



**Euromonitor  
International**

# Unveiling Transformative Megatrends in Western Europe

March 2025

## EXECUTIVE SUMMARY

Why read this report?

Key findings

## INTRODUCTION

Navigating Euromonitor's megatrends framework for Western Europe

Impact of megatrends drivers on Western Europe

Euromonitor's Megatrends Quantification Model highlights key trends to prioritise

## CONVENIENCE

Convenience leads as consumers increasingly demand time-saving solutions

Turkey is projected to lead in convenience-driven spending

Consumers prioritise multifunctional, efficient and on-the-go solutions

Waterdrop's Microdrink addresses busy consumers' hydration needs

Pixi launches a multi-purpose, easily-applied foundation designed for on-the-go use

Unilever responds to the demand for quick yet effective laundry care solutions

Recommendations: How to win (1)

## DIGITAL LIVING

Consumers increasingly embrace digital solutions while navigating privacy concerns

Digital living is reshaping lifestyles across generations, redefining how brands must innovate

Consumers embrace GenAI's benefits, despite some ethical concerns over data sharing

Etsy introduces "Gift Mode", a GenAI-driven feature that creates personalised gift guides

MOD4: Mobile game that connects virtual world with real fashion products

HauHau Champion unveils an AI-powered vending machine offering dog food samples

Recommendations: How to win (2)

## PURSUIT OF VALUE

Strategic spending amidst consumer caution offers optimism

Consumers remain cautious about their spending amidst economic uncertainties

The pursuit of value is evolving in the consumer mindset, extending beyond just price

Carrefour France adds value via consumers' interest in advocacy

Swarovski launches affordable and sustainable "Created Diamonds" collection

Vinted enhances service value with premium clothing authenticity verification

Recommendations: How to win (3)

## SUSTAINABLE LIVING

Driving sustainable innovation in a value-driven market

Germany leads in consumer propensity to spend on sustainability across Western Europe

Sustainable living: Aligning consumer demand, innovation and regulation

Ben & Jerry's launched oat-based ice cream for improved taste, texture and inclusivity

Tesco launches new line of toilet paper and kitchen towels from 100% recycled materials

LEGO on track to remove fossil fuels from its bricks by 2032

Recommendations: How to win (4)

## CONCLUSION

Recommendations/Opportunities for growth

Questions we are asking

## APPENDIX

Megatrends definitions

Euromonitor Innovation

## 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/unveiling-transformative-megatrends-in-western-europe/report](https://www.euromonitor.com/unveiling-transformative-megatrends-in-western-europe/report).