



Megatrends in Germany

October 2024

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Megatrends framework

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The demand for convenience and digital solutions is set to drive innovation in Germany

CONVENIENCE

Convenience

BMW enhances driver convenience by enabling in-car fuel payments

Millennials make the greatest use of tech for an easier life

Consumers seek a better work-life balance

Baby Boomers have a strong preference for viewing items before buying

Online shoppers are drawn by convenience and flexibility

Gen X are most likely to lack time for cooking

DIGITAL LIVING

Digital living

DIGITAL LIVING

Zalando's new AI fashion assistant offers a more personal shopping experience

Millennials use tech to enhance their experiences across multiple categories

Germans remain wary of divulging their personal data

Millennials prefer online anonymity

Consumers place greater trust in personal contacts than in brand messages

Germans expect more activities to move online in future

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Diversity and inclusion

McDonald's campaign aims to promote greater visibility of para sports

Germans are more willing to donate to charitable causes than their global counterparts

Millennials are the most community-orientated generation

Expressing one's identity at work still appears to be a taboo for many Germans

Germans do not place as much value on trust in companies as their global counterparts do

EXPERIENCE MORE

Experience more

MediaMarkt opens innovative, five-floor experience store

Germans now socialise more frequently online than in person

Relaxation and personal safety are key considerations for holidaymakers

Millennials seek engaging and unique experiences

PERSONALISATION

Personalisation

Digital physiotherapy app Exakt Health poised to launch personalised running plans

Millennials embrace the personalisation trend

Germans are less likely than global counterparts to demand tailored experiences

PREMIUMISATION

Premiumisation

Stock Spirits launches its premium Vodka Amundsen brand in Germany

Millennials are the most eager to stand out from the crowd
Shoppers become more discerning when it comes to product choice
Quality is important, with an emphasis on organic foods

PURSUIT OF VALUE

Pursuit of value
Penny pioneers the concept of price-marked packs to emphasise its low prices
A third of Gen Z state they would prefer to buy fewer items of higher quality
Consumers continue to worry about rising costs
Shoppers are increasingly supporting circular economy practices
Gen Z are the most eager to save money

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Shopper reinvented
Instant grocery start-up Flink set for expansion
Millennials are the most likely to look for tailored experiences
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Sustainable living
AI-based solution foodforecast helps to make businesses more sustainable
Concerns about global warming drive a change in consumer behaviour
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Germans are eating less meat
Consumers are paying more attention to company values
Recyclable packaging is considered best for the planet

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Wellness
Zur Mühlen partners with Nosh.bio to produce single-ingredient meat substitutes
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APPENDIX

Leverage the power of megatrends to shape your strategy today

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