



**Euromonitor
International**

Megatrends: Diversity and Inclusion Impact on Consumer Goods and Services Categories

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INTRODUCTION

Megatrends: Diversity and Inclusion impact on consumer goods and services categories

Leaders harness megatrends to disrupt a market

Key findings

INTRODUCTION

Diversity and Inclusion in a nutshell

Diversity and Inclusion: State of development and the future

Diversity and Inclusion seekers: who are they?

Diversity and Inclusion: What to focus on

DIVERSITY AND INCLUSION IN HEALTH AND BEAUTY

Beauty and Personal Care: Diversity and Inclusion presents fresh growth prospects

John Legend launches skin care line Loved01 for melanin-rich skin

Baby Dove teams up with Sista Midwife to create Black Doula Directory

Disposable hygiene: Taboo shedding accelerates Diversity and Inclusion positioning

DIVERSITY AND INCLUSION IN HEALTH AND BEAUTY

Essity's holistic menopause ecosystem tackles tabooed, underserved life stage needs

DIVERSITY AND INCLUSION IN FOOD AND DRINKS

Food and nutrition: Food as a culture, food as an identity

Pinky Cole embraces intersectionality to promote sustainable and nutritious vegan fast food

Drinks: Diversity and Inclusion as a way to differentiate and grow a loyal customer

DIVERSITY AND INCLUSION IN FOOD AND DRINKS

Uncle Nearest rediscovers a forgotten chapter in the history of American whiskies

Bitty & Beau's coffee creates an inclusive coffee shop experience

DIVERSITY AND INCLUSION IN LUXURY AND FASHION

Apparel: Genderless and body positivity trends drive Diversity and Inclusion

Asics launches an exclusive unisex sports-inspired apparel line

Fashion: Evolving commitment to combat racism and embrace inclusion

Elka Watch Company and Ace Jewelers launch multi-language Diversity Series

Christian Dior's show in Mumbai embodies the rich heritage and craftsmanship of India

DIVERSITY AND INCLUSION IN LUXURY AND FASHION

Eyewear: Putting appearance, affordability and accessibility in the frame

German start-up Reframd launches Afropolitan sunglasses designed to fit black faces

Nreal launches affordable AR headset in the UK with instant subtitles for the deaf

DIVERSITY AND INCLUSION IN SERVICES

Consumer Finance: Empowering rural, visually impaired, and student demographics

Ant Group's MyBank leverages satellites to drive financial inclusion of farmers

POSB supporting education of digital finance to primary and secondary school students

Mobility: Female-only mobility services promote safe and inclusive travel

Lyft Healthcare launches Lyft Assisted to offer riders with limited mobility extra support

Uber launches "women preferred" feature to improve safety for women drivers and riders

DIVERSITY AND INCLUSION IN SERVICES

Sports: FIFA World Cup as a platform to address the equality issues in sports and beyond

Growing Women's Super League viewership boosts exposure for the sponsoring brands

Ally shows long-term commitment to National Women's Soccer League and players

Travel and Tourism: Diversity and Inclusion fundamental at every stage of the journey

Wheel the World: breaking down barriers by curating amazing experiences for all
Planeterra: inclusion starts with local and indigenous communities

IMPLICATIONS FOR FUTURE GROWTH

Diversity and Inclusion to get broader in scope and implementation
Strategies to win
Leverage the power of megatrends to shape your strategy today

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/megatrends-diversity-and-inclusion-impact-on-consumer-goods-and-services-categories/report.