



Global Consumer Trends 2023

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Contents

Sustainable Consumption

Post-pandemic Normality

Digitalisation

Changing Values



TOP 10 GLOBAL CONSUMER TRENDS 2023

Authentic Automation

Budgeteers

Control the Scroll

Eco Economic

Game On

Here and Now

Revived Routines

She Rises

The Thrivers

Young and Disrupted

Sustainable Consumption



Budgeteers

When to spend versus when to save – that's the dilemma. Inflation and high prices undermine purchasing power.

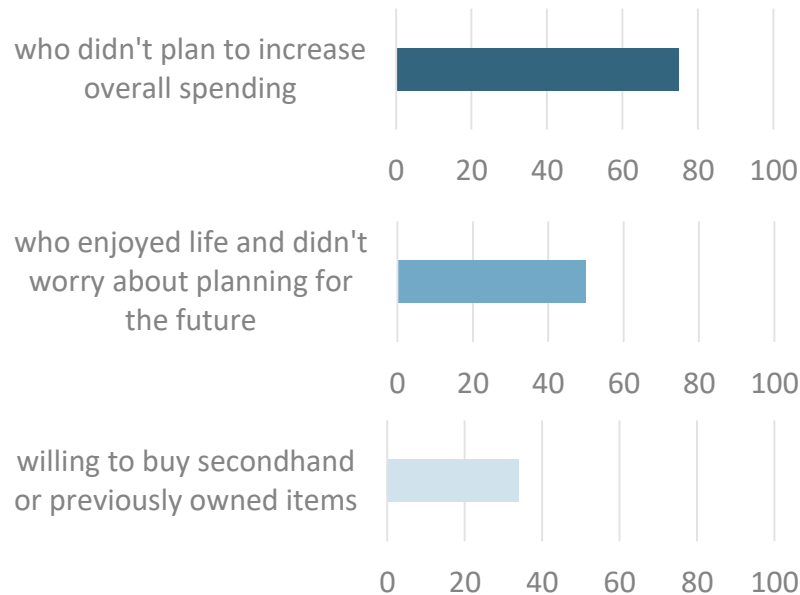
Here and Now

Consumers are giving themselves permission to live a little, taking a short-term buying approach with discretionary items.

Eco Economic

Cutbacks aren't all bad. Decreased consumption is increasing sustainability by proxy.

% Consumers in 2022...



Source: Euromonitor International Voice of the Consumer: Lifestyles Survey, fielded January/February 2022

Martie

Online grocer offering steep discounts on overstocked shelf stable products

- *Martie offers discounts of 40-70% off the normal retail value because they resell overstocked items unsold elsewhere.*
- *The platform capitalises on trends in sustainability and online grocery, while the element of affordability has become especially relevant in 2023.*

martie

The screenshot shows the Martie website interface. At the top, a yellow banner displays "\$5.99 FLAT RATE SHIPPING". Below this is a purple navigation bar with the Martie logo, a search bar, and a cart icon showing "No items in your cart". A left sidebar lists various categories: How it Works, Health & Fitness, Just Landed, Shop All, Organic, Gluten Free, Snacks & Sweets, Breakfast, Bakeshop, Beverage, Pantry, Pet, Household, Body Care, About, Give \$20, Get \$20, and The Circular Blog. The main content area features a purple "Organic" banner with the text "Seamlessly shop certified our organic products. Happy pocket, happy planet." Below the banner, there are filters for "All products" and "By aisle". A grid of products is displayed, each with a discount tag, an image, a name, a price, and an "ADD TO CART" button. The products shown are: Native Organic Unrefined Coconut Sugar (10 oz) for \$2.99 (elsewhere \$6.99), Living Intentions Superfood Popcorn (4 oz) for \$3.29 (elsewhere \$5.40), Nature's Greatest Foods Organic Hazelnut Spread (15 oz) for \$3.49 (elsewhere \$5.99), and Mi Rancho Salsa Verde (10 oz) for \$1.49 (elsewhere \$7.70). Other products are partially visible at the bottom of the grid.

