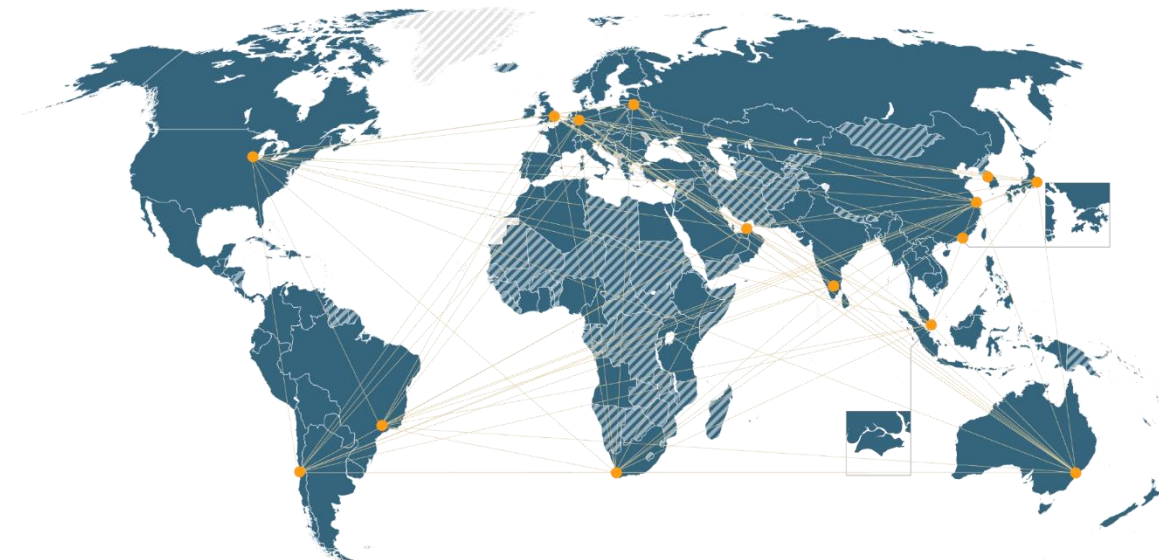


# Top 10 Global Consumer Trends 2022

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Emerging Forces Shaping Consumer Behaviour

# Euromonitor International network and coverage



● **15 OFFICE LOCATIONS**

London, Chicago, Singapore, Shanghai, Vilnius, Santiago, Dubai, Cape Town, Tokyo, Sydney, Bangalore, São Paulo, Hong Kong, Seoul and Düsseldorf

