



# Top 10 Global Consumer Trends 2021: Expert Opinions and in Action Case Studies

June 2021

Table of Contents

## INTRODUCTION

### Scope

Top 10 Global Consumer Trends in brief (1)

Top 10 Global Consumer Trends in brief (2)

Top 10 Global Consumer Trends in brief (3)

## BUILDING BACK BETTER

Industry context for Build Back Better: Sustainability

Industry context for Build Back Better: Packaging

Build Back Better in action: Giki Zero Pro/Giki (UK)

Build Back Better in action: Klimatbutiken / Felix/ Orkla Foods (Sweden)

Build Back Better in action: Leaders on Purpose (UK/Global)

Build Back Better in action: Rethink+/Dow India (US/India)

Build Back Better in action: Tech for Good/Mastercard (US/LA)

Build Back Better in action: Lab-grown salmon/Wildtype (US)

## CRAVING CONVENIENCE

Industry context for Craving Convenience: Retailing

Industry context for Craving Convenience: Foodservice

Craving Convenience in action: citizenM (UK/Global)

Craving Convenience in action: goPuff (US)

Craving Convenience in action: ManiMe (US)

Craving Convenience in action: 7-Eleven (Japan)

Craving Convenience in action: ShopLive/Currys PC World (UK)

Craving Convenience in action: Tala Coffee Roasters (US)

## OUTDOOR OASIS

Industry context for Outdoor Oasis: Cities

Industry context for Outdoor Oasis: Travel

Outdoor Oasis in action: Bike lanes in Bogotá (Colombia)

Outdoor Oasis in action: Outdoor dining/Mediamatic (Netherlands)

Outdoor Oasis in action: Heatmaps/ Suunto (Finland)

Outdoor Oasis in action: Lmnts Yoga and Fitness Studio (Canada)

Outdoor Oasis in action: SM Cinemas (Philippines)

Outdoor Oasis in action: Outdoor education/Rice University (US)

Outdoor Oasis in action: Vilnius City Opera (Lithuania)

## PHYGITAL REALITY

Industry context for Phygital Reality: Digital Consumer

Industry context for Phygital Reality: Fashion

Storefront bets on VR to recreate the high street feeling

Phygital Reality in action: Asics (Japan/South Africa)

Phygital Reality in action: Open spaces/Burberry (UK/China)

Phygital Reality in action: Encircled (Canada)

Phygital Reality in action: Fortnite/Epic Games (US/Global)

Phygital Reality in action: Perso/ L'Oréal (France/Global)

Phygital Reality in action: Zeekit (Israel, US/Global)

## PLAYING WITH TIME

Industry context for Playing With Time: Consumer lifestyles

Industry context for Playing With Time: Beverages

Playing With Time in action: Apple Fitness +/Apple (US/Global)

Playing With Time in action: Check COVID-19/HaloDoc (Indonesia)

Playing With Time in action: Cosi Delivery (Belgium)  
Playing With Time in action: Sweetgreen Outpost (US)  
Playing With Time in action: Curbside pick-up/Best Buy (US)  
Playing With Time in action: Daybridge (UK)  
Playing With Time in action: Flight to Nowhere/Starlux (Taiwan)

## RESTLESS AND REBELLIOUS

Industry context for Restless and Rebellious: Alcoholic drinks  
Industry context for Restless and Rebellious: Toys and games  
Restless and Rebellious in action: Terveystalo (Finland)  
Restless and Rebellious in action: Hermès (France/China)  
Restless and Rebellious in action: Mountain Dew/PepsiCo (US)  
Restless and Rebellious in action: Pernod Ricard (France/US)  
Restless and Rebellious in action: Illegal raves (UK/Global)  
Restless and Rebellious in action: Walmart (US/Chile)

## SAFETY OBSESSED

Industry context for Safety Obsessed: Health and beauty  
Industry context for Safety Obsessed: Home care  
S afety Obsessed in action: Bike2Box (Poland)  
S afety Obsessed in action: QR codes/P ayPal (US/Global)  
S afety Obsessed in action: Self-sterilised AC/Haier (China)  
S afety Obsessed in action: Safe Queue/Enclave Group (US)  
S afety Obsessed in action: T rack&Connect / Danone (F rance /Global )  
S afety Obsessed in action: Hand tracking software/ Ultraleap (UK)

## SHAKEN AND STIRRED

Industry context for Shaken and Stirred: Consumer health  
Industry context for Shaken and Stirred: Food and nutrition

## SHAKEN AND STIRRED

Shaken and Stirred in action: Migrant workers/Apna (India)  
Shaken and Stirred in action: General Mills (US/Global)  
Shaken and Stirred in action: Panion (Sweden)  
Shaken and Stirred in action: Skillshare (US)  
Shaken and Stirred in action: Tangerine (Germany)  
Shaken and Stirred in action: Digital therapy services/Woebot (US)

## THOUGHTFUL THRIFTERS

Industry context for Thoughtful Thrifters: Consumer finance  
Industry context for Thoughtful Thrifters: Income and expenditure  
Thoughtful Thrifters in action: Buy now pay later/Atome (Singapore)  
Thoughtful Thrifters in action: Flex Dollar/PiggyVest (Nigeria)  
Thoughtful Thrifters in action: iPhone SE/Apple Inc (US/Global)  
Thoughtful Thrifters in action: Picnic (Netherlands)  
Thoughtful Thrifters in action: Sou Sòcia /Marisa (Brazil)  
Thoughtful Thrifters in action : Wells Farm/ Kyowon Wells (South Korea)

## WORKPLACES IN NEW SPACES

Industry context for Workplaces in New Spaces: Business dynamics  
Industry context for Workplaces in New Spaces: Home and garden  
Workplaces in New Spaces: GoBe Robots (Denmark)  
Workplaces in New Spaces in action: Remo (US/Global)

Workplaces in New Spaces in action: Rove Hotels/ Emaar (UAE)

Workplaces in New Spaces: SnackNation / Caroo (US)

Workplaces in New Spaces: Very Good Box (France)

## CONCLUSION

Three key areas of focus for corporate strategy planning

### 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/top-10-global-consumer-trends-2021-expert-opinions-and-in-action-case-studies/report](http://www.euromonitor.com/top-10-global-consumer-trends-2021-expert-opinions-and-in-action-case-studies/report).