



# Future of Consumption: A Structured Approach to Identifying Opportunities

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## EXECUTIVE SUMMARY

Why read this report?

Key findings

## INTRODUCTION

The challenge of driving growth as consumers embrace a less materialistic life

Understand the future of consumption to turn challenges into opportunities

## DRIVERS THAT SHAPE THE FUTURE OF CONSUMPTION

The trends that shape future consumer needs and preferences

Many factors intersect and interplay to shape the future of consumption

Next Age: The first start-up accelerator in Europe targeting the silver economy

Airbnb: Singleton-focused feature ensures safe solo travel experiences

Understand the interplay of key trends and influences to remain relevant

## GENERATIONS THAT SHAPE FUTURE CONSUMPTION TODAY

Navigating diverse generational impacts

Understand these four generations to drive growth

Two in three global consumers are looking for ways to simplify their life

TikTok Shop: Accelerating growth through e-commerce aimed at younger consumers

JD.com: Launching its Singles Day on the Chinese "Senior Citizens' Festival"

Catering to the characteristics of each generation to build brand loyalty and achieve growth

## IDENTIFYING HIGH-POTENTIAL MARKETS

Combining a variety of factors to measure market potential more accurately

Gen Z Market Potential Explorer: A sample framework to pinpoint high-potential markets

Amazon Inspire enables consumers to shop in a social media format

Case Study: Toyota's C+walk S promotes successful ageing for older adults

Pinpointing growth markets requires a comprehensive approach

## CONCLUSION

Recommendations

Diligent groundwork for future success

Questions we are asking

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