Image source: www.martie.com

Carrefour launches Bio – an affordable organic range – in Brazil

- *Where possible, products are sourced locally, allowing the line (which includes +100 products) to claim to offer superior quality organic products at up to a 30% lower price than competitors.*
- *The brand has enabled Brazilian middle-class consumers to trade up to organic products that align with what matters most to them.*



Image source: Carrefour

Post-pandemic Normality

Revived Routines

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

Thrivers

Overwhelmed consumers are doing their best to get by. Thrivers put personal need above all else, searching for peace of mind and solace.

Recovery Timelines and Growth Index for Selected Industries



Source: Euromonitor International

Lynq

Rewards program providing industry-wide benefits in Canadian hospitality

- *Lynq is an app created in partnership with restaurants and credit card networks to provide industry-wide benefits in hospitality.*
- *As consumers are going back to their routines, socialising in bars and restaurants is also seeing a comeback.*

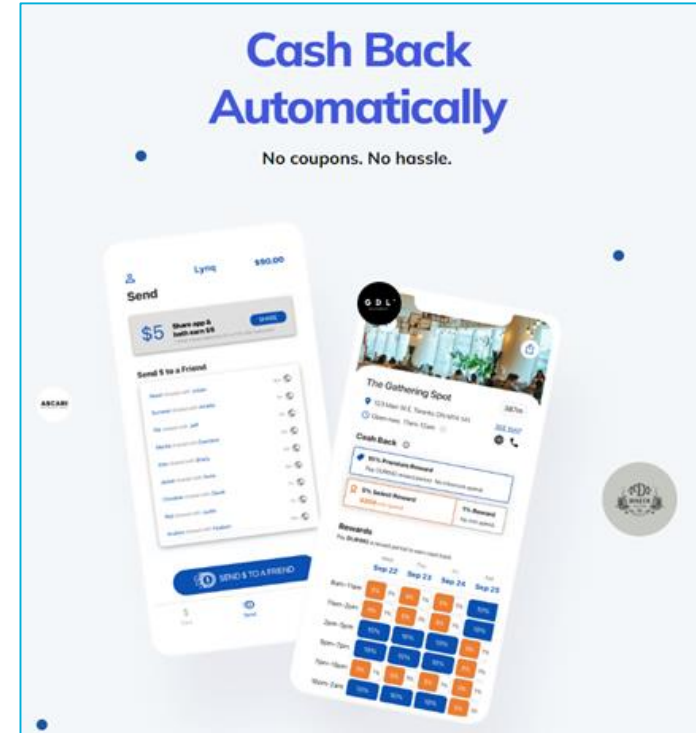


Image source: Lynq



Heineken's The Closer - signing off from work with the flick of a bottle cap

- *The search for a better work-life balance is a result of post pandemic exhaustion.*
- *Responding to this, the campaign was launched in multiple countries around the world to promote a better work-life balance as well as employee wellbeing.*

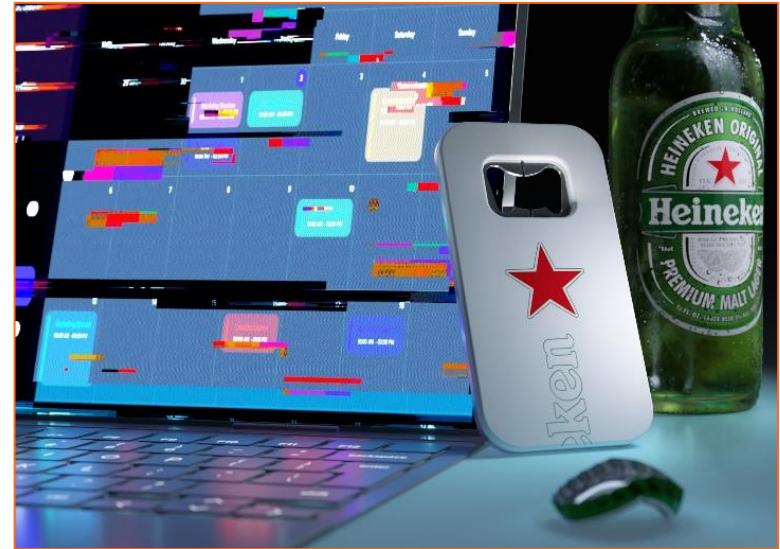


Image source: Heineken

Digitalisation



Authentic Automation

Digital is a dominant force, the power of emotional connections shouldn't be underestimated.

