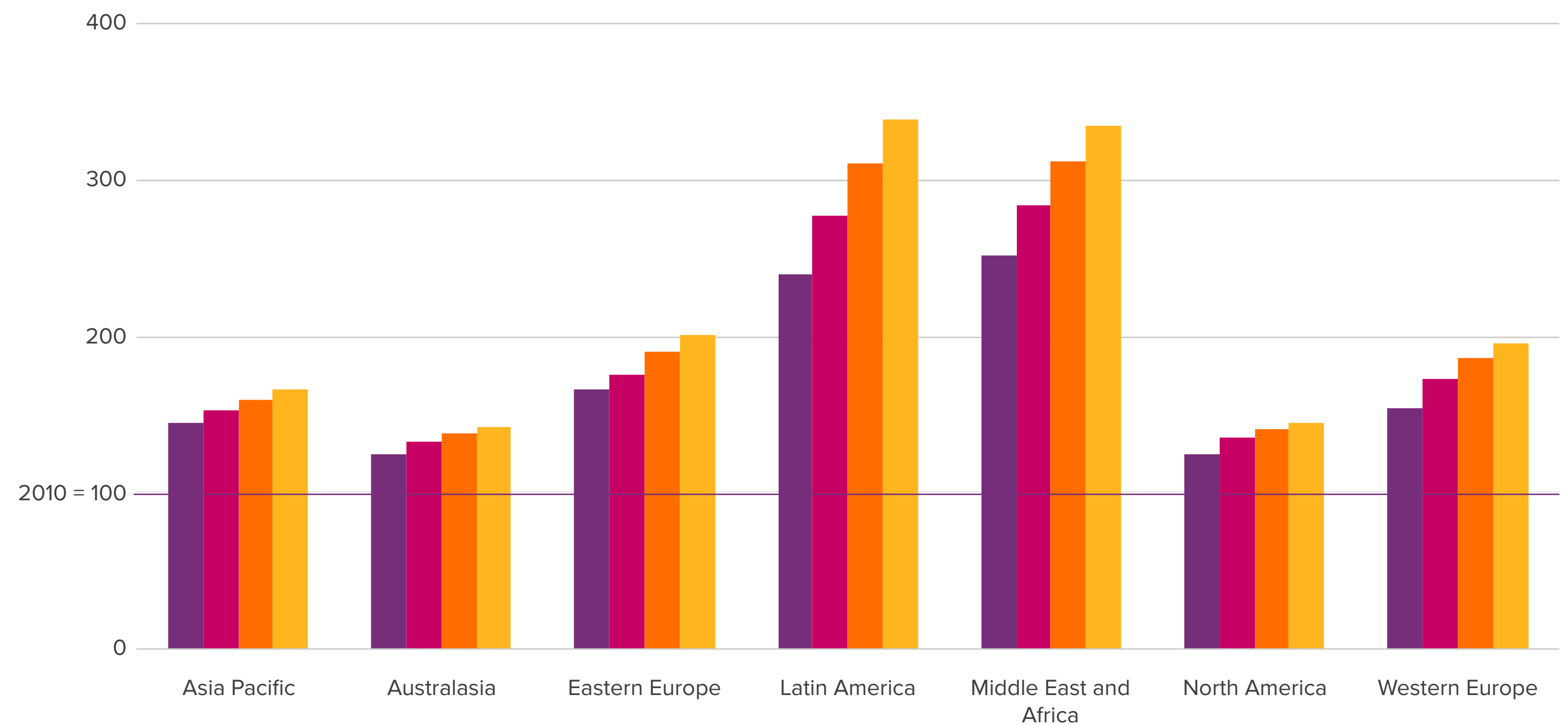
Profit margins are shrinking, and some players will be pushed out of the market. SKU rationalisation, updated pricing strategies, restructured investments and supply chain optimisation are measures taken to respond to new shopping habits.

Companies need to provide flexible and cost-effective options. Payment plans like [buy now, pay later](#) can help Budgeteers stretch their money. Launching a rewards programme or expanding perks to include exclusive sales will also keep customers loyal.

Product bundles, direct-to-consumer models and resale or rental options help brands deliver savings while retaining customers. You can also develop strategic partnerships to merge or expand resources, produce affordable goods or offer special discounts.

Consumer Prices Index

■ 2021 ■ 2022 ■ 2023 ■ 2024

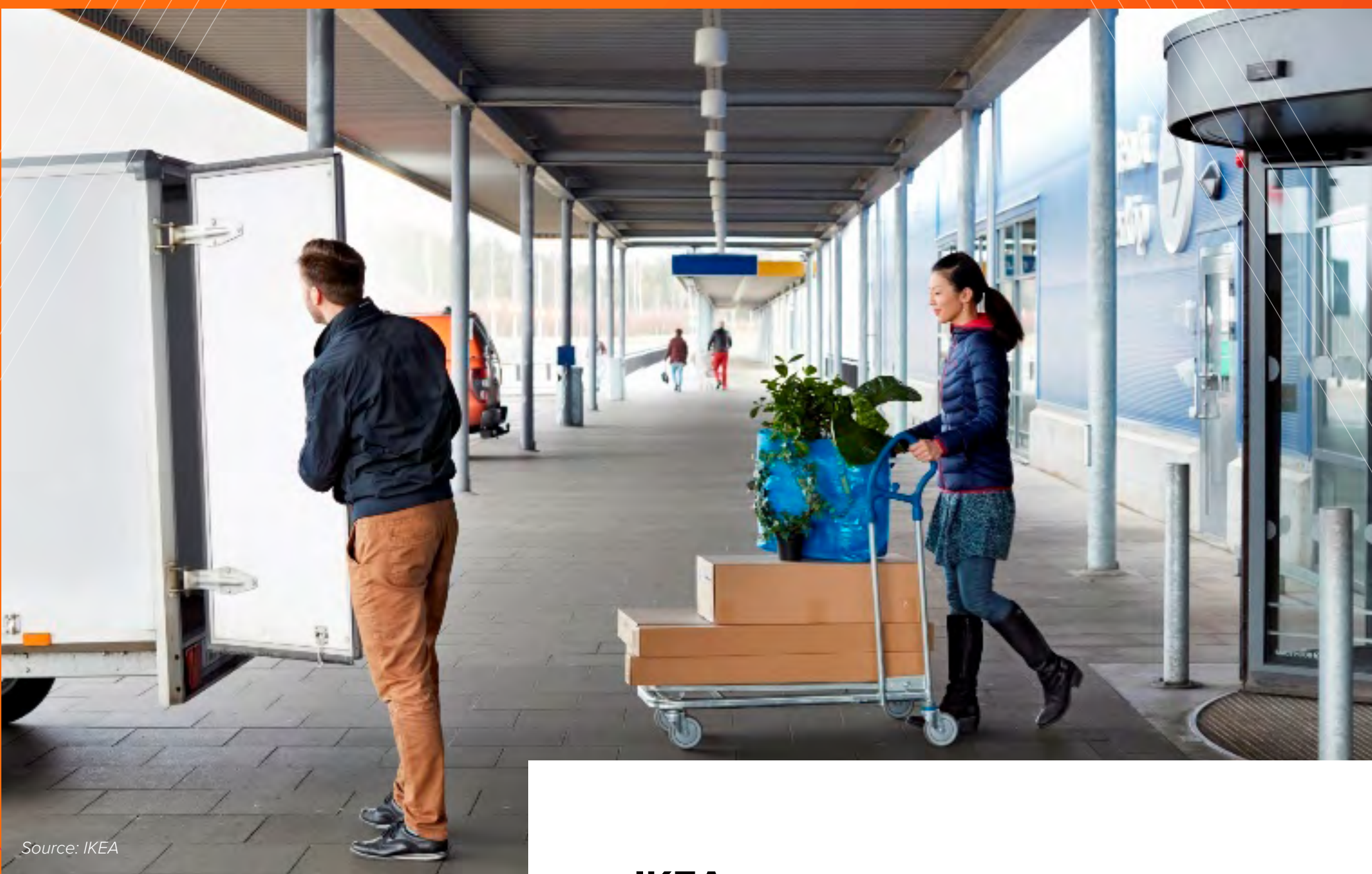


Source: Euromonitor International



Bundlee

Babywear subscription service [Bundlee](#) partnered with Stella McCartney to make luxury items more accessible for parents on a budget.



Source: IKEA

IKEA

IKEA expanded the benefits of its [Family loyalty programme](#) to include a 5% savings on eligible in-store purchases and exclusive discounts on certain delivery options.

OUTLOOK FOR BUDGETEERS

Consumers remain wary with their wallets. Even if inflation and the cost of living drop, Budgeteers will continue to save in preparation for the unknown. And these spending habits frame an opportunity for brands.

Trading down means private label products and discounters will steal market share of certain categories. But alternative payment methods, affordable assortments and strong partnerships can expand your customer base to maintain competitive positioning.

An evaluation of supply chains and product portfolios should be an ongoing endeavour so you can focus on initiatives that deliver returns and profitable gains.

CONTROL THE SCROLL

SCREEN TIME WELL SPENT

Internet activities are transitioning from mindless to mindful. But consumers aren't unplugging completely. They want to consolidate and centralise their platform usage to optimise their time.

To Control the Scroll, businesses have an opportunity to refine digital experiences with efficient and integrated capabilities.



57%
of consumers
deleted apps on
their smartphones
in 2022



Browsing for the benefit

Apps have taken centre stage across all facets of life. But the sheer number of platforms at our disposal has a downside. Too many options leave consumers frustrated.

Mindlessly browsing for hours on end can feel unproductive and wasteful. Excessive use of social media has been linked to shortened attention spans and an increased risk of mental health issues. Last year, more than one-fifth of consumers deleted social media accounts they didn't use very often.

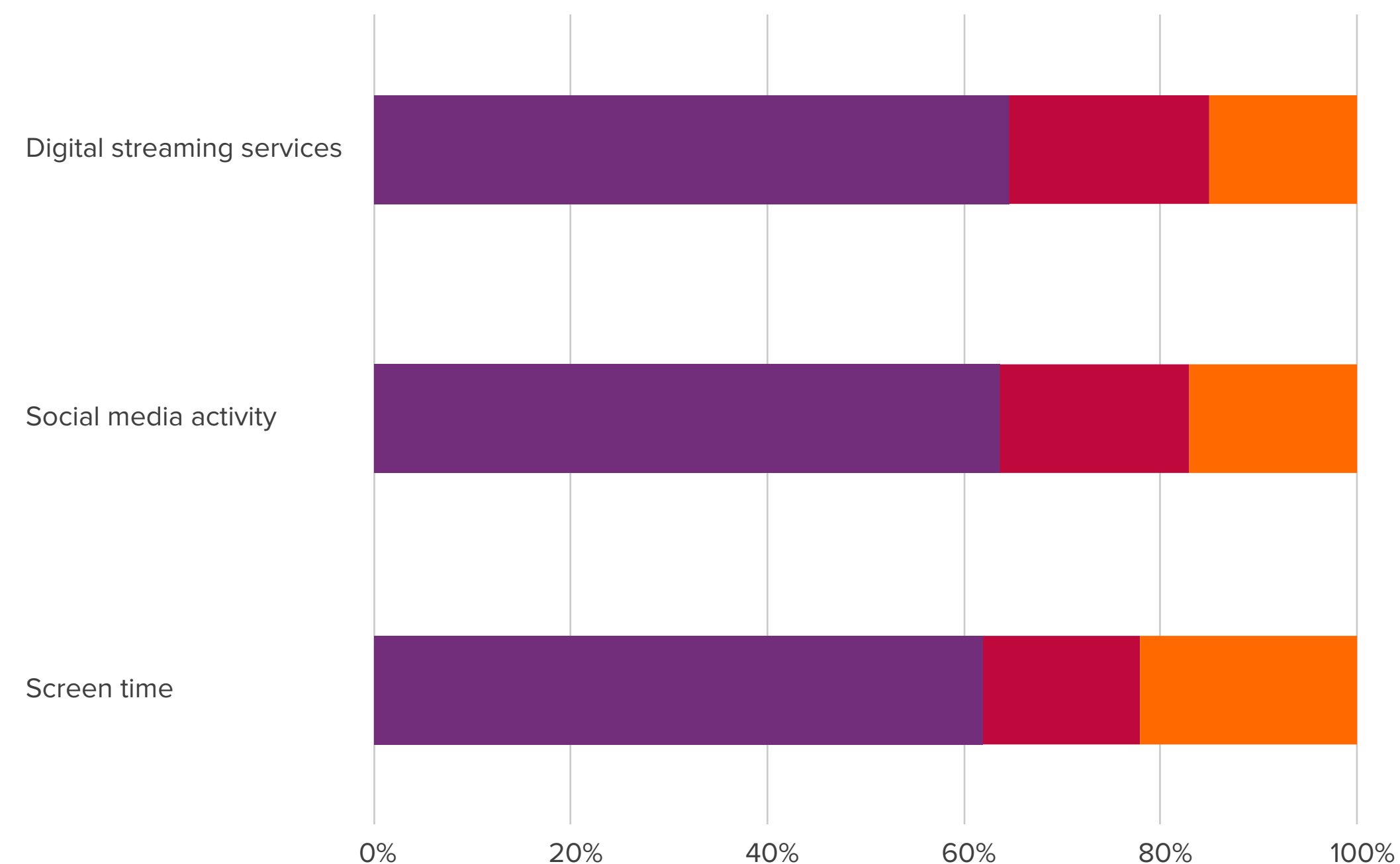
But this isn't a digital detox. Rather, a focus on functionality and efficiency. A majority of consumers aren't planning to decrease screen time but are choosier about how that time is spent. They're taking stock of apps or subscriptions and opting out of platforms that don't prove valuable.

Digital natives want solutions to optimise and consolidate their online activities. Curated content, streamlined apps and tailored recommendations help consumers Control the Scroll.

How Consumers Planned to Change Time Spent on Digital Activities

% of respondents

■ Unchanged ■ Increase ■ Decrease



Source: Euromonitor International Voice of the Consumer: Digital Survey, fielded March/April 2022
Question: Please indicate which statement best fits your planned digital and tech-related activities for the next 12 months.



