



Megatrends: Pursuit of Value Impact on Consumer Goods and Services Categories

October 2023

Table of Contents

INTRODUCTION

Megatrends: Pursuit of value impact on consumer goods and services categories

Leaders harness megatrends to disrupt a market

Key findings

INTRODUCTION

Pursuit of Value

The pillars of Pursuit of Value

Pursuit of Value: What to focus on

PURSUIT OF VALUE AMONG FICKLE CONSUMERS

Over half of global consumers enjoy seeking new products, services and experiences

Beauty and personal care: Increased investments in e-commerce to connect with consumers

L'Oréal Group launched a virtual idol for the Chinese market

Food: Being innovative and transparent to inspire and excite consumers

PURSUIT OF VALUE AMONG FICKLE CONSUMERS

Cargill's House of Chocolate enables chocolatiers to react speedily to new trends

Apparel and footwear: From fast fashion to ultra-fast fashion

Shein uses AI technology for on-demand design and production

PURSUIT OF VALUE AMONG CAUTIOUS CONSUMERS

Two thirds of consumers globally are looking to reduce on cost and quantity

Beauty and personal care: Brands focusing on multifunctionality

Avène : Bridging beauty and health

PURSUIT OF VALUE AMONG CAUTIOUS CONSUMERS

Food: Consumers are savouring deals and simplicity

Grocery retailers offer discounts to win consumers amid high inflation

Aldi looks to expand discounter footprint in the US

Apparel and footwear: Cheap, fast fashion reaps record profit, even as consumers cut back

Decathlon leads India's sporting goods retail market with low prices and diverse portfolio

PURSUIT OF VALUE AMONG CONSCIOUS CONSUMERS

One in three global consumers are making thoughtful choices that align with their values

Beauty and personal care: Brands increasingly adopt a minimalist ethos

Walmart's Clean Beauty addresses affordability and transparency in the US

Food: Consumers' preference for local remains steady while other sustainable claims falter

Pushing boundaries to feel (even) better about chocolate

Apparel and footwear: Rising market potential of ethical fashion

Arc'teryx focuses on design durability and circularity

IMPLICATIONS FOR FUTURE GROWTH

The pursuit of value is deeply embedded in consumer culture

Strategies to win

Leverage the power of megatrends to shape your strategy today

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