Game On

Gaming is now a top form of entertainment and the generational divide is becoming less apparent.

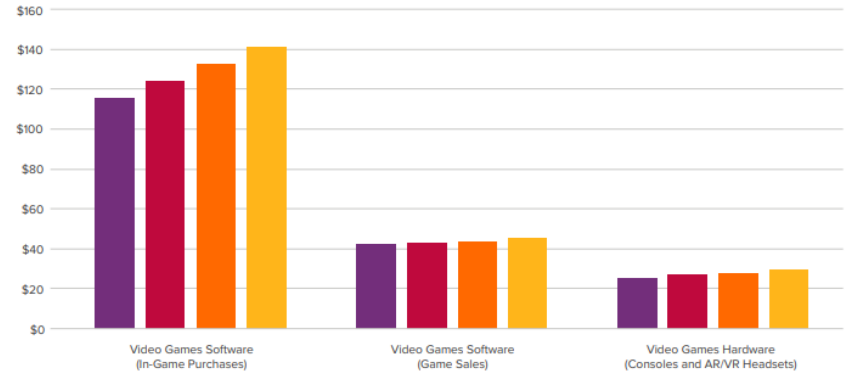
Control the Scroll

Internet activities are transitioning from mindless to mindful. But consumers aren't unplugging completely.

Global Video Game Sales by Category

USD billion

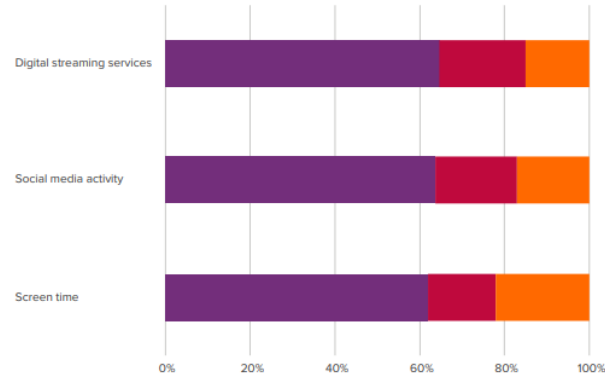
■ 2021 ■ 2022 ■ 2023 ■ 2024



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.

AirAsia Super App

A comprehensive travel and lifestyle platform

- *The app is currently operational in Indonesia, Malaysia, Singapore and Thailand with different services offered across each country.*
- *Super apps are permeating almost all aspects of consumers' digital lives mainly thanks to the convenience they offer.*

airasia



Image source: AirAsia

Stitch Fix combines AI algorithms with human stylists

- *While the AI algorithm allows for speed and efficiency within the business, customers are still able to connect with human stylists to give input as to their preferences.*
- *Balance remains important to consumers, particularly as AI technologies are continuously improving.*

STITCH FIX



Image source: Stitch Fix

Changing Values



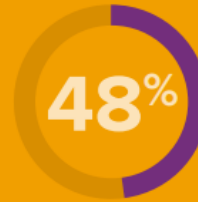
Young and Disrupted

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

She Rises

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.

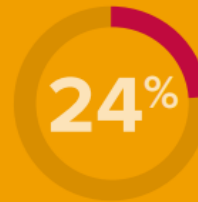
GEN Z CONSUMERS



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

Dove's Real Virtual Beauty campaign straddles reality and virtual

- *Dove's Real Virtual Beauty addresses representation issues by taking its mission into the virtual world. Consumers want their game characters to represent their authentic, true selves.*
- *They are encouraging games to reflect the authentic world, a manifestation of the interests of Gen Z.*





Amazon India

Breaking stigmas with all-women logistics stations

- *In these dedicated stations women handle everything - from managing, collecting to delivering products.*
- *The company is spotlighting and supporting women in a usually male-dominant sector and is helping to remove societal, cultural and economic barriers from women.*



Image source: Amazon India

Outlook for 2023

Cautious
spenders

Optimism
remains

Motivated and
driven

Thank you



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