

Top 10 Global Consumer Trends 2022

Emerging Forces Shaping Consumer Behaviors

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The data included in this document is accurate according to Passport, Euromonitor International's market research database, at time of publication: January 2022

Who We Are:

Euromonitor International

Our Network

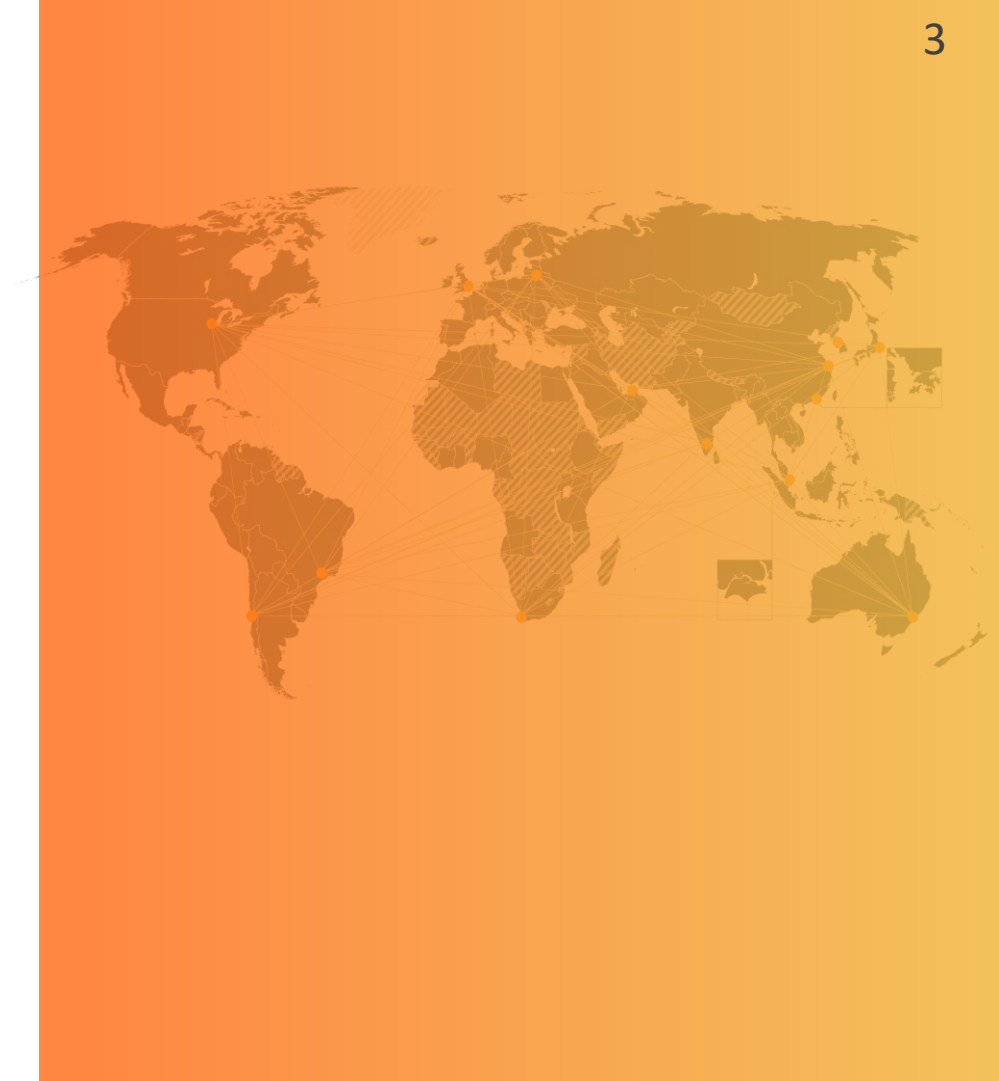
- 200+ developed, emerging and frontier markets
- Global, regional, national, state, and city level reporting

Local Insight

- 800+ field-based analysts for observation, interviews and insights
- Multi-country project management by 200+ Consultants in 16 offices

Hand-picked Teams

- Project teams designed to suit your needs
- Right research expertise, industry knowledge



