



# Top 10 Global Consumer Trends 2023: Expert Opinions and Trend Manifestation

June 2023

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## OVERVIEW

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## AUTHENTIC AUTOMATION

Industry context for Authentic Automation: Industrial

Industry context for Authentic Automation: Consumer Health

Telenet and VRiendje ?partnership transports young hospital patients home virtually?

Wearable assistive robot from NTU Singapore can help detect and prevent falls in the elderly

Stitch Fix combines AI algorithms with human stylists

L'O ré al's YSL Scent- sation using tech to encourage in-store engagement

Qu!ck disrupting the purchasing experience through automated stores in Argentina

Treasury Wine Estates (TWE) targets young consumers with AR experience

## BUDGETEERS

Industry context for Budgeteers: Consumer Packaging

Industry context for Budgeteers: Packaged Food

Algramo offers sustainable packaging solutions at wholesale prices

Martie online grocer offers steep discounts on overstocked shelf stable products

Mercari takes second-hand marketplace offline to reach a larger addressable market

Bundlee makes high-end babywear accessible for parents on a budget

Cineplex launches affordable film subscription programme with CineClub

Marks & Spencer introduces a cost-of-living support package for employees

## CONTROL THE SCROLL

Industry context for Control the Scroll: Mobility

Industry context for Control the Scroll: Pet Care

AirAsia Super App: a comprehensive travel and lifestyle platform

BVG Jelbi integrating mobility into a one-stop shop for Berliners

Oneflix : streamlining streaming

Skin Rocks app: simplifying skin care

Opal h elping consumers better manage their screen time

Petlove, a one-stop shop for all things pet

## ECO-ECONOMIC

Industry context for Eco Economic: Retail

Industry context for Eco Economic: Fresh and Staple Foods

Iceland teams up with Utilita to help consumers identify economical cooking methods

Sainsbury's launches SainsFreeze initiative to help UK consumers reduce waste

Carrefour launches Bio: an affordable organic range – in Brazil

UK retailer Co-op reduces prices of Gro plant-based private label products

We Do Solar provides solar panel systems for apartment balconies

Nike's B.I.L.L. repair robot to extend lifespan of its shoes

## GAME ON

Industry context for Game on: Sports and Entertainment

Industry context for Game on: Luxury and Fashion

Maybelline uses playable advertisement to build brand awareness among gamers

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

Sino Group using mini-gaming to enhance customer loyalty in Hong Kong

Walmart launches an immersive Roblox experience in the Walmart Land metaverse

Woori Bank offers exclusive in-game rewards targeting the esports community

DHL launches recruitment page targeting esports community

## HERE AND NOW

Industry context for Here and Now: Consumer Finance and Lending

Industry context for Here and Now: Travel

“Apple Pay Later” for Apple’s large pool of users, using its digital wallets

Fintech brand Klarna popularises BNPL across financial institutions (Sweden/global)

Majid Al Futtaim’s SHARE rewards build a valued inclusive community feel in the now

Sephora continues to revamp its rewards programme for member exclusivity

Starbucks and Delta Air Lines launch loyalty partnership

Innovation in BNPL through United Arab Emirates fintech brand Tabby

## REVIVED ROUTINES

Industry context for Revived Routines: Consumer Foodservice

Industry context for Revived Routines : Apparel and Footwear

Mango’s curated edits of workwear help consumers get back into the office

Lynq rewards programme app providing industry-wide benefits in Canadian hospitality

McDonald’s Sweden launches a couple offer to encourage in-person dating

Tiffany stepping into foodservice with Blue Box

Lurento : luxury car rental to elevate your trip

Walmart and Space NK: Industry lines are blurring as luxury retailers step into foodservice

## SHE RISES

Industry context for She Rises: Consumers/Diversity and Inclusion

Industry context for She Rises : Health, Beauty and Wellness

Phenology™ holistic and personalised approach to menopause from Hologram Sciences

Primark launches first ever menopause range

Victoria’s Secret introduces Undefined: a new global campaign

Yuhan-Kimberly empowering women leaders in South Korea

SoloFemaleTravellersClub: Growing an inclusive community for women

## THE THRIVERS

Industry context for The Thrivers: Cannabis

Industry context for The Thrivers: Home and Garden

Cann : cannabis-infused social tonics and on-the-go packets offer a healthier high

Heineken’s The Closer: signing off from work with the flick of a bottle cap

The Plant Store: Ready-made urban jungle for overwhelmed city dwellers in Chile

Amazon caters to “thrivers” via micro-fulfilment and on-demand production

Anake personalised skin care service targets “skintellectuals” and overwhelmed shoppers

Tulu: Communal equipment rental in the lobby of one’s building

## YOUNG AND DISRUPTED

Industry context for Young and Disrupted: Digital Shoppers

Industry context for Young and Disrupted: Alcoholic Drinks

In comes the virtual influencer from Florasis

Into the metaverse with Roblox

Mouth-watering viral TikTok video recipes will be delivered to your door

Dove’s Real Virtual Beauty campaign straddles reality and virtual

Mastercard’s Priceless Planet pitched squarely at younger demographic’s conscience

Puma’s cry to raise awareness of depression is heard by Turkish young generation

## KEY TAKEAWAYS

Key takeaways from the experts (1/2)

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