Euromonitor
International

Five Ways Generative AI Will Shape the Future of Industries

March 2025

EXECUTIVE SUMMARY

Why read this report?

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Key findings

INTRODUCTION

Companies challenged with how to balance tech integration with human interactions

Attention and investment to shift towards GenAI over next five years

INTRODUCTION

GenAI has the potential to revolutionise all corners of industries

Exploring the impact of GenAI across five of the most common use cases

TARGETED MARKETING: PERSONALISATION AT SCALE

GenAI in marketing - the good, the bad and the unexpected

Captivating audiences with interactive and immersive campaigns

Klarna leverages GenAI to reduce cost, maximise efficiency

Coca-Cola bets big on GenAI to power innovation

Mondelez opts for in-house GenAI platform to optimise participatory marketing

A new dawn for marketing strategies and operational efficiencies

CUSTOMER JOURNEY: REVOLUTIONISING HOW WE SHOP

Transforming the customer experience becomes the key to online customer-centricity

GenAI becomes a critical tool for a more elevated and intuitive shopping experiences

Amazon unveils Rufus: AI-powered shopping assistant for smarter, faster decisions

Zalando launches generative AI-powered fashion assistant

Companies must evolve to stay ahead as they navigate changes in the digital space

PRODUCT DEVELOPMENT: REINVENTING THE WAY WE INVENT

Innovation pipelines in the era of GenAI

New methods of invention: Making headlines, limited editions and flavour sophistication

Meet the beer that made itself: Will alcoholic drinks become self-aware?

"This Is What "Ketchup" Looks Like To A.I." - Heinz reiterates its status as a cultural icon

Storytelling of the future

CUSTOMER SERVICE: THE FUTURE OF DIGITAL ENGAGEMENT

GenAI to leapfrog standard with hyper- personalised service

Balancing privacy and convenience provided by data-driven GenAI

Ant Group introduces GenAI -powered digital wealth management expert

Trip.com harnesses GenAI for trip planning and ranking of best travel services

GE Appliances partners with Google to unveil GenAI -powered recipe recommendation

Potential in hyper-personalisation but breakthrough needed in privacy computing

Leverage GenAI in service with a data-driven and privacy-first personalisation approach

OPERATIONAL EFFICIENCY: UNLOCKING VALUE CREATION

Supply chain operations are the last frontier for GenAI deployment

Competitive threats if businesses fail to adopt GenAI as bold action required

Wayve and Uber partnership - GenAI for real-time self-driving vehicle fleet for last mile

Pendulum: tackles supply chain inefficiencies to meet climate targets

Singapore: Smart city banks on GenAI for its future

Supply chain integration of GenAI to unlock new value potential

CONCLUSION

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/five-ways-generative-ai-will-shape-the-future-of-industries/report.