What We Do: Experts at analyzing global markets, categories, and trends



Consumer trends
and lifestyles



Companies and
brands



Product
categories and
distribution
channels



Production and
supply chains



Economics and
forecasting



Comparable data
across markets

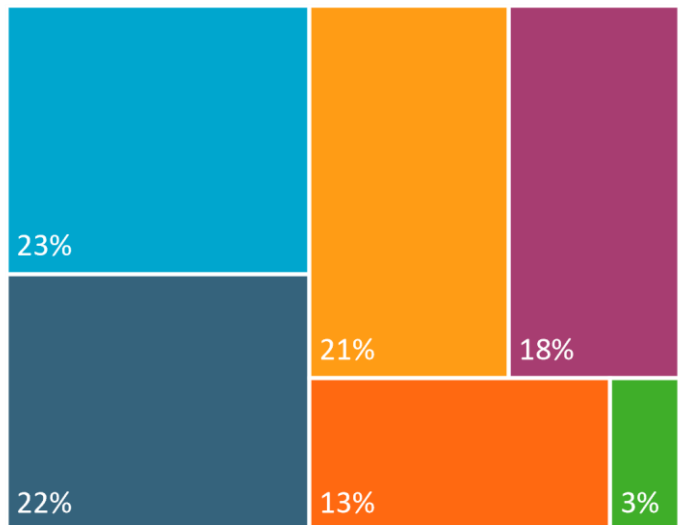
TOP 10 GLOBAL CONSUMER TRENDS 2022



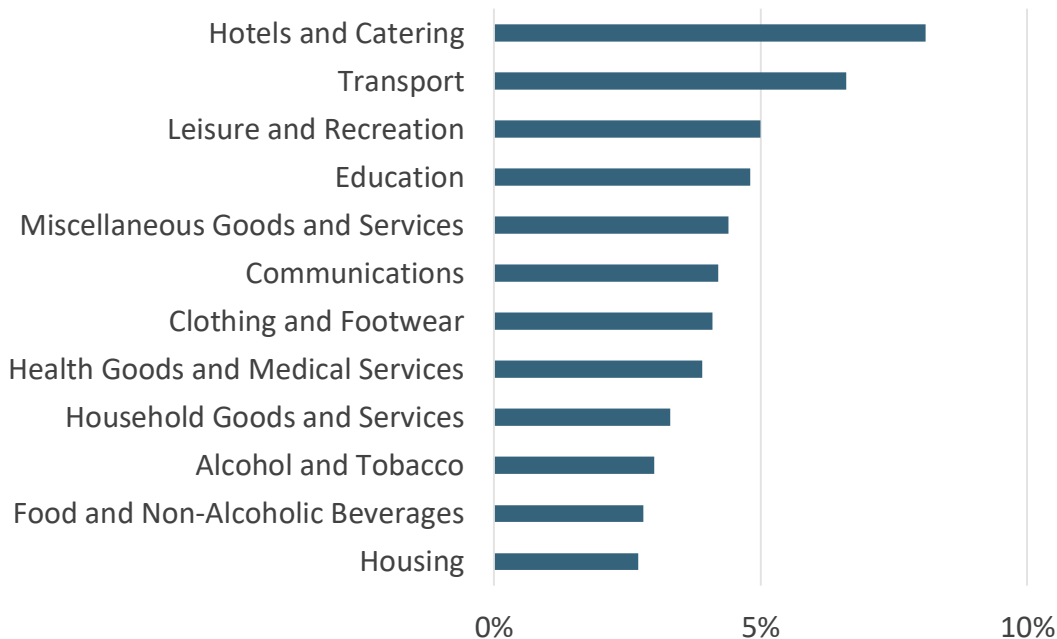
Consumers in 2022

Global Population by Generation

- Generation Alpha ■ Generation Z
- Millennials ■ Generation X
- Baby Boomers ■ Silent Generation