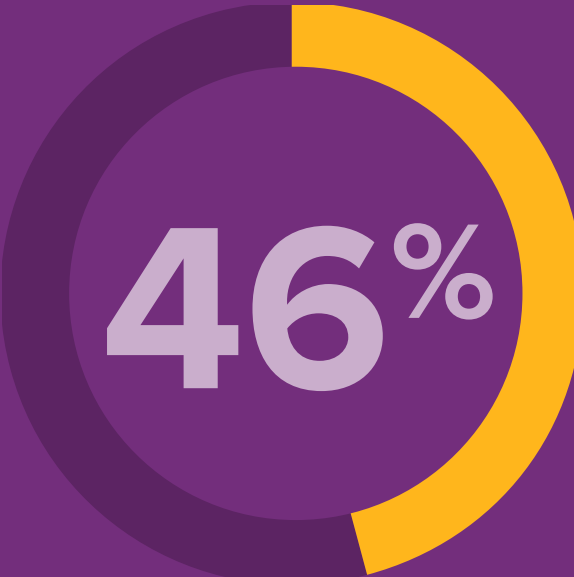
ACCELERATED TECH INVESTMENTS DUE TO COVID-19



expansion of mobile apps and platforms



tailored marketing or personalised recommendations



enhanced web search or site navigation

Filter and focus

Your business should invest in and offer solutions that enhance digital wellness. Time management tools that track screen time, schedule breaks and block distractions can aid in the development of healthier usage habits.

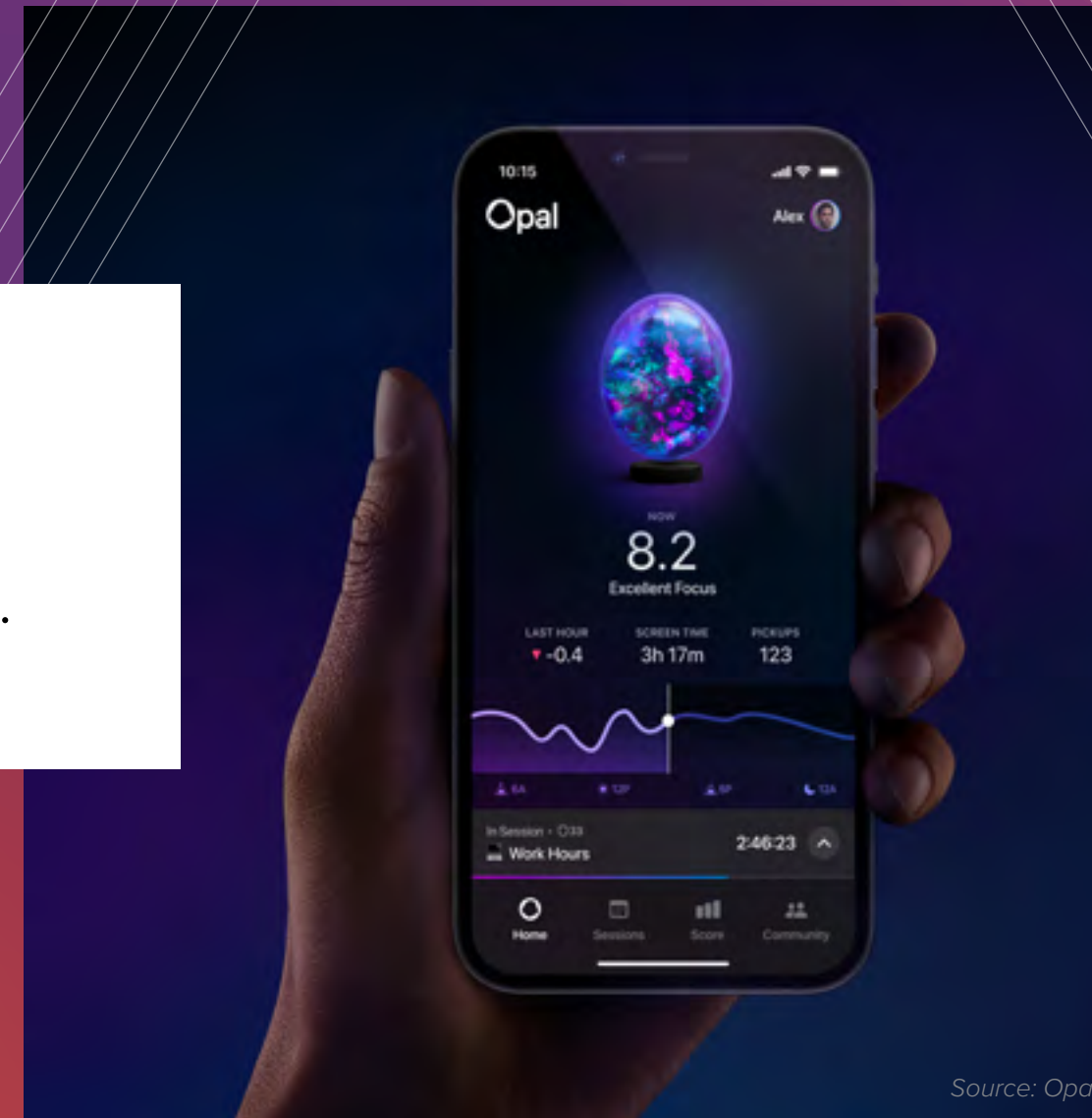
Super apps are one route to achieve streamlined functionality. These are a one-stop shop for communication, commerce, mobility, finances and other daily tasks. But super apps aren't the only option. Add-ons like secure APIs or plugins can expand your services.

Customer-centric brands closely monitor behavioural analytics to understand how users engage with their apps or websites. This data should be used to create intuitive platforms and interfaces.

Source: Euromonitor International Voice of the Industry: Digital Survey, fielded November 2021 (n=480)
Question: Which of the following technology-related investments and initiatives in your organization have been accelerated due to the COVID-19 pandemic? In other words, which focus areas will get more investment and priority due to COVID-19? Select all that apply.

Opal

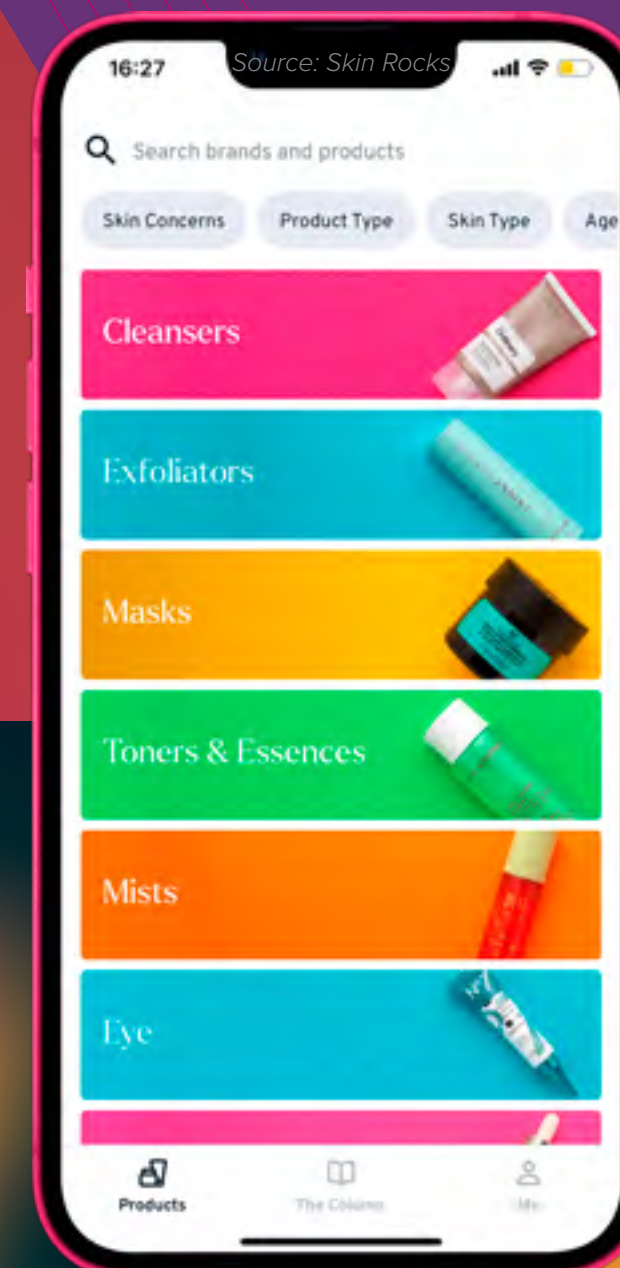
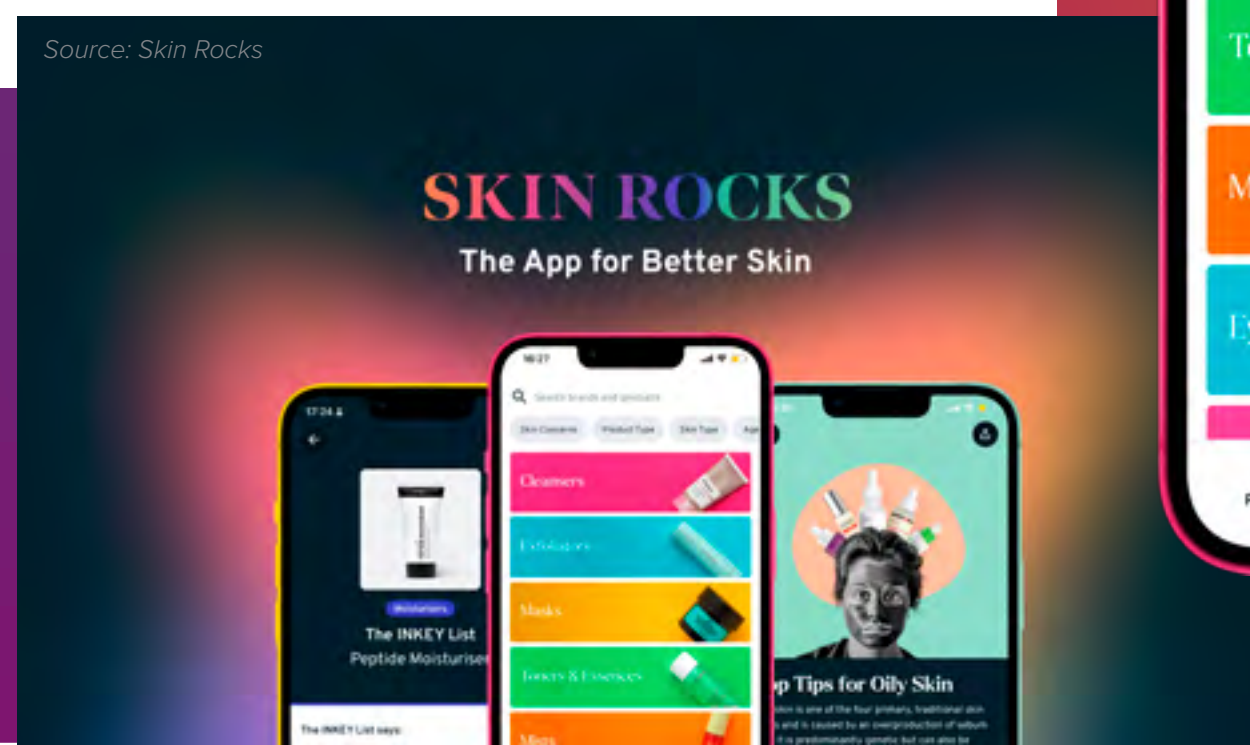
[Opal](#) is a screen time management tool that tracks smartphone usage and restricts apps during set periods to help users focus better on daily activities.



Skin Rocks

[Skin Rocks](#) simplifies skin care regimens. The app offers a guided “you need this” and “you don’t need this” recommendation that facilitates the product selection process.

Source: Skin Rocks



Oneflix

[Oneflix](#) is a streaming aggregator guide that allows users to browse titles across different platforms like Netflix, Disney+ and Amazon Prime Video within a single app.

OUTLOOK FOR CONTROL THE SCROLL



People are tethered to their devices. But screen time is more selective. Consumers want content and products filtered to their interests.

Brands shouldn't be a distraction. Instead, notifications need to be regulated, intentional and relevant. App or platform functionalities should add value and help consumers Control the Scroll. If your digital assets don't match up, you risk losing potential conversions.

An effortless, comprehensive online experience is non-negotiable. Brands that save consumers' time will ultimately gain their attention.

ECO ECONOMIC

SUSTAINABLE BY DEFAULT

Cutbacks aren't all bad. The cost-effective option has become about limiting and reducing. Decreased consumption is increasing sustainability by proxy.

Organisations are stepping up to help Eco Economic consumers save their money and the planet.





Save your pocket, save the planet

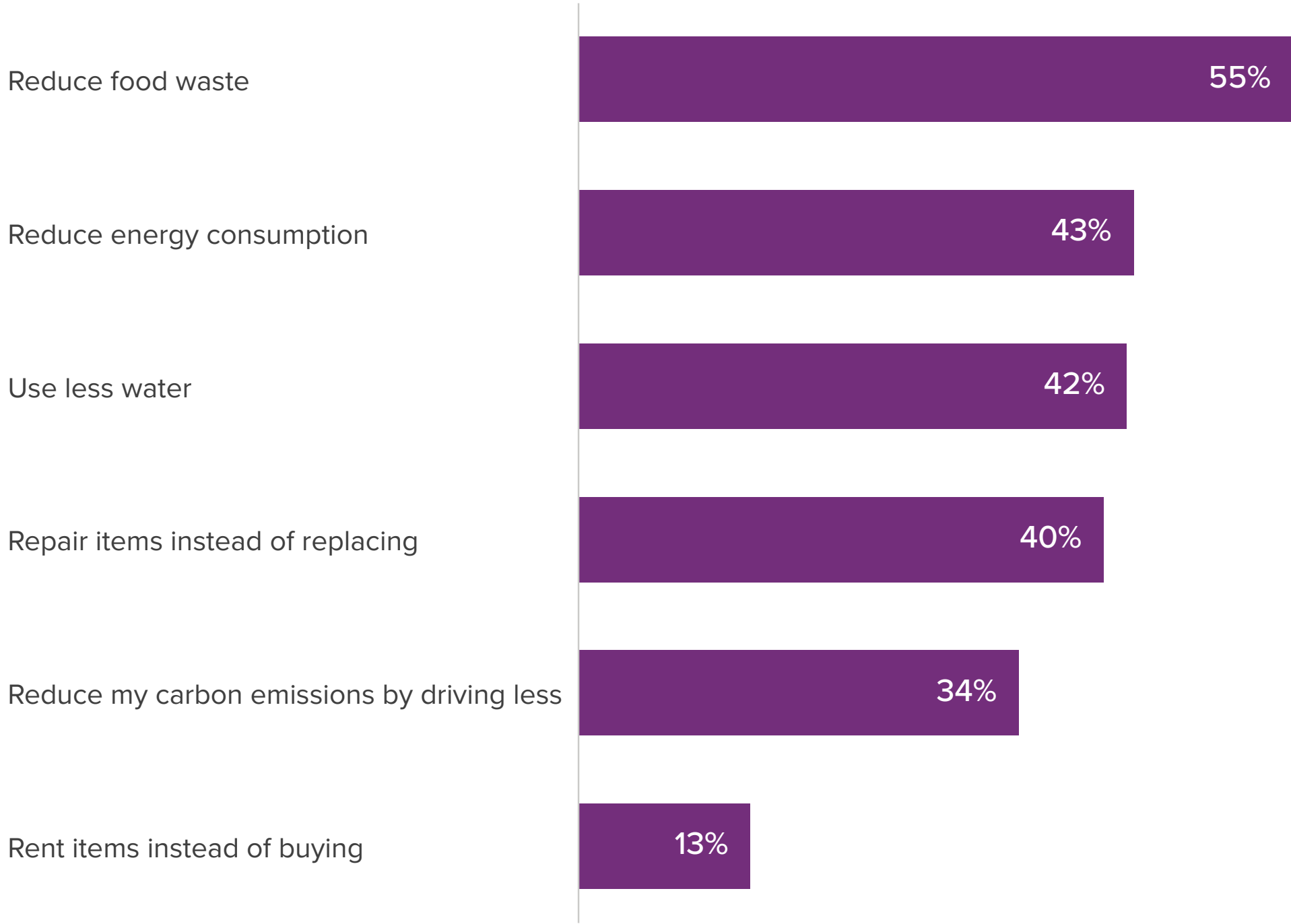
Safety was superior to sustainability during the pandemic. But lockdowns and quarantines resulted in positive climate effects like improved air quality.

Now, saving takes precedence, but the cost of living is creating a new sustainable behaviour. Goods, energy and housing prices are causing people to cut back. Consumers will continue switching to energy-saving products, eating at home, reducing appliance use and limiting travel.

Less than one-fifth of consumers were willing to pay more for household essentials with sustainable features last year. But market dynamics spurred green activities like repairing, secondhand shopping and renting. Eco Economic purchase motivations also stem from the post-COVID-19 desire to live more responsibly.

Green Activities and Sustainable Consumption

% of respondents



Source: Euromonitor International Voice of Consumer: Lifestyles Survey, fielded January/February 2022
Question: Which of the following activities, if any, do you typically do to positively impact the environment or lead a more sustainable life? Select all that apply.

34%
of consumers
were willing to
buy secondhand
or previously
owned items
in 2022

45% of professionals said investing in sustainability initiatives is a strategic priority for their company in the next five years

41% of professionals said lack of consumer willingness to pay more for sustainable products is the most significant challenge

Reparative and restorative

Circular business models are an Eco Economic option. Resale and rental services can improve inventory management without relying solely on net-new production. And repair services extend the life of products. These revenue streams help reduce waste and provide an economical solution for consumers.

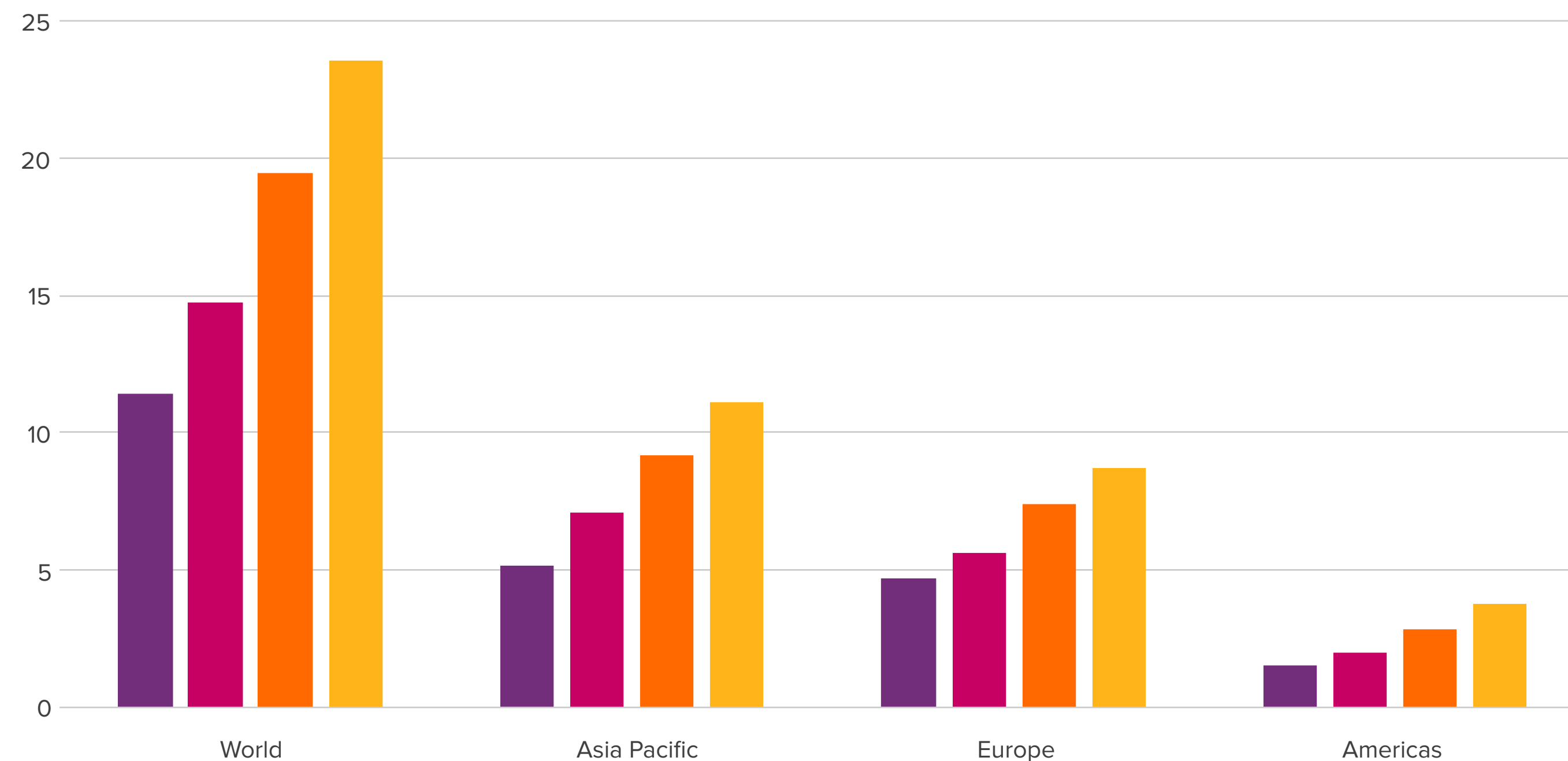
Companies are getting creative. Energy-efficient durable goods like electric vehicles or appliances decrease emissions. Navigation apps show the most fuel-effective car routes, and innovative startups are making renewable energy attainable.

The top challenge for sustainable products is cost. Retailers and manufacturers will need to bring prices closer to those of conventional brands to retain and grow sales.

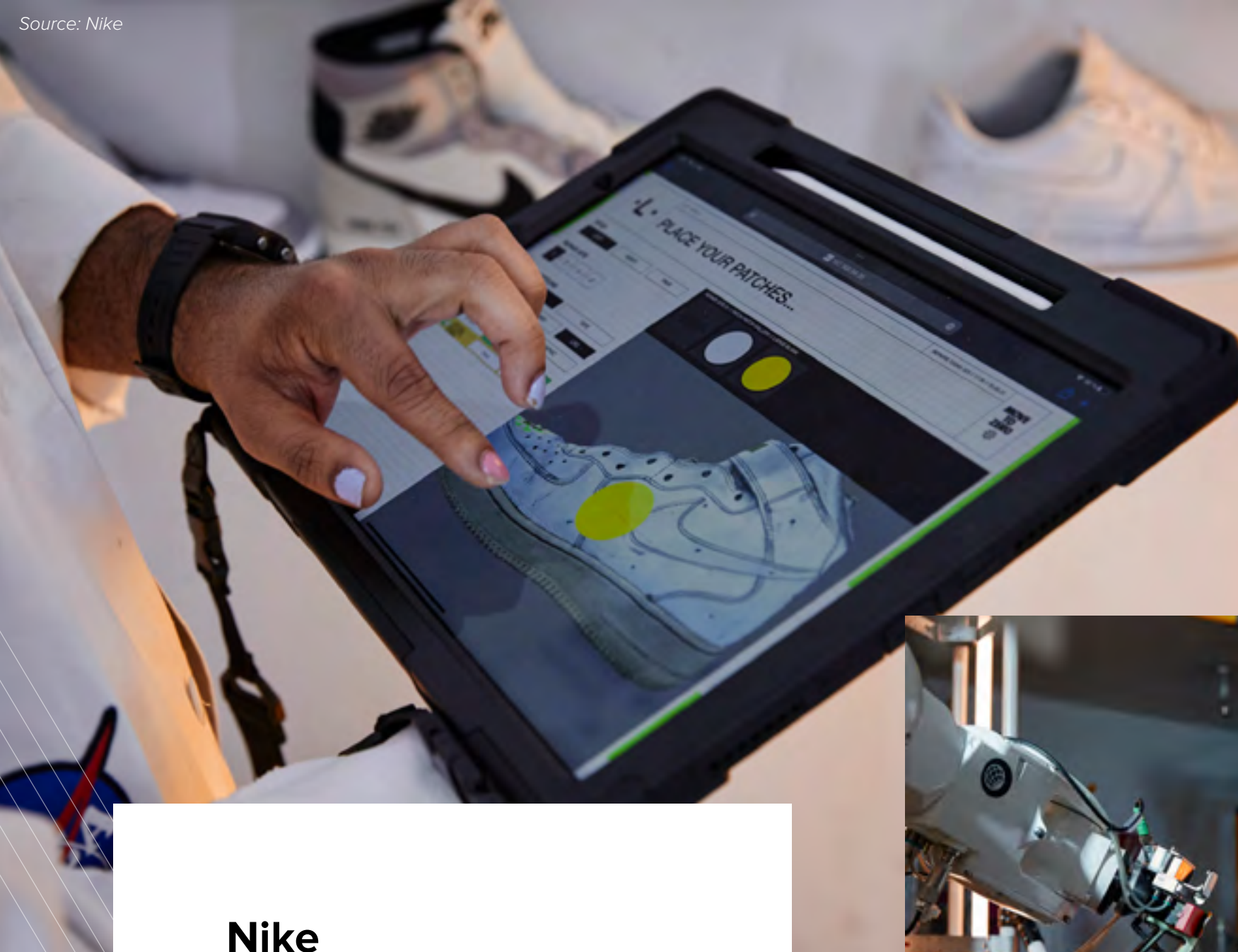
Electric Car Registrations

Unit volume in millions

■ 2021 ■ 2022 ■ 2023 ■ 2024

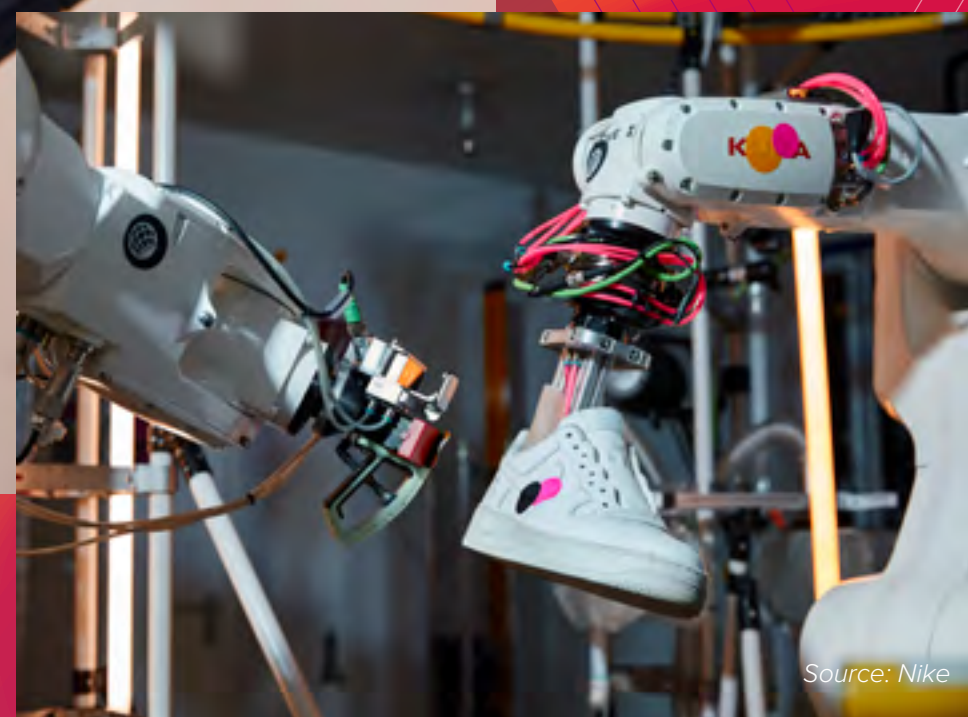


Source: Euromonitor International



Nike

Nike debuted a robot called the [Bot Imitated Longevity Lab](#) (B.I.L.L.) designed to clean and repair trainers.



Source: Nike

We Do Solar

[We Do Solar](#) designs DIY modular solar panels for apartment balconies which claim to reduce electricity bills up to 25% as well as CO₂ emissions.



Source: Sainsbury's

Sainsfreeze

Grocery retailer Sainsbury's opened [Sainsfreeze](#), a pop-up walk-in freezer, that showed consumers which foods can be frozen—like eggs and milk—to reduce waste, extend freshness and save money.

OUTLOOK FOR ECO ECONOMIC

Economic necessity ushered in a new era of sustainable behaviour rather than purchase decisions. Consumers will still be reluctant to pay more for sustainable products this year.

Consumption patterns are less about acquisition and more about reduction, which positively impacts the planet. Business models should strive to unify cost savings with green commerce.

GAME ON

ENTERTAINMENT FOR ALL

Gaming is now a top form of entertainment. The generational divide is becoming less apparent and challenging the typical gamer stereotype.

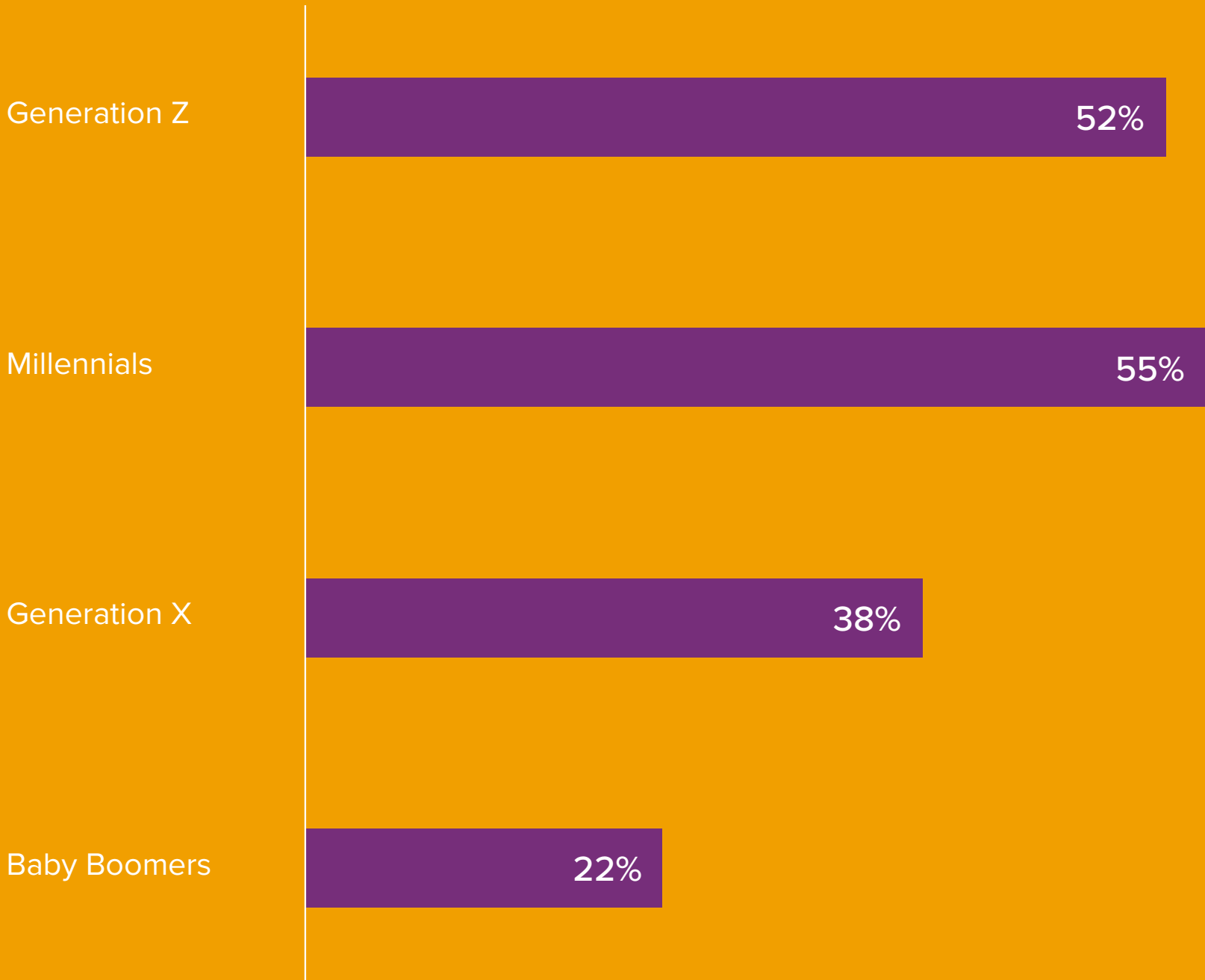
Businesses can tap into gaming culture to convert players into payers.





Percentage of Consumers Interested in Playing Immersive Online Video Games

% of respondents



Source: Euromonitor International Voice of the Consumer: Digital Survey, fielded March/April 2022
Question: How interested are you in participating in the following types of virtual activities?

Digital reality to escape reality

Gaming is going mainstream. People want an outlet for the stress in their everyday lives. Online communities serve as a platform to socialise and connect with others who share similar interests.

But gaming doesn't only appeal to hardcore users and younger generations anymore. Casual, amateur and professional players span all ages. Some have even turned this form of entertainment into their occupation.

Esports created a dedicated following and attracts millions of spectators worldwide. These passionate fans tend to buy brands that their favourite teams or players use.

Gamers are investing more time and money to enrich their experiences. Spend on virtual products and add-ons continues to grow, and their perception of ownership is transforming. Physical and digital assets have equal importance to Game On consumers.

30%
of consumers owned a gaming console in 2022

37%
of consumers participated in online video gaming at least weekly in 2022

12% expected growth of total esports sponsorship deals in 2022

Note: Deals per esports property.

23% global sales growth of in-game purchases from 2021 to 2024

A new playing field

Businesses recognise the potential of gaming as a profitable revenue stream and channel to widen reach. Top brands are signing multiyear sponsorships with gaming franchises and elite players.

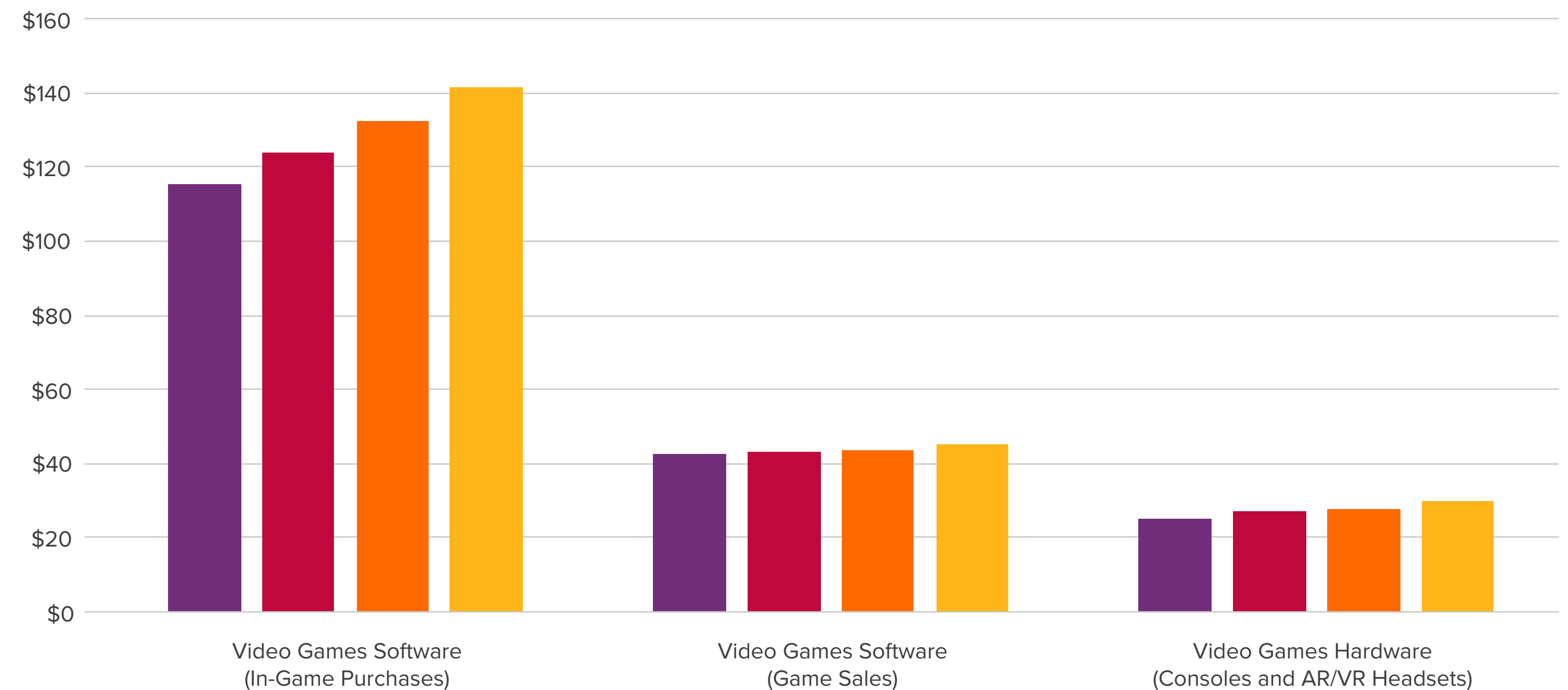
Digital products are developed exclusively for these platforms. And gaming culture inspires product design and innovation in the physical world.

These virtual communities are only a slice of the online universe. But players are immersed in these platforms, and brands have a unique opportunity to target hyper-engaged consumers. Incorporating gaming touchpoints into the customer journey will strengthen brand recognition amongst Game On consumers.

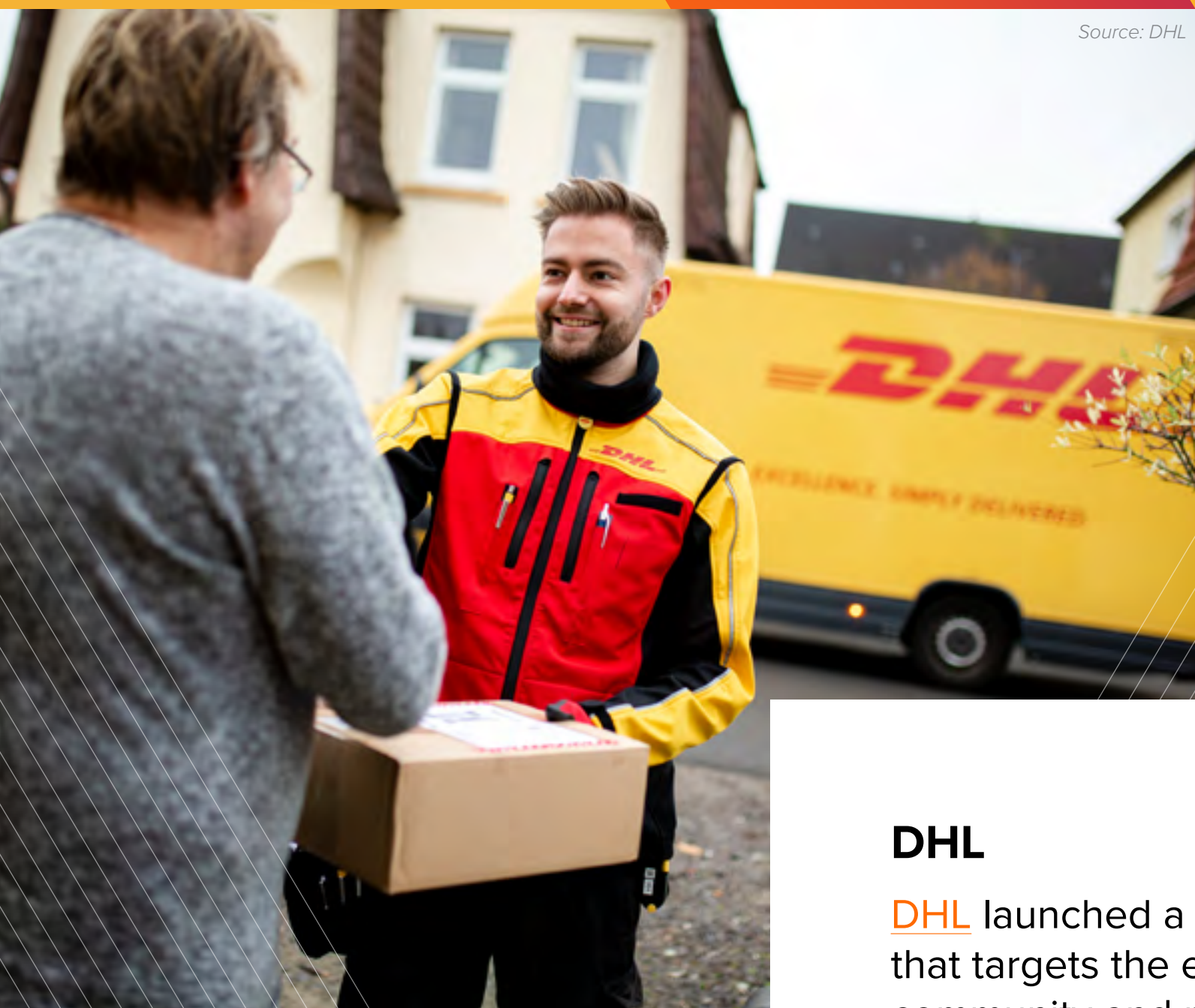
Global Video Game Sales by Category

USD billion

■ 2021 ■ 2022 ■ 2023 ■ 2024



Source: Euromonitor International



Source: DHL

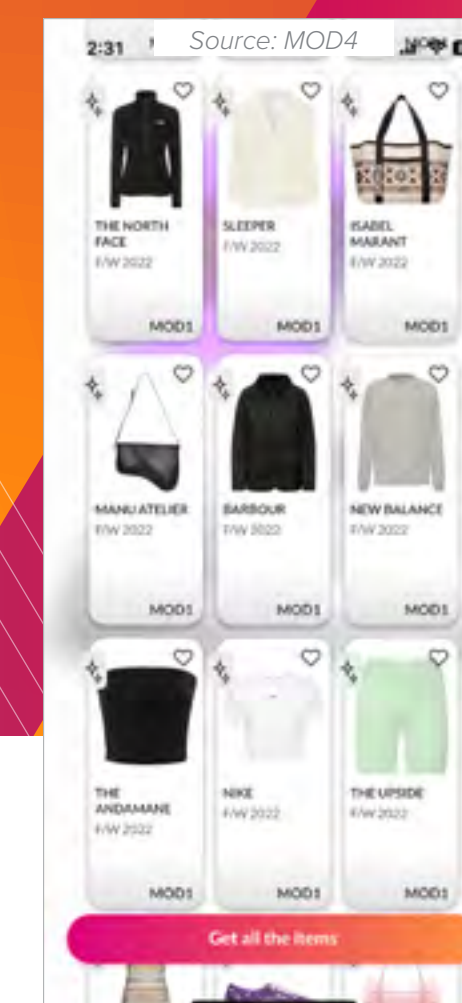
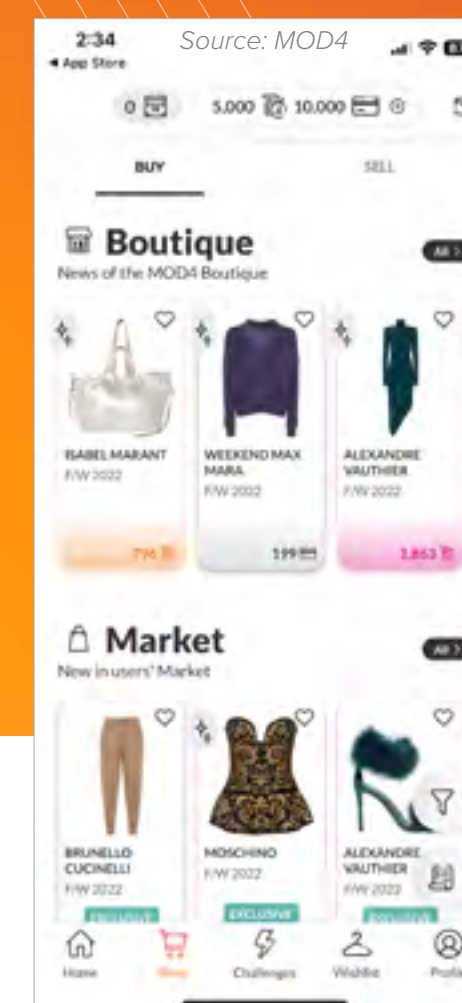
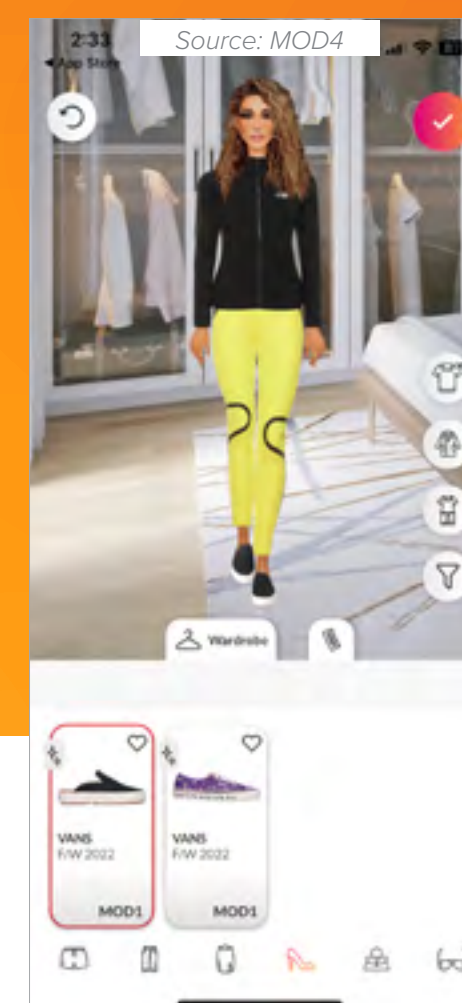
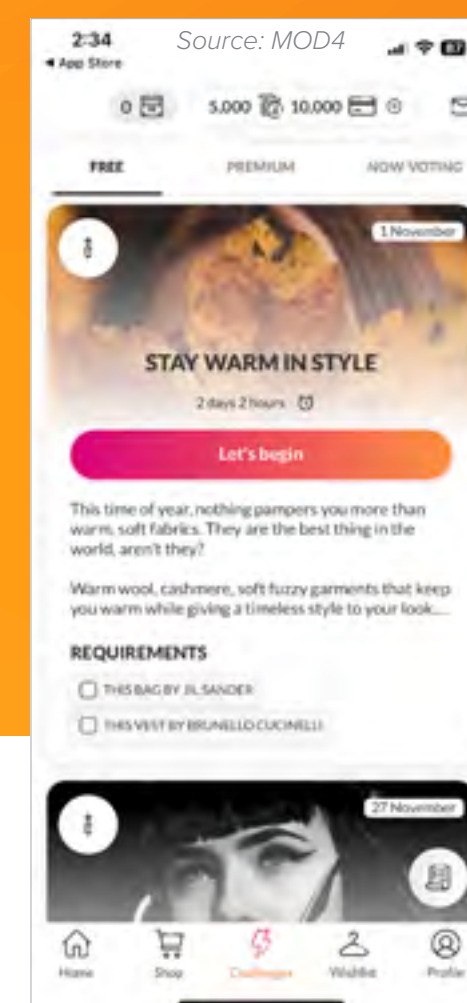
DHL

DHL launched a campaign that targets the esports community and promotes recruitment. Applicants have a chance to be featured in an episode of DHL Dota Adventures and can browse open positions.



Maybelline

Maybelline partnered with game developer Zynga to launch an in-game playable advertisement.



MOD4

MOD4 is a mobile game where consumers create their own avatar outfits to win challenges and earn rewards points to redeem or shop for real fashion items.

OUTLOOK FOR GAME ON



The gamer population is taking off. This once-niche segment is now a mass-market opportunity.

Companies are getting their Game On. Sponsorships, advertisements, in-game purchases and product innovations are the primary revenue drivers thus far. And AR/VR tech investments show no sign of stopping. Gaming experiences are only getting more sophisticated.

Brands need to consider holistic gaming culture and how to tailor their offerings to these consumers. You should determine how this entertainment sector fits into your strategic plan.

HERE AND NOW

NO TIME LIKE THE PRESENT

Consumers are giving themselves permission to live a little. They're not abandoning financial responsibility, but they are taking a short-term buying approach with discretionary items. Sparking joy can be a purchase motivator.

Businesses should create campaigns that target special occasions. Alternative payment methods can also help split costs over time while catering to immediate consumption.





The urge to splurge

People made substantial sacrifices over the past few years to deal with economic turbulence. Abrupt government shutdowns and mandates halted life as we knew it. And consumers became accustomed to the unexpected.

Here and Now is about living in the moment. Consumers don't know what tomorrow brings and aren't wasting anymore time.

Money isn't the only valuable asset. Time, health and bliss are equally important. Price tags are still relevant, but the emotional benefit also justifies impulse or big-ticket purchase decisions.

Discretionary spend has become more intentional. Productivity, personal growth and joy are reasons to buy. Smart splurges and affordable luxuries let consumers reasonably indulge to unwind or cope with the world. And alternative payment methods incentivise shoppers to take the plunge on higher-priced items.

Global Consumer Shopping Preferences

% of respondents



Source: Euromonitor International Voice of the Consumer: Lifestyles Survey, fielded January/February 2022
Question: Please look at the following statements and tick all that apply.

50%
of consumers
enjoyed life and
didn't worry about
planning for the
future in 2022

Top Reasons Consumers Participate in Loyalty Programmes

% of respondents



Source: Euromonitor International Voice of the Consumer; Digital Survey, fielded March/April 2022
Question: What are some of the reasons you participate in loyalty or rewards programmes? Select all that apply.

Marketing for the moment

Emotional marketing that invokes a positive brand association can help companies capture spend. Brands also need to target specific or special occasions. Data and backend algorithms can be integrated to spot patterns in web activity that infer shopping motivations and trigger tailored promotions.

Creative campaigns that play on spontaneity or timeliness can attract these consumers. Pop-up shops, flash sales, limited-time offers or exclusive drops are methods that entice shoppers to buy on a whim.

Alternative payment methods are even more crucial for the Here and Now trend. These flexible solutions help ease financial burdens. The popular [buy now, pay later](#) model spreads the cost of big-ticket items over a period of time, so consumers feel comfortable at checkout. Loyalty programmes allow cashback credits or rewards points to be put towards purchases. New loan or credit options can make your products accessible to a wider group of shoppers.

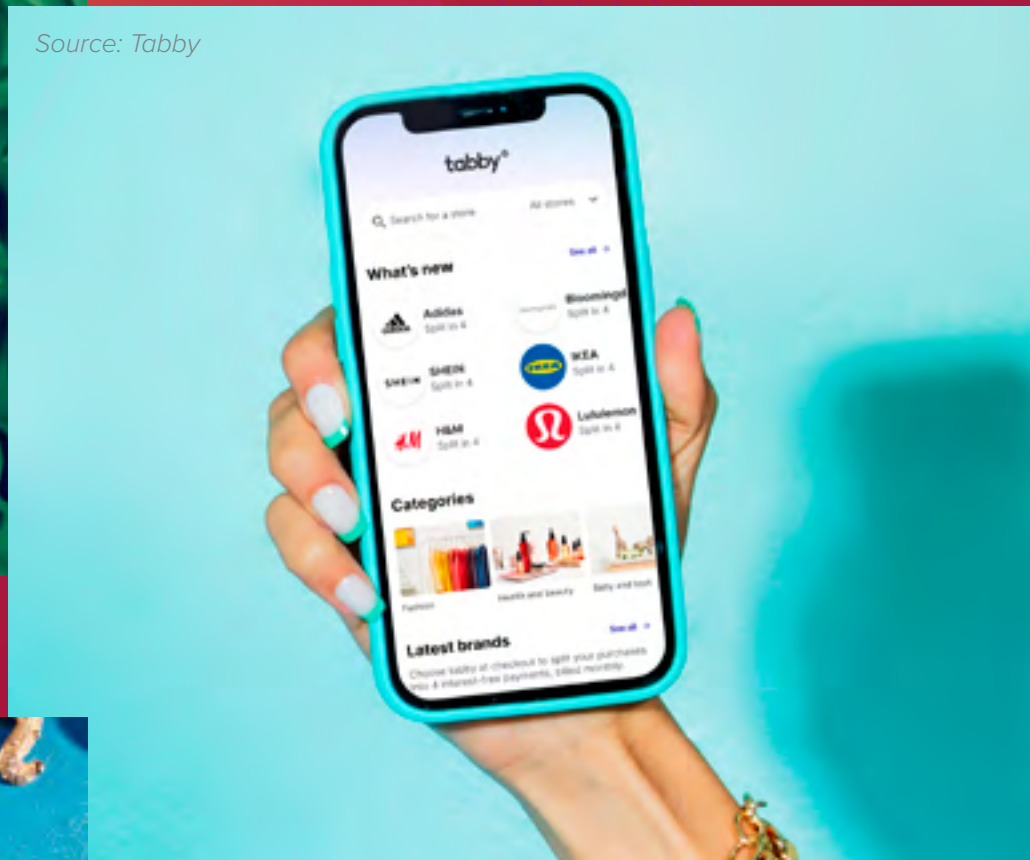
56%
of retail professionals
said their company
doesn't offer buy now,
pay later options

\$156 bn
buy now, pay later
lending value in 2022

Source: Sezzle



Source: Tabby

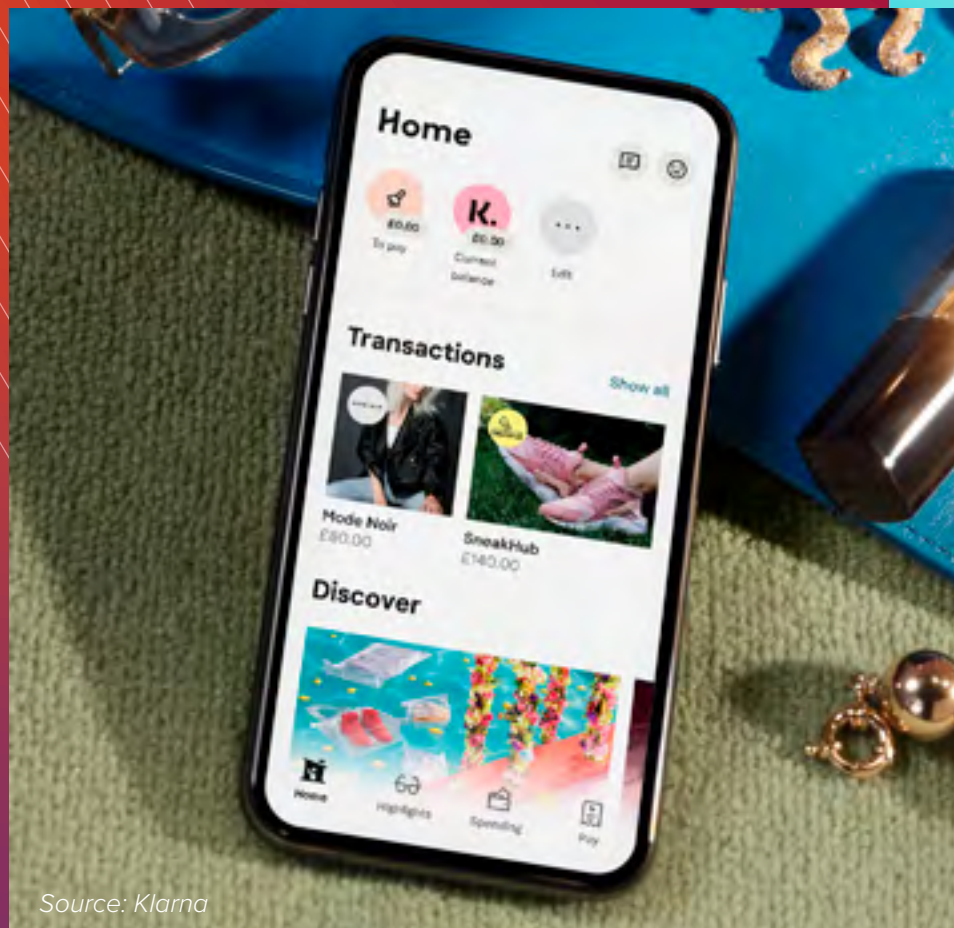


Source: Starbucks



Starbucks and Delta Air Lines

Starbucks and Delta Air Lines linked their rewards programmes to deliver additional benefits like earning miles on coffee purchases.



Source: Klarna

Buy now, pay later

Innovative instalment models like buy now, pay later are becoming standard. Fintech companies overhauled traditional lending options, but banks and payment networks are getting in on the action.



Source: Starbucks

OUTLOOK FOR HERE AND NOW



Shoppers are forced to cut back but don't want to be set back. Instant gratification motivates Here and Now consumers. Price isn't the only factor for these purchase decisions; emotional equity carries equal weight.

Flexible solutions expand purchasing power and alleviate cost pressures to help consumers spend on happiness.

Your marketing strategy needs to target consumers at the right time with the right message. Track trends in shopping and browsing activities so you can tailor promotions and communication in real time. Meeting consumers in the moment keeps your brand top of mind.

REVIVED ROUTINES

OUT AND ABOUT

Consumers are settling into new schedules and navigating a return to reality. They're eager to get on with their lives despite uncertainties ahead.

Companies should prepare for a surge in out-of-home consumption. Businesses need to bring the fun, reengage consumers and help them attain a sense of normalcy.



39%
of consumers
said more of their
everyday activities
will be in person
over the next
five years



Ready to rally

A tumultuous several years left consumers yearning for real-life experiences, camaraderie and normalised activities.

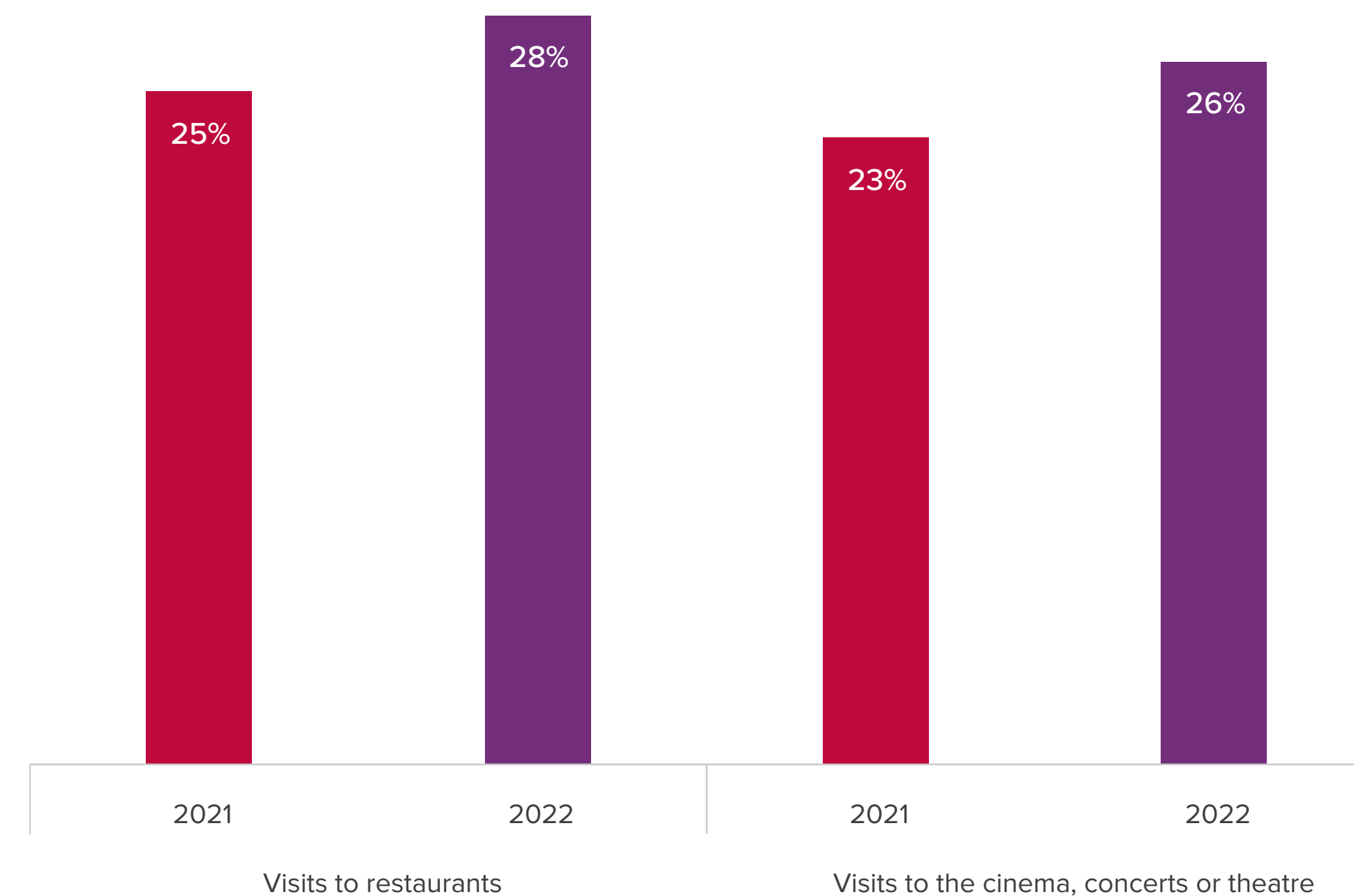
Consumers don't want to be cooped up. Instead, they're sprucing up and getting out. Office footfall has been incrementally climbing as hybrid schedules bring employees back to the workplace. Concerts are making a comeback. Nightlife is revitalised. And restaurant reservations are on the rebound.

From exercise classes to happy hours, consumers are resuming their in-person social gatherings to get back on track.

Revived Routines combines pandemic-driven habits with a desire for consistency and an attempted revert to simpler times.

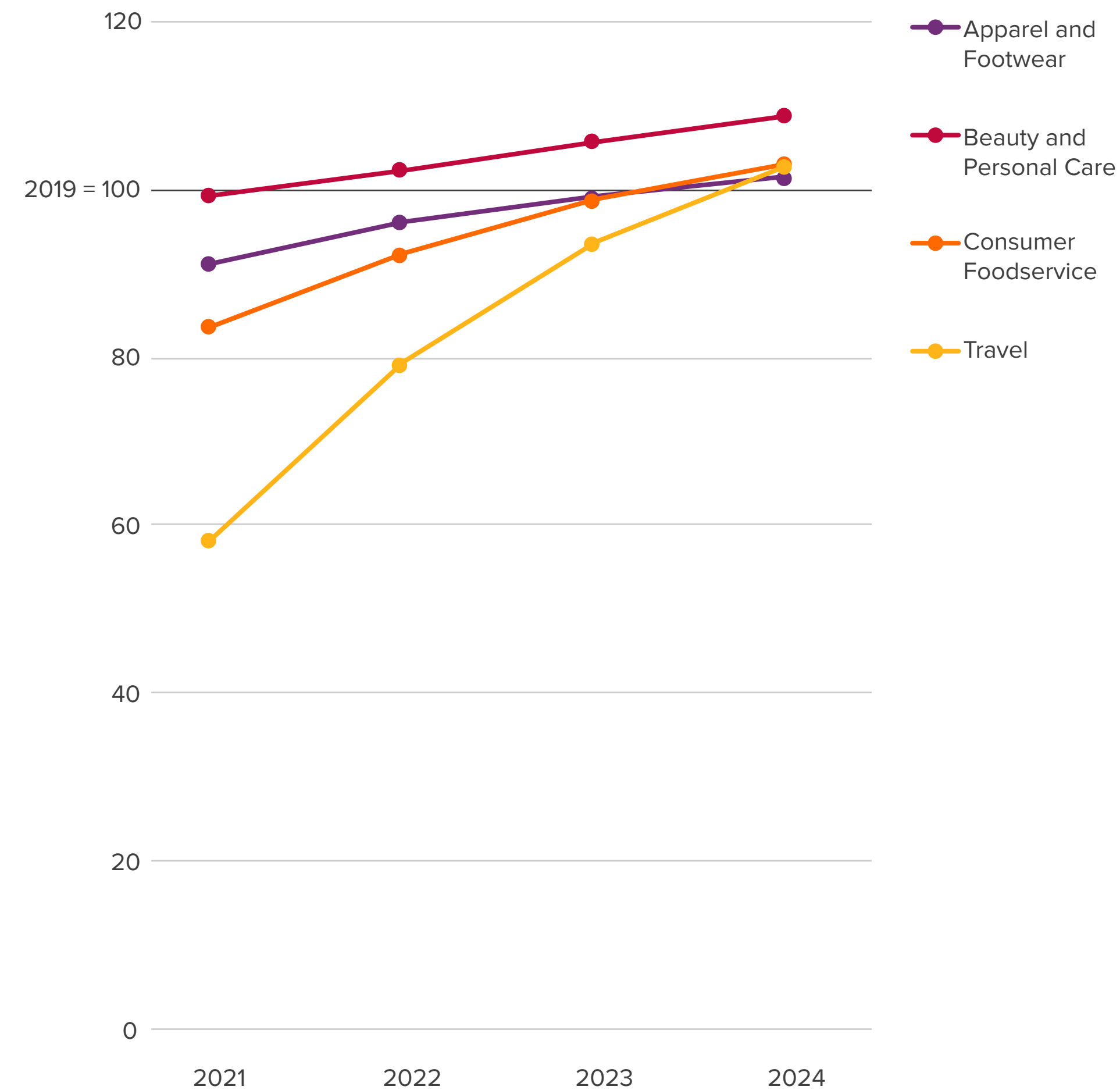
Percentage of Consumers That Planned to Increase Social Outings

% of respondents



Source: Euromonitor International Voice of Consumer: Lifestyles Survey
Question: In the next 12 months, do you intend to change any of the following habits?

Recovery Timelines and Growth Index for Selected Industries



Source: Euromonitor International

Add pep to the step

Brands are walking in their customers' shoes to truly understand where and how products fit within their lives.

Companies are designing their marketing strategies through the lens of everyday occasions. In times of change, marketers are best positioned to capture new customers when showing how products fit into their daily routines. Fashion and beauty brands are big beneficiaries of this trend as consumers dress to impress.

At-home consumption dominated sales during the pandemic. But on-the-go purchases and out-of-home experiences are bouncing back. Revived Routines is an opportunity to up your on-trade distribution strategy. Food, beverage, hospitality and entertainment, amongst other service sectors, are primed to reintroduce fun and excitement outside the home.

\$151 bn
expected global sales
of premium beauty
and personal care
products in 2023

56%
of global consumer
foodservice sales
will come from eat-in
orders in 2023

Walmart

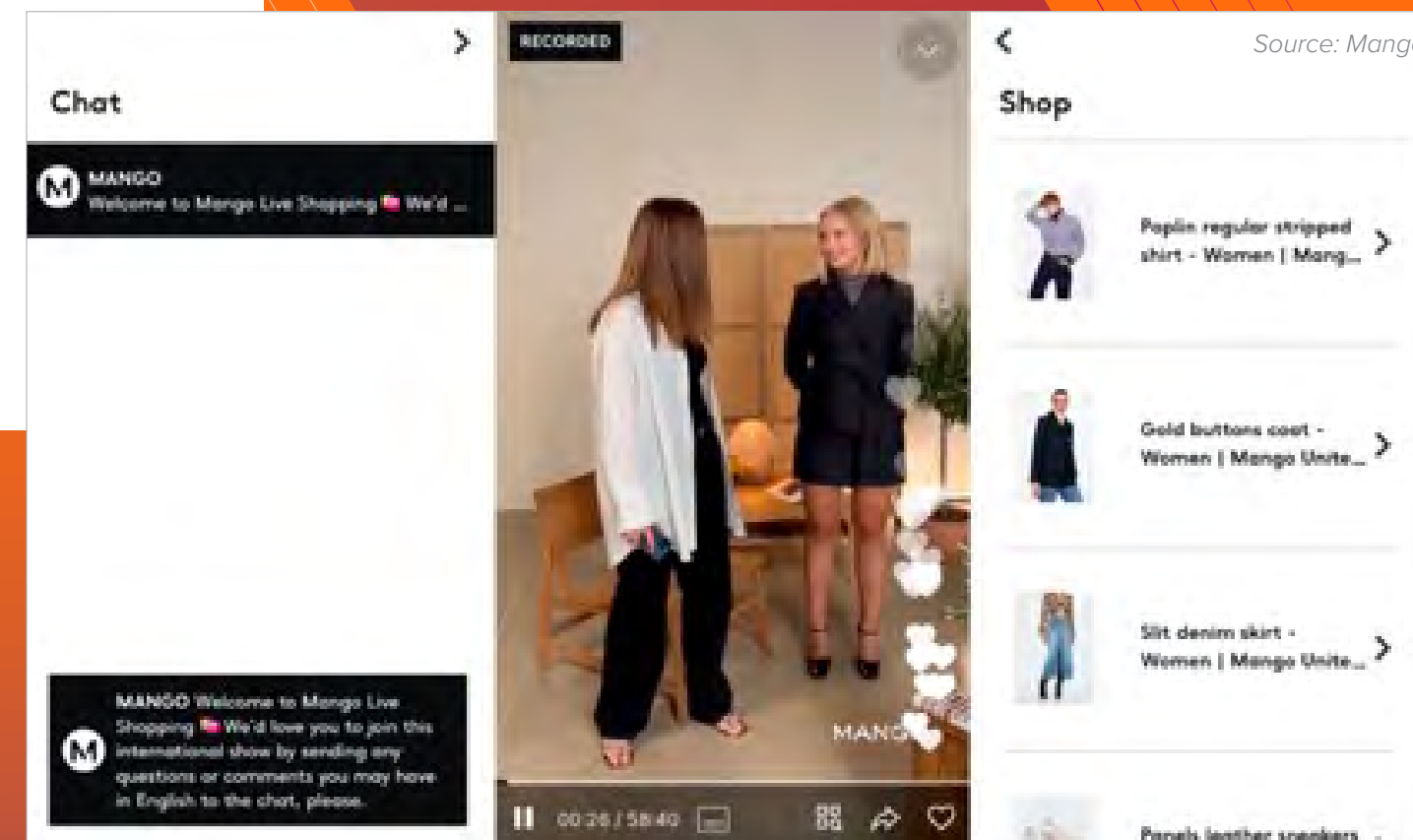
Walmart partnered with Space NK to add an array of prestige beauty brands to Walmart.com and in-store displays.