■ **100 COUNTRIES**

in-depth analysis on consumer goods and service industries

■ + ▨ **210 COUNTRIES AND TERRITORIES**

demographic, macro- and socio-economic data on consumers and economies

## About the speakers

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**Gina Westbrook**

Director of  
Consumer Trends



**Ali Angus**

Head of Lifestyles



**Natasha Cazin**

Research Consultant



**David Mackinson**

Senior Research  
Manager



**Benjamin Schneider**

Senior Research  
Analyst

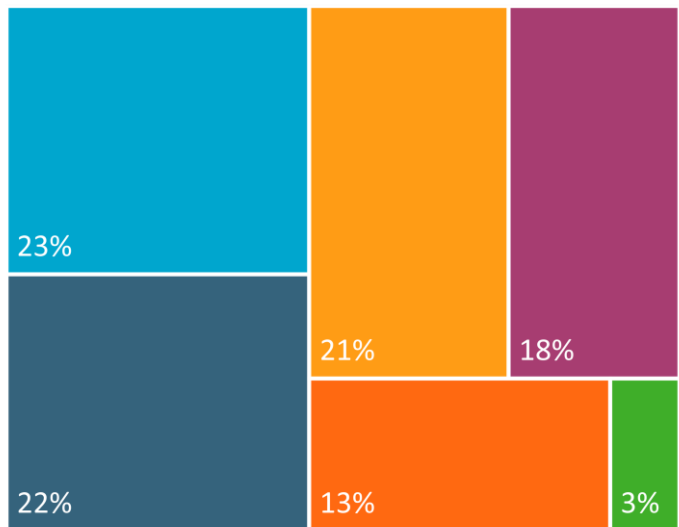
# TOP 10 GLOBAL CONSUMER TRENDS 2022



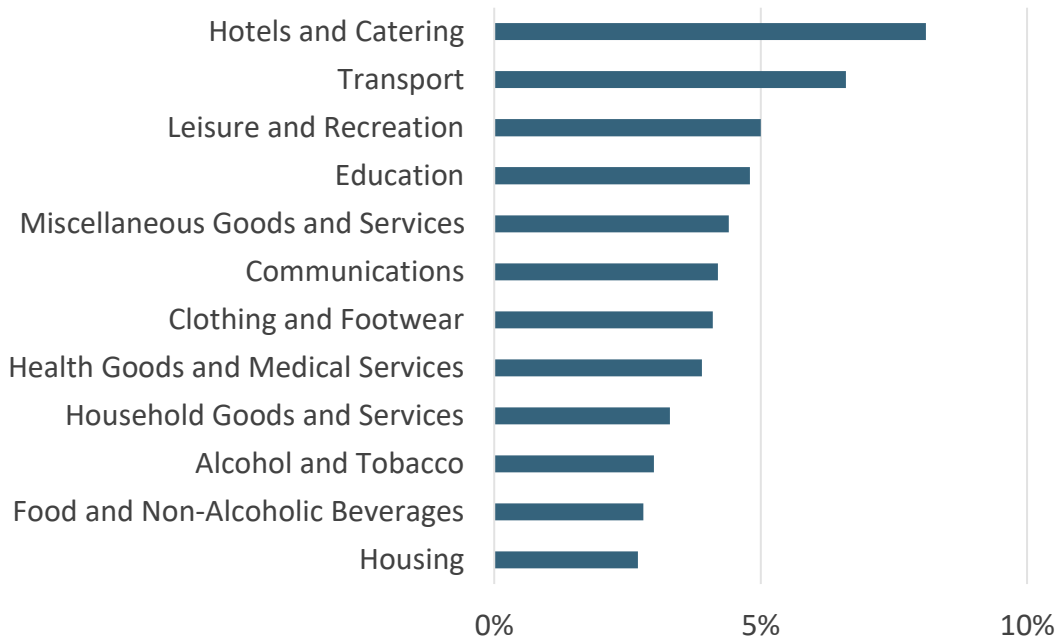
# Consumers in 2022

## Global Population by Generation

- Generation Alpha
- Generation Z
- Millennials
- Generation X
- Baby Boomers
- Silent Generation