2021-2022 Growth in Global Consumer Expenditure by Category



Global consumers shift to digital and home-centric lifestyles

74%

Use technology to improve their daily lives

53%

Work from home at least weekly

41%

Make an in-store mobile payment every week

48%

Study at home at least weekly

39%

Prefer to communicate online

31%

Entertain family and friends at home at least weekly

Source: Euromonitor International Voice of the Consumer: Lifestyles Survey 2021

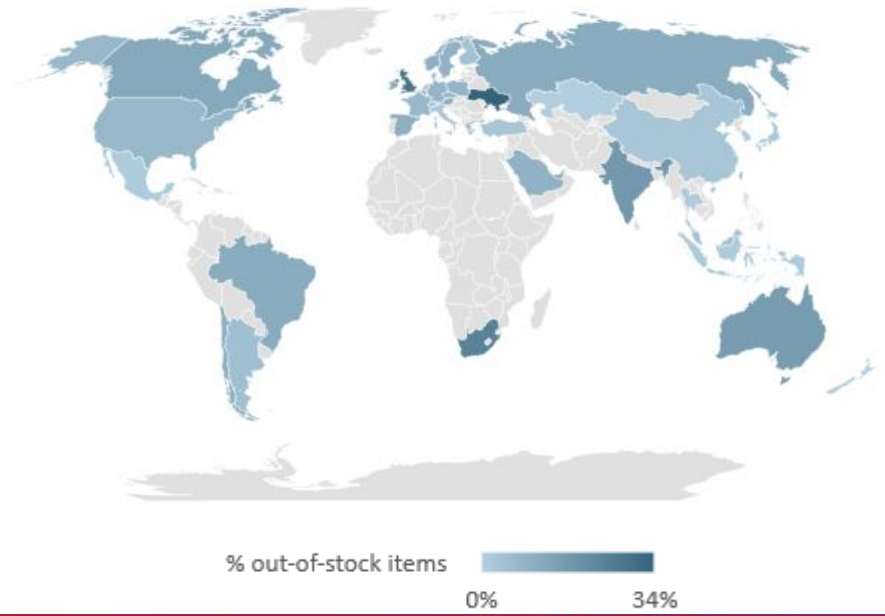
TOP 10 GLOBAL CONSUMER TRENDS 2022



Backup Planners

Supply chain disruptions lead to next best options

Out-of-Stock Essential Online SKUs in September 2021



47% of professionals indicate that exploring new business models (e.g. marketplaces or direct to consumer) is a strategic priority for their company in the next 12 months

Backup Planners in Action:



THE CHEESE
MERCHANTS

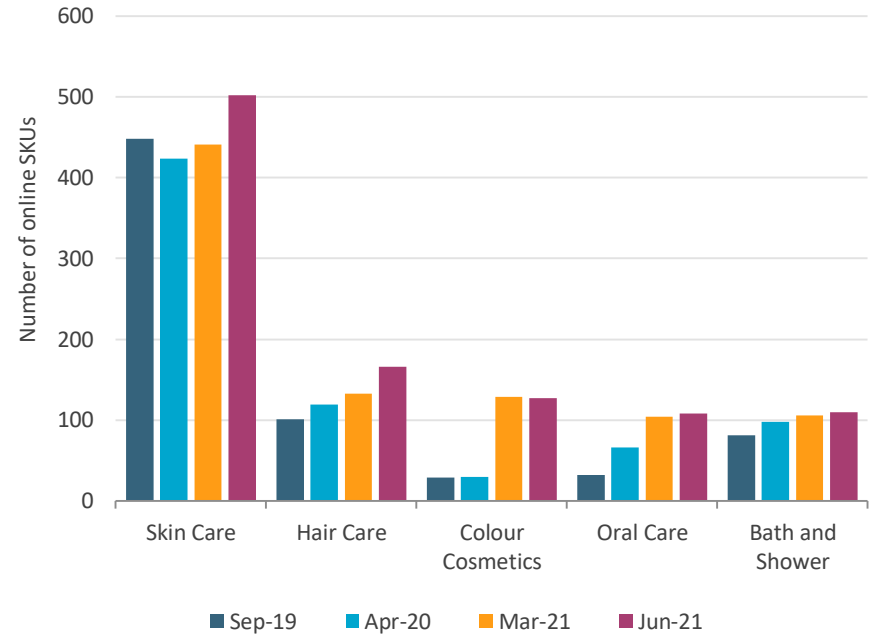
Backup Planners in Action:



Climate Changers

A low-carbon world

Top five beauty and personal care categories with carbon neutral / reduced carbon attributes

