

Megatrends in the UK

September 2024

Table of Contents

Scope

INTRODUCTION: MEGATRENDS FRAMEWORK

Businesses harness megatrends to renovate, innovate and disrupt The drivers shaping consumer behaviour Megatrends framework

CROSS-TREND COMPARISON: UNITED KINGDOM

Convenience and technology will continue to shape UK lifestyles

CONVENIENCE

Convenience Uber Eats innovates with pick and pack service for grocery deliveries Consumers yearn for a less complicated life Employees are looking for better work-life balance Millennials prefer online shopping E-commerce offers shoppers more flexibility Younger consumers seek more convenient meal solutions

DIGITAL LIVING

Digital living

Al-powered "roomscrolling" app Jitty expands to central London Consumers use advanced tech to enhance their experiences More than half of consumers are averse to targeted advertisements Millennials will share their data, provided it is carefully managed Consumers lack trust in company ads Face-to-face activity is expected to increase post-pandemic

DIVERSITY AND INCLUSION

Diversity and inclusion

Specsavers makes children's glasses range more inclusive Higher share of consumers tend to express their opinions on social media Millennials invest time and money in good causes Most British feel comfortable in their skin Consumers start to hold companies to account

EXPERIENCE MORE

Experience more

Boots' new beauty concept store offers a range of experiences Consumers return to cultural venues in the aftermath of the pandemic Relaxation and personal safety are key considerations for holidaymakers Millennials are eager to make memories

PERSONALISATION

Personalisation Tailored dog meal provider Marleybones set for expansion Millennials are the most open to targeted offers British are less keen than global counterparts on tailored experiences

PREMIUMISATION

Premiumisation Nescafé invests in an indulgent coffee collection Millennials are eager to stand out from the crowd Shoppers are become more discerning about their purchases

Nutrition and taste are the top attributes in food

PURSUIT OF VALUE

Pursuit of value Morrisons launches price-matching scheme in bid to rival discounters Consumers shop around more as budgets are squeezed Millennials feel the least vulnerable Consumers embrace the circular economy Gen Z are the thriftiest cohort

SHOPPER REINVENTED

Shopper reinvented Tesco expands its online offering with new third-party marketplace Millennials place their trust in celebrity endorsements Shoppers buy more online, but still prefer physical stores for clothing Social media platforms emerge as the latest shopping channel Younger generations are the most active on social media

SUSTAINABLE LIVING

Sustainable living Marks & Spencer expands its "Refilled" scheme for own label home care products Mindful consumerism is on the rise Baby boomers are the keenest recyclers Reducing food waste and plastic are top priorities Citizens are turning to social media to voice their opinions Consumers want packaging that can be recycled

WELLNESS

Wellness Social media influencer launches innovative symbiotic supplement for gut health Consumers focus on holistic ways to alleviate stress Millennials turn to supplements that promote good health Consumers continue to take precautions post-pandemic

APPENDIX

Leverage the power of megatrends to shape your strategy today

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/megatrends-in-the-uk/report.