## 2021-2022 Growth in Global Consumer Expenditure by Category



# Global consumers shift to digital and home-centric lifestyles

74%

Use technology to improve their daily lives

53%

Work from home at least weekly

41%

Make an in-store mobile payment every week

48%

Study at home at least weekly

39%

Prefer to communicate online

31%

Entertain family and friends at home at least weekly

Source: Euromonitor International Voice of the Consumer: Lifestyles Survey 2021

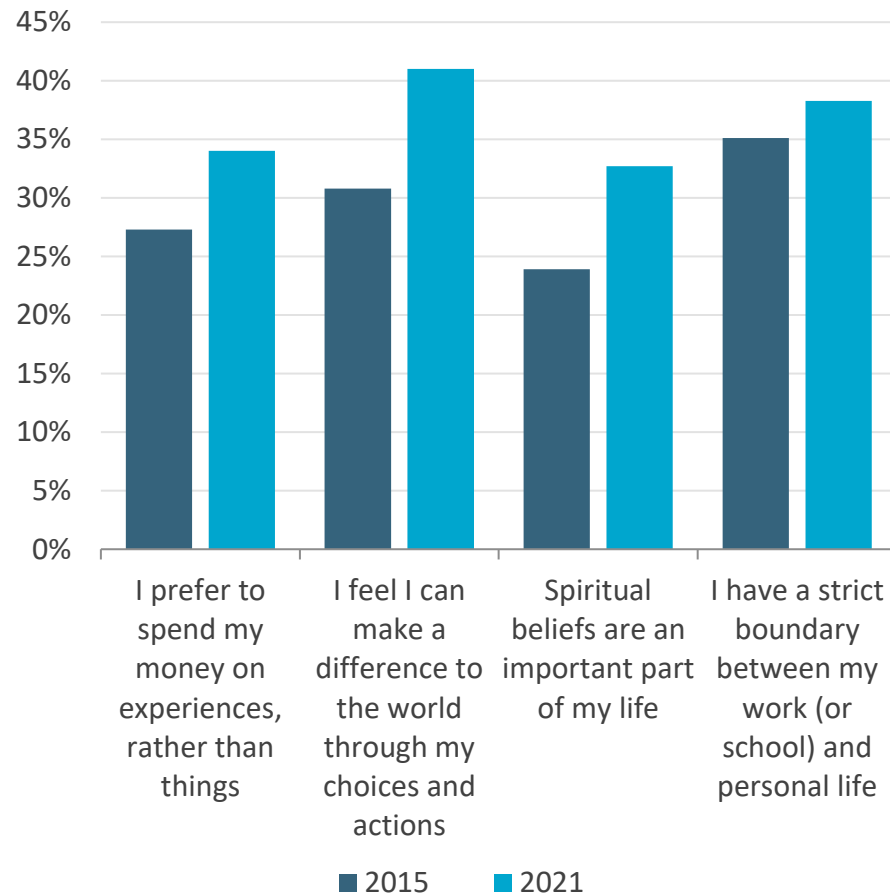
# TOP 10 GLOBAL CONSUMER TRENDS 2022



# The Great Life Refresh

Passion and purpose-driven action

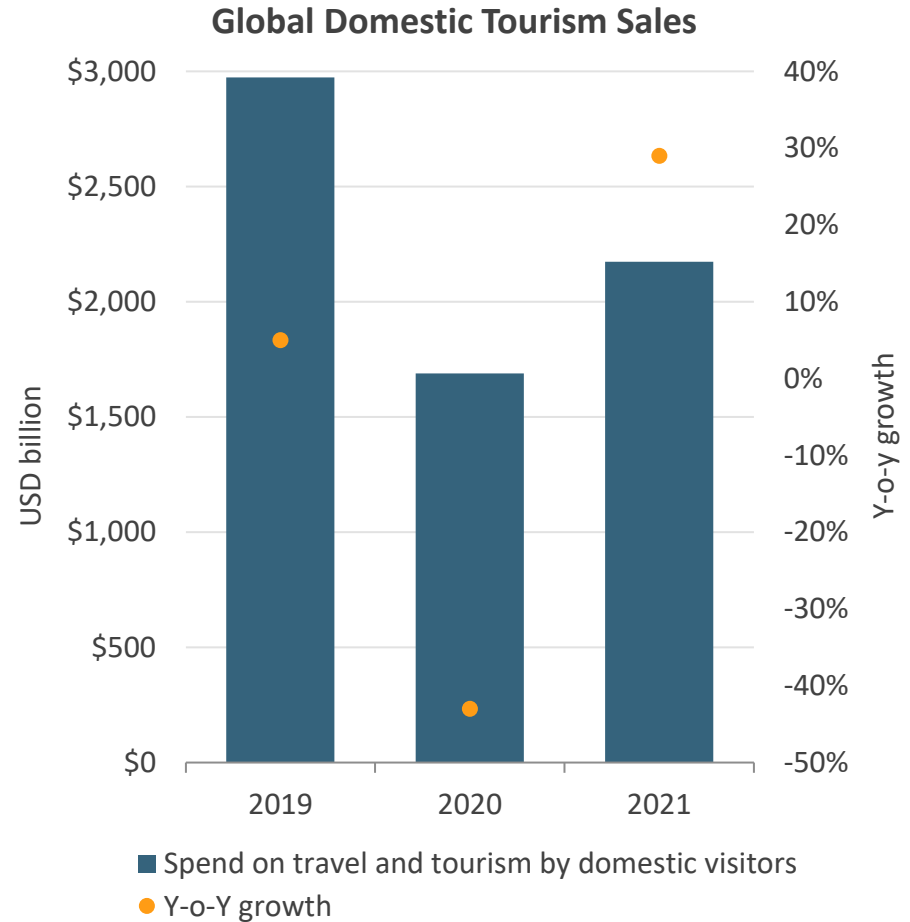
## Consumer Attitudes and Life Priorities





# The Socialisation Paradox

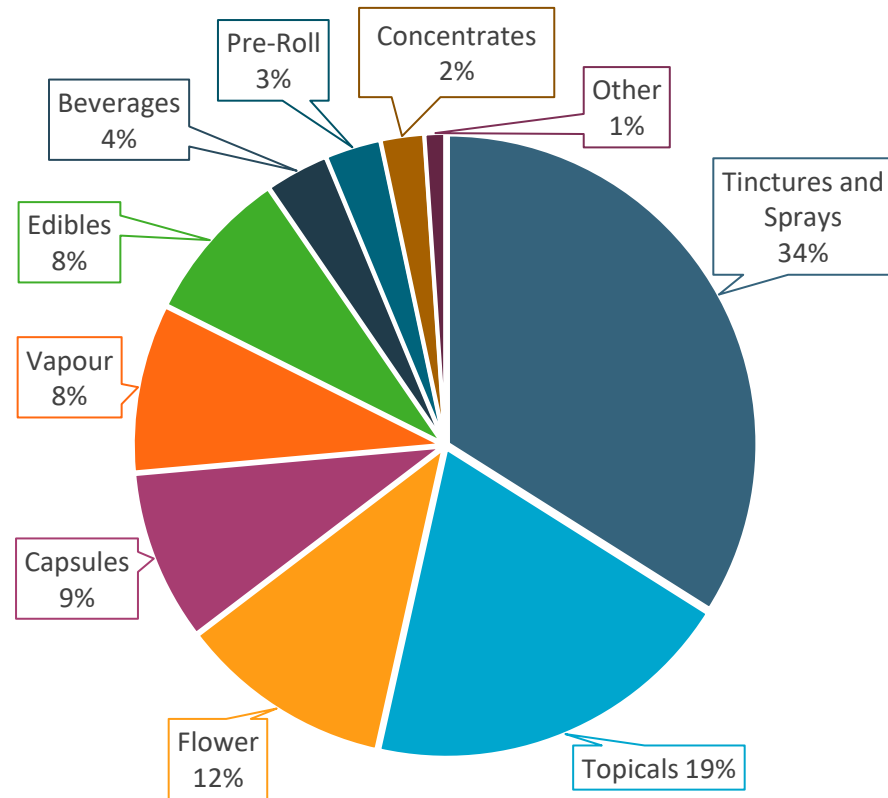
A divided return to pre-pandemic life



# Self-Love Seekers

Individuality and authenticity drive happiness