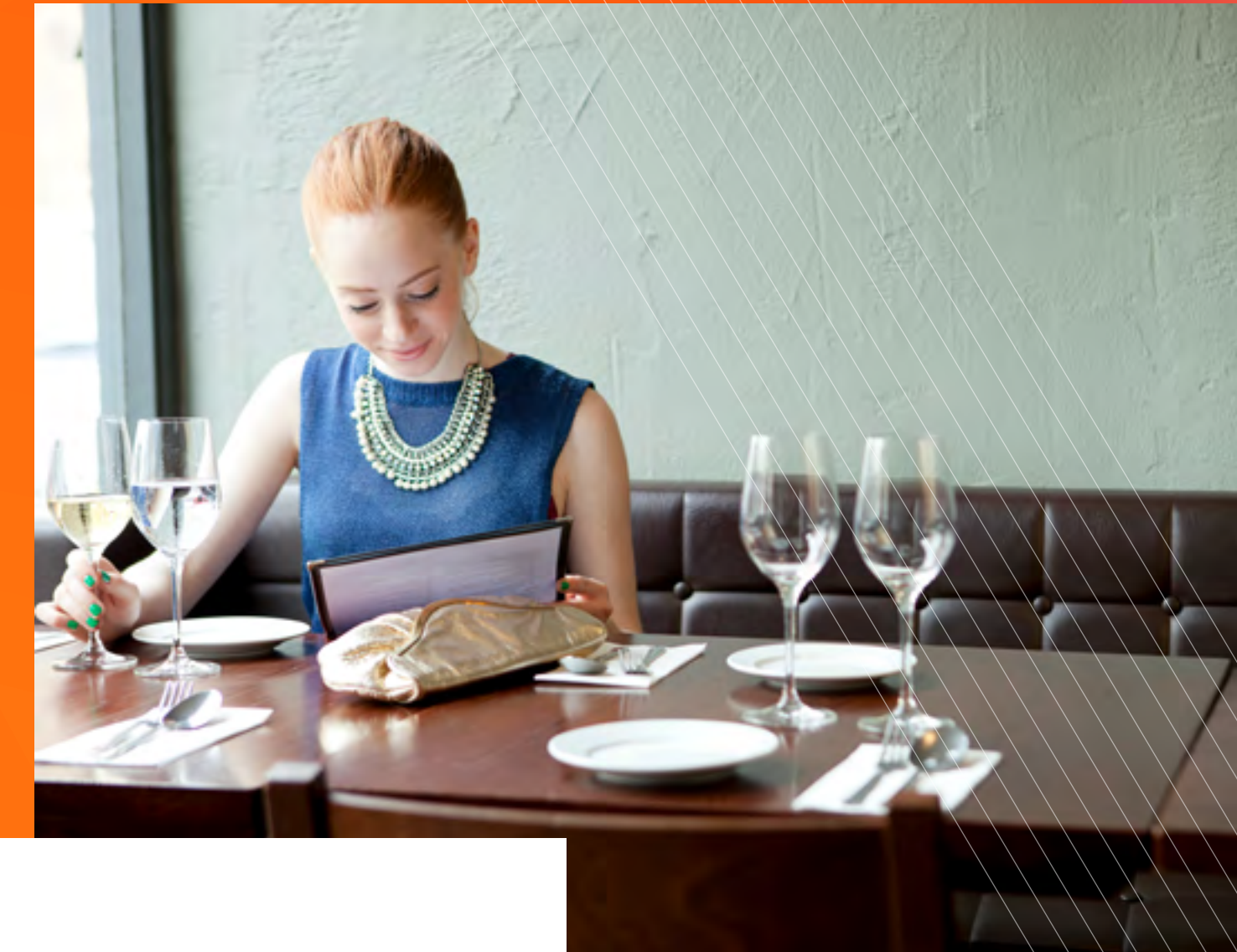
Source: Walmart

Mango

Fashion retailer **Mango** provides back-to-office edits of appropriate workwear. Live shopping events let consumers ask questions and get advice on the pieces to buy.



Source: Mango



Tiffany & Co

Tiffany & Co opened Blue Box Cafés in cities around the world for consumers to indulge in a luxurious experience beyond high-end jewellery. The flagship location in New York City plans to reopen this year.

OUTLOOK FOR REVIVED ROUTINES

Brands have a chance to create long-lasting relationships with customers looking to rediscover the world.

A goal for businesses should be to encourage and support consumers that want to get back into Revived Routines. Products and services that boost confidence will prevail. Experiential retail and foodservice could reinvigorate brand engagements, adventure and enthusiasm.

SHE RISES

A FOCUS ON FEMALE EQUALITY

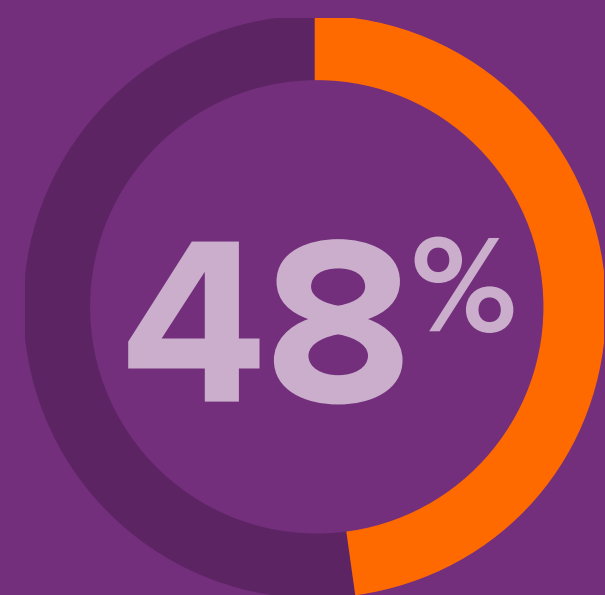
The fight for women's rights is louder and stronger. Reproductive autonomy and sexual health are in the spotlight. People aren't backing down until there's positive change.

All organisations need to be a champion for She Rises. Diversity, equity and inclusion (DEI) should sit at the centre of core values.

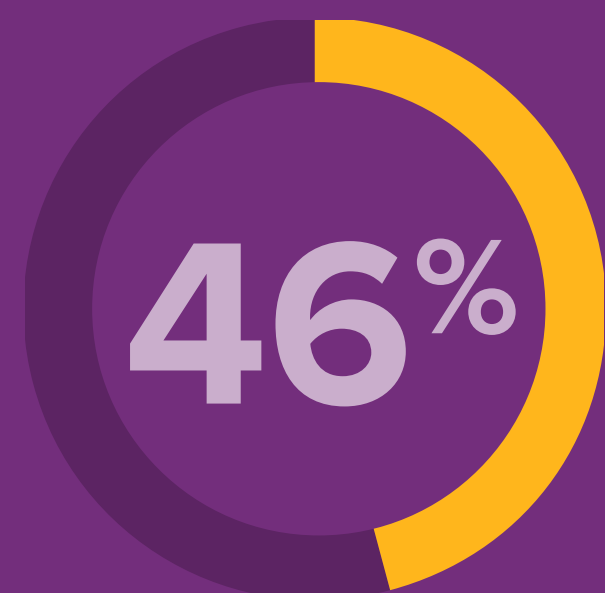




of female consumers believed their choices and actions can make a difference to the world



of female consumers defined beauty as being comfortable in their own skin



of female consumers preferred to take charge and lead others

Breaking the bias

Consumers demand female equality. The #MeToo movement was a catalyst for social change. The overturn of Roe v. Wade in the US, the death of Mahsa Amini in Iran and femicide victim Debanhi Escobar in Mexico, amongst other injustices, sparked outrage worldwide. Steps have been taken to address systemic barriers, but gender discrimination remains a glaring problem.

Women are proactively breaking stigmas and challenging biases on a regular basis. They're defying societal norms and stereotypical roles while asserting their authority.

Female shoppers want fair representation. Limited product ranges or basic offerings won't cut it. They buy from brands that advocate for the cause and personalise products to their size, age or life stage. In the workforce, women expect employers to set equal standards. Resources, benefits and flexibility should cater to their wellbeing.



Be an advocate

Female empowerment cannot be ignored. Gender equity opens opportunities for businesses both as employers and market players.

DEI should be engrained in workplace culture. People want to work for companies that invest in their employees, from education to support groups. Leaders need to set, define and meet these expectations.

Focus has been primarily on improving work conditions, but product innovation requires the same level of commitment. Health providers were amongst the first to make inroads with advanced feminine care. And investments in femtech exploded in the past few years.

Fashion companies are expanding product ranges to cater to more body types and age groups. Food and supplement manufacturers can develop formulations that target nutritional demands during pregnancy, postpartum or menopause.

Regardless, gender inclusive products are becoming a standard. Review your marketing, messaging and product line, and find opportunities to position your brand on the side of She Rises.

Global Disposable Income by Gender

USD per capita

■ Female ■ Male



Source: Euromonitor International

56%
of professionals
said their company
helped support
gender equality
(SDG5) in 2022

Victoria's Secret

Victoria's Secret dropped its angels and launched the [VS Collective](#), joining hands with influential female leaders in a massive rebrand to connect to the everyday woman.



Phenology

[Phenology](#) is a women's health initiative designed to improve menopause. The brand offers products and services like at-home hormone testing and tracking, on-demand coaching and a supplement line to alleviate symptoms.



OUTLOOK FOR SHE RISES

People refuse to remain silent on gender inequality issues. True transformation will be built around fair representation, equity and inclusivity.

Women support brands that align with their values. Your products and services need to make a positive impact.

Your female audience wants to feel heard and be respected. Communication should be tailored, compassionate and relatable. Advocating for equal opportunities should be a corporate pledge—not an advertising ploy. Your commitments to close the gender gap will position your brand as an ally to She Rises.

THE THRIVERS

PUTTING LIFE INTO PERSPECTIVE

People are past the point of burnout. Exhaustion is at an all-time high. Overwhelmed consumers are exerting less effort and doing their best to get by.

Businesses can respond to this world-weariness with marketing that cuts through the noise, providing products and services that home in on immediate needs.



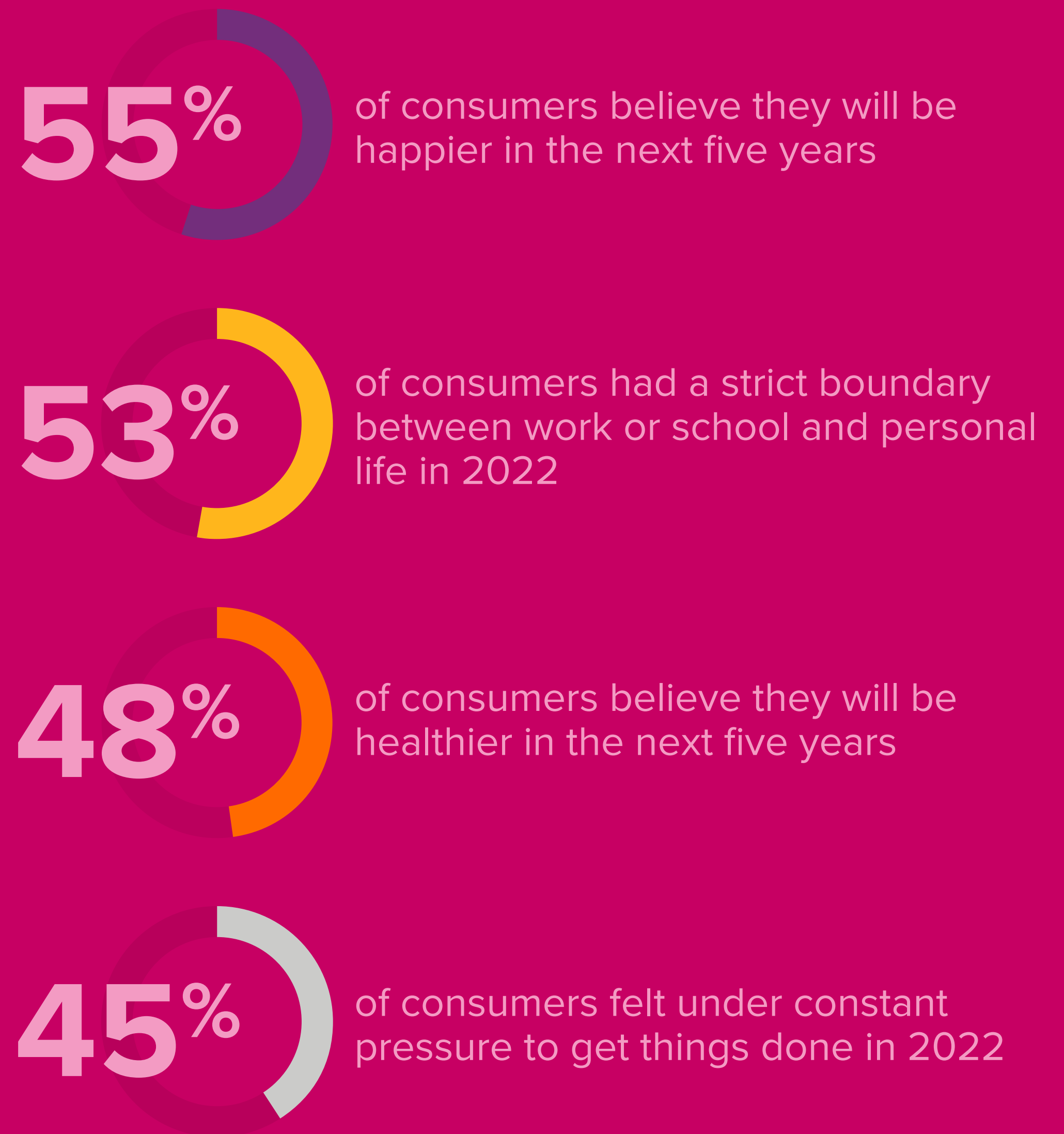
It's okay to be ordinary

Enough is enough. Consumers refuse to overwork at the expense of their mental wellbeing.

Fatigue is setting in as consumers navigate chaotic and erratic times. Things that once mattered don't matter—at least not in the way they did before.

Consumers want to go about life fulfilling their daily duties without depleting their energy in the process. The Thrivers are hitting pause, taking a step back and letting go of anything outside of their control.

The Thrivers put personal needs above all else. They're searching for peace of mind and solace. These shoppers purchase mood-enhancing products that provide a sense of calm and comfort.



Source: Euromonitor International Voice of the Consumer: Lifestyles Survey, fielded January/February 2022
Questions: What do you think will happen in the next five years? How much do you agree or disagree with the following statements?



GLOBAL RETAIL SALES IN 2022

\$25 bn
adult-use cannabis

\$12 bn
CBD products

\$5 bn
sleep aids

\$1 bn
dietary supplements
that enhance mood or
relaxation

Source: Euromonitor International



A better balance

Businesses are going above and beyond to make life as easy as possible for overwhelmed consumers who want balance in their personal and work lives.

Clear boundaries, manageable workloads, fair compensation and transparent communication keep workers engaged. Corporations like LinkedIn implemented additional paid week-long holidays as part of their benefits programme to prevent burnout. And certain countries are transitioning to a four-day workweek to improve morale and productivity.

The Thrivers seek products that promote stress-relief, wellbeing or relaxation. And recreational cannabis has been a top beneficiary for these reasons. Marketing towards need states can sway purchase decisions and broaden appeal.



Cann

Cann's cannabis-infused social tonics and on-the-go packets offer an easy solution to replace alcohol with a healthier high.



Heineken

Heineken launched The Closer, a Bluetooth bottle opener that connects to your laptop and closes work-related apps when used.

Countries like **Belgium** and companies like **Panasonic** are implementing or testing four-day workweeks without loss of salary to promote wellbeing.



OUTLOOK FOR THE THRIVERS



Consumers continue to look for the right balance this year. You need to be seen as an advocate for their physical and mental health.

Employees will demand a higher quality of office life before permanently returning to their desks. Companies must provide outlets that lend support and reassurance.

The Thrivers put effort towards people and products that serve them. For businesses, the priority will be assessing how your offerings can deliver value. Catering to specific need states is one approach that could resonate with these consumers.

YOUNG AND DISRUPTED

THE WORLD IS A STAGE

Expressive and progressive. Gen Z takes matters into their own hands as their financial freedom ramps up.

These no-nonsense consumers stand up for their beliefs and put themselves out there. Real, raw and relevant content draws their attention.

Brands need a crash course on these trendsetters and emerging professionals to be in tune with their expectations.



Influencer, not influenced

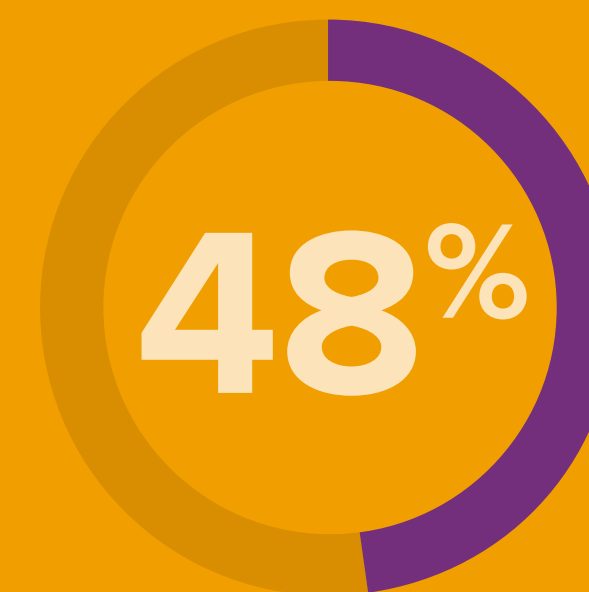
Gen Z is an economic force and accounts for nearly one-quarter of the population. The pandemic shaped their most formative years, which translates into higher resilience and expectations than preceding cohorts. These Young and Disrupted consumers are on the cusp of financial independence, and their unconventional upbringing will transform business as usual.

Born digital natives, technology runs in their DNA. Gen Z invests in their online personas and carefully curates their personal brands. Social media like TikTok is a stage to present themselves, a search engine for discovery and a lucrative career path. Millennials were the first content creators, but Gen Z will up the ante.

44% of Gen Z consumers placed importance on cultivating a personal brand online in 2022

Gen Z is immune to traditional advertising. Authenticity and social impact make a difference. They want to feel a genuine connection when engaging with brands. And these outspoken shoppers aren't afraid to voice concerns; more than one-third shared their opinions on social or political issues on social media last year.

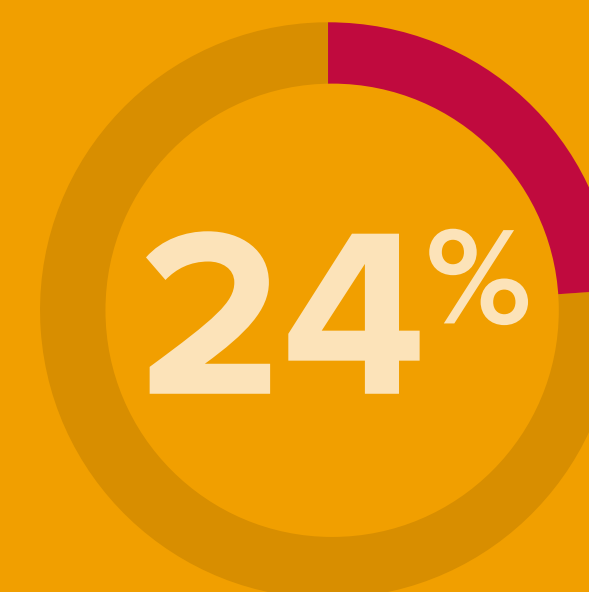
GEN Z CONSUMERS



want to engage with brands to influence product innovation



make purchase decisions based on brands' social and political beliefs



boycott brands that don't share their social or political beliefs

Source: Euromonitor International Voice of the Consumer: Lifestyles Survey, fielded January/February 2022
Questions: Which of the following activities, if any, do you typically do to be active in political and social issues? Select all that apply. How much do you agree or disagree with the following statements?

64%
of Gen Z consumers
trusted independent
consumer reviews
in 2022



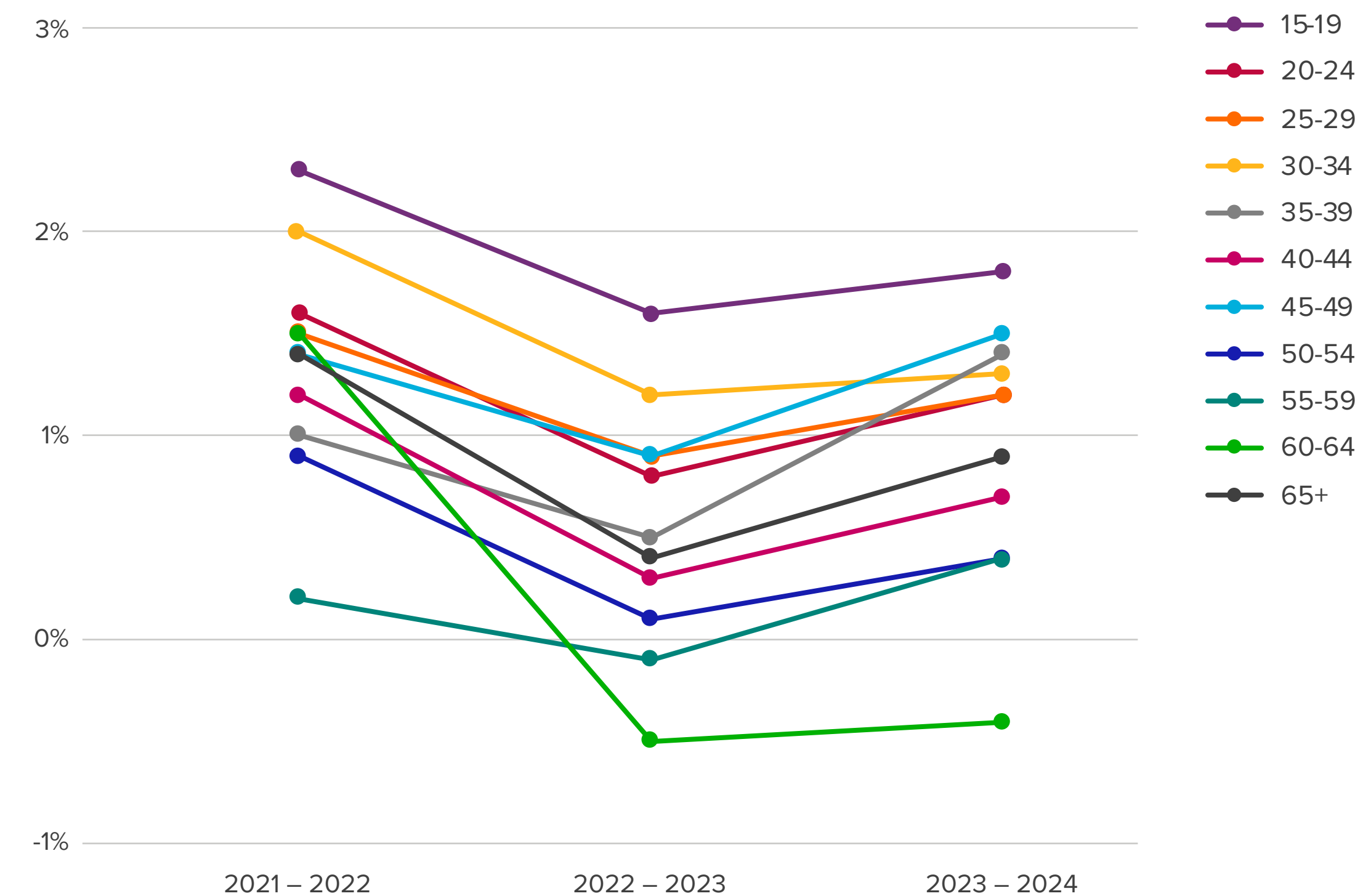
Real > ideal

Transparent, honest and relatable communication resonates with Gen Z. Successful brands are built around stories to form strong connections with these consumers. Companies are aligning their brand voice to their purpose.

Gen Z rewrote the social media playbook, and brands are taking notice. Testimonials and reviews are trusted more than traditional advertising. User-generated, short and interactive content drives engagement.

Brand-customer relationships need to be mutually beneficial. These Young and Disrupted consumers aren't inherently loyal and can't be treated like transactions. They need to clearly see the value in their brand interactions to become repeat buyers.

Growth of Average Gross Income by Age



Source: Euromonitor International

Florasis

[Florasis](#) created a virtual influencer that personifies the brand and embodies traditional Chinese culture to appeal to younger consumers.



Puma

[Puma](#) partnered with the European Alliance Against Depression and popstar Aleyana Tilki to raise mental health awareness. A portion of sales from a special edition sneaker will go towards developing the iFightDepression platform in Turkish.

OUTLOOK FOR YOUNG AND DISRUPTED

Social media is engrained in the Gen Z lifestyle. Shoppers scroll their feeds for inspiration, education and reviews. Attention spans are shrinking, but content is exploding. Brands have seconds to stand out.

Narratives are pivotal. Your brand story is what will sell. But actions speak louder than words. Empty promises or staying silent on social causes can wreak havoc on reputation. Trust is created when companies live up to their commitments.

Promote the proof. Instead of typical ads, use endorsements to let your product speak for itself. Loyal customers are your best advocates.

See why over 3,000 organisations partner with us

TOUR THE PLATFORM



METHODOLOGY

Euromonitor International's network of analysts identify the annual top 10 global consumer trends, making the most of our broad and international coverage in 100 countries across the world.

We prompt our analysts and poll our expert teams for insights. We build a database of emerging trends and mine our trade interviews.

Each autumn, we take those collective insights into dynamic ideation workshops and drill down collectively to pinpoint emerging short-term trends, develop the narrative and identify case studies. We work across our global offices, drawing from research and commercial business functions. Senior leaders facilitate the workshops and lead discussions to rank the trends.

Special thanks to our global analysts who contributed to this report and participated in the ideation workshops to refine and identify our 2023 trends.

Please note: all survey and market size data in this report are global unless otherwise stated.



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Alison Angus leads Euromonitor's research on corporate innovation strategies and new product launches as well as understanding consumer behavior, attitudes and shifting trends driving innovation.

Alison has worked in research for more than 20 years across consumer and service industries globally. She brings extensive knowledge and expertise on research and analysis, producing compelling consumer-focused strategic content and working with clients to inform and support strategic thinking.



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Director of Consumer Trends

Gina became Editorial Director at Euromonitor early on and moved to a strategic role in 2004, testing new research concepts that inform companies of global trends influencing consumer markets.

She offers insight into changing market conditions and consumer behaviour as well as the opportunities and challenges that companies should consider to maintain a competitive advantage.

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