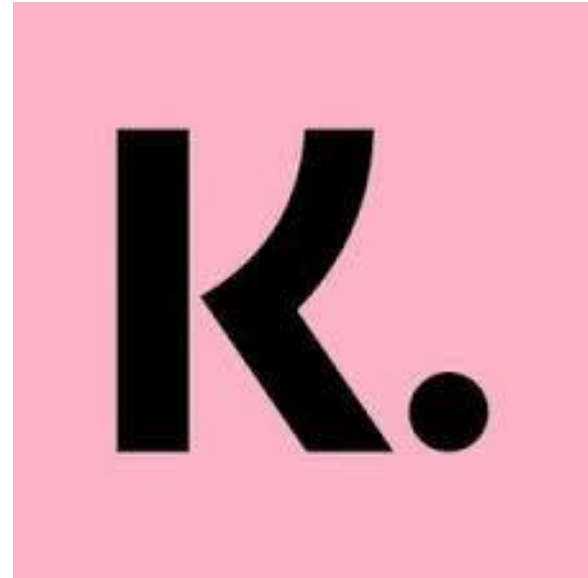
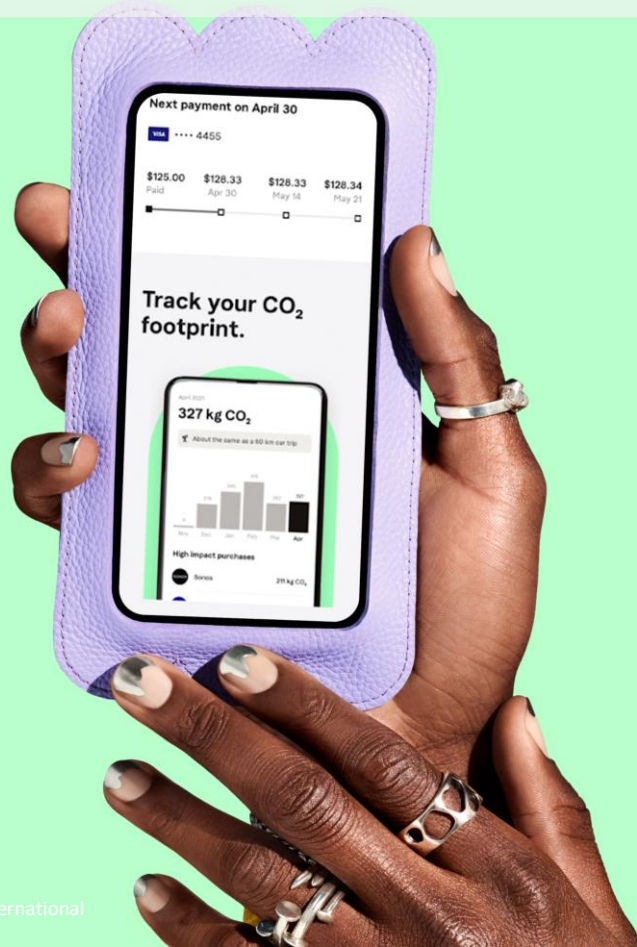


58% of consumers feel they can make a difference in the world through their choices and actions in 2022, up from 45% in 2015

Climate Changers in Action:



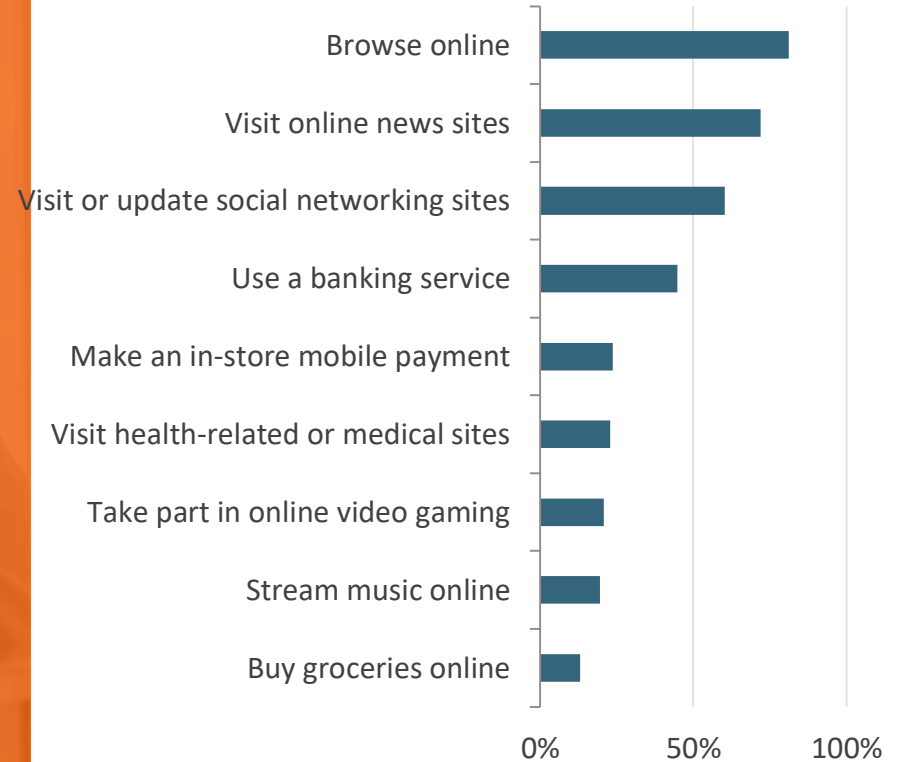
Climate Changers in Action:



Digital Seniors

From resistance to reliance

Weekly Online Activities for 60+ Consumers

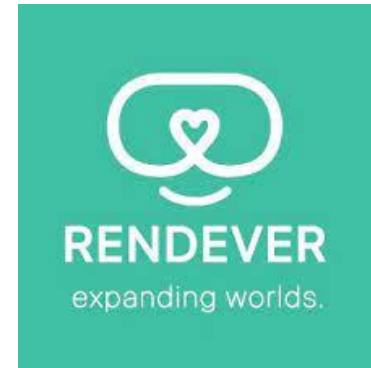


38% of consumers aged 45-60+ use wearable fitness devices in 2022, compared to 26% of the same cohort in 2019

Digital Seniors in Action:



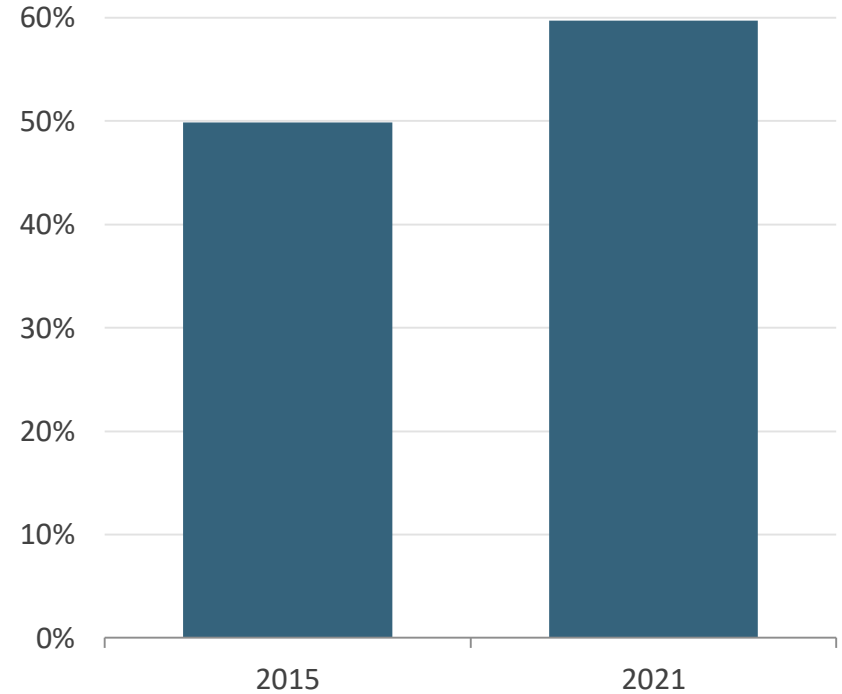
Digital Seniors in Action:



Financial Aficionados

Democratised money management

Consumers Who Are Confident That Long-Term Investments Will Grow in Value



48% of consumers list saving money to be the top change they will make in their spending habits in the next 12 months in 2022

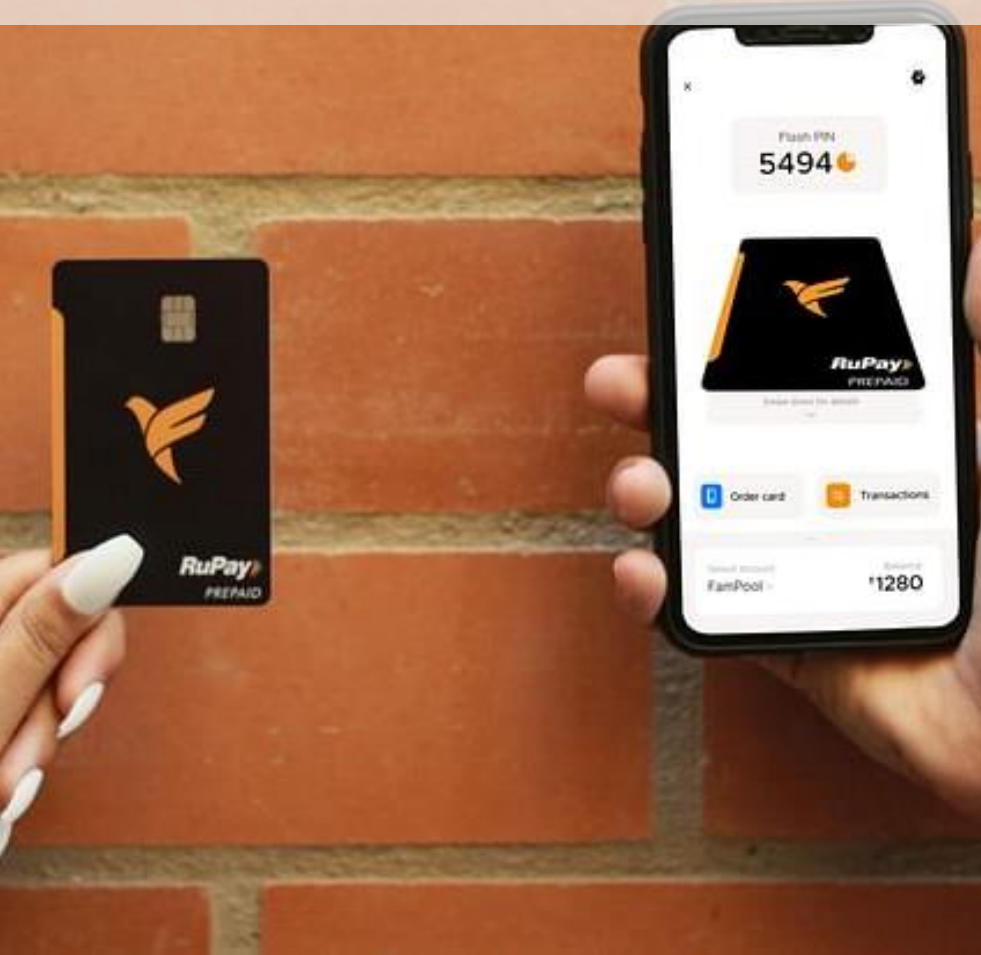
Financial Aficionados in Action:



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Financial Aficionados in Action:



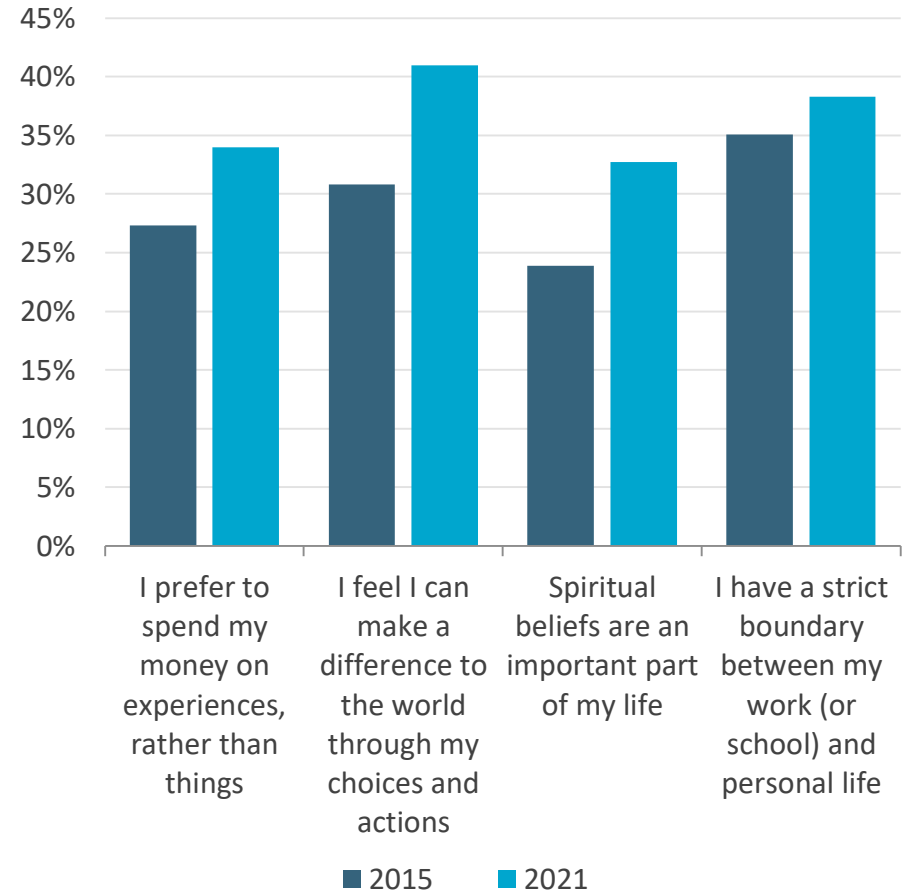
Financial Aficionados in action:



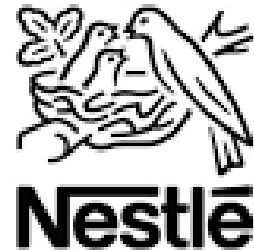
The Great Life Refresh

Passion and purpose-driven action

Consumer Attitudes and Life Priorities



The Great Life Refresh in Action:



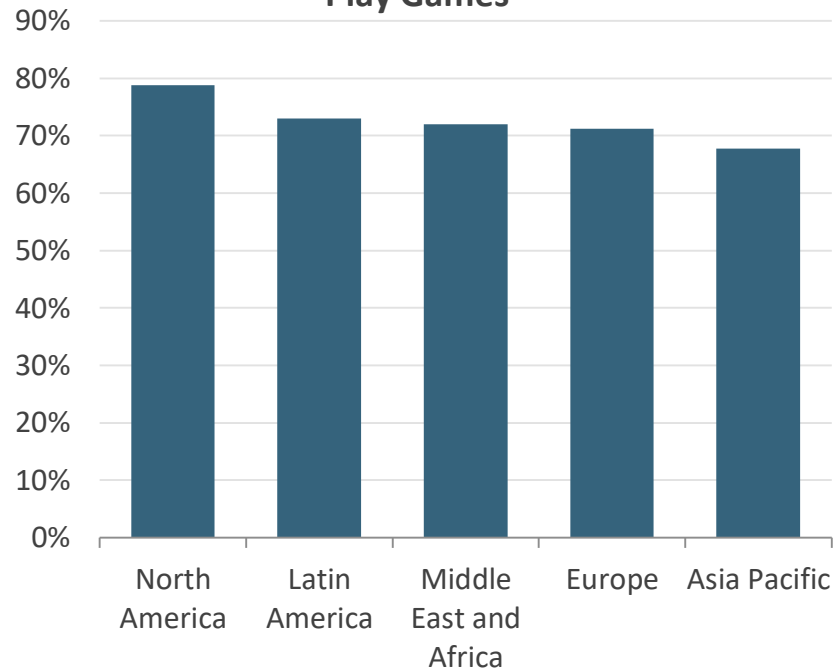
The Great Life Refresh in Action:



The Metaverse Movement

Simulated 3D digital ecosystems of the future

Consumers Who Have Used AR / VR to Play Games



30% of consumers use livestream or live selling because it is easier to understand a product or service feature in 2022

The Metaverse Movement in Action:



The Metaverse Movement in Action:

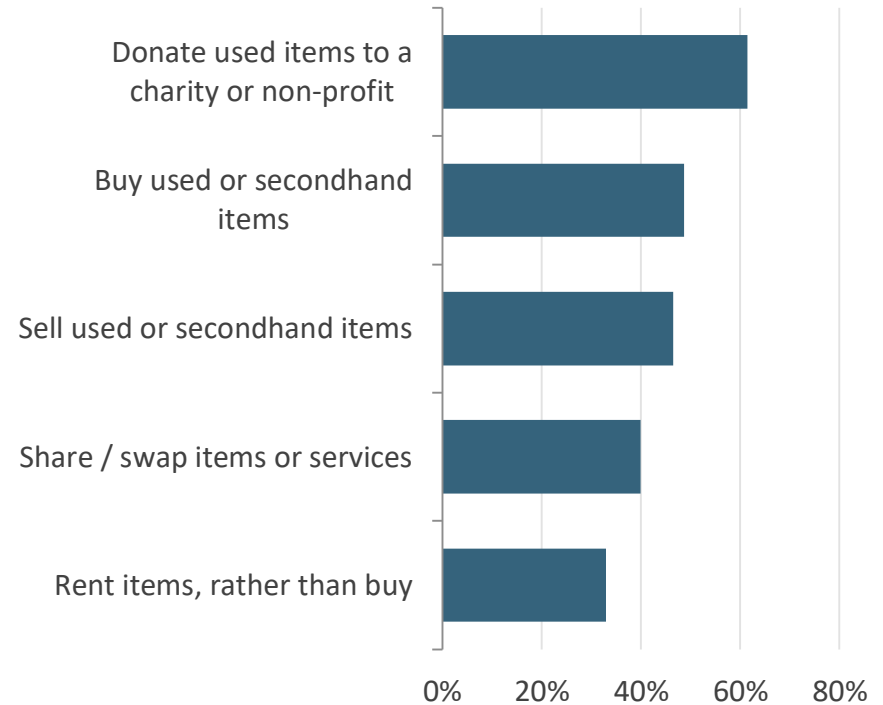


Coca-Cola

Pursuit of Preloved

Secondhand, recommerce and peer-to-peer marketplaces

Consumers Who Contribute to the Circular Economy at Least Annually



Pursuit of Preloved in Action:



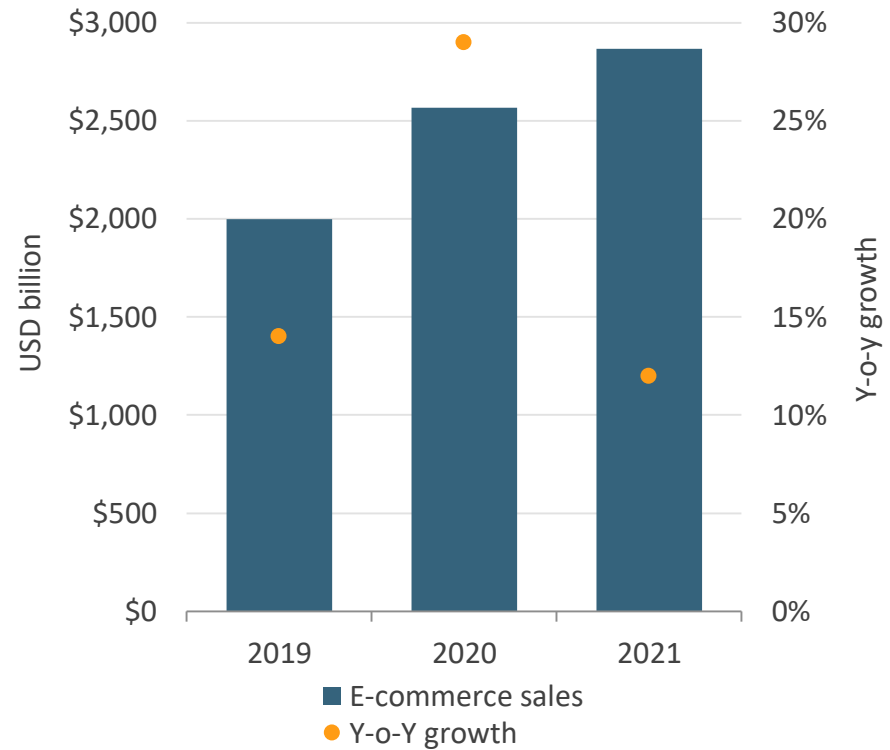
Pursuit of Preloved in Action:



Rural Urbanites

Best of both worlds

Global E-Commerce Sales and Growth



37% of consumers are expecting to work from home in the future in 2022

Rural Urbanites in Action:



amazon

Rural Urbanites in Action:

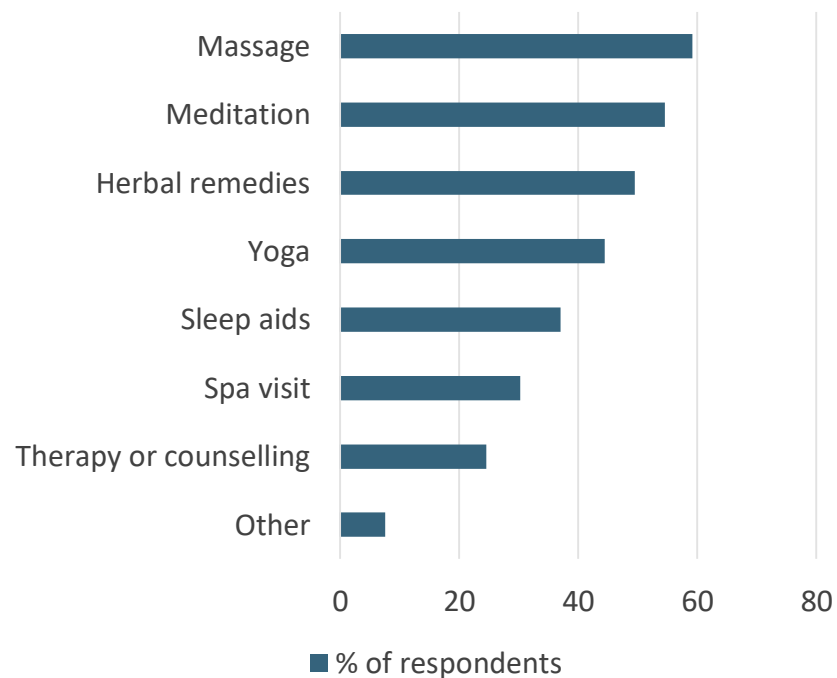


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Self-Love Seekers

Individuality and authenticity drive happiness

Stress reduction and mental wellbeing activities



65% of consumers defined health as mental well being in 2022, the highest of all selections

Self-Love Seekers in Action:



Self-Love Seekers in Action:



WAR PAINT.
FOR MEN

The Socialisation Paradox

A divided return to pre-pandemic life



The Social Paradox in Action:



What does it mean for business?

DIGITAL INVESTMENT & SUSTAINABILITY

EMBRACE CHANGE

A GREAT CUSTOMER EXPERIENCE



Thank you



Brianna Peterson, Innovation Practice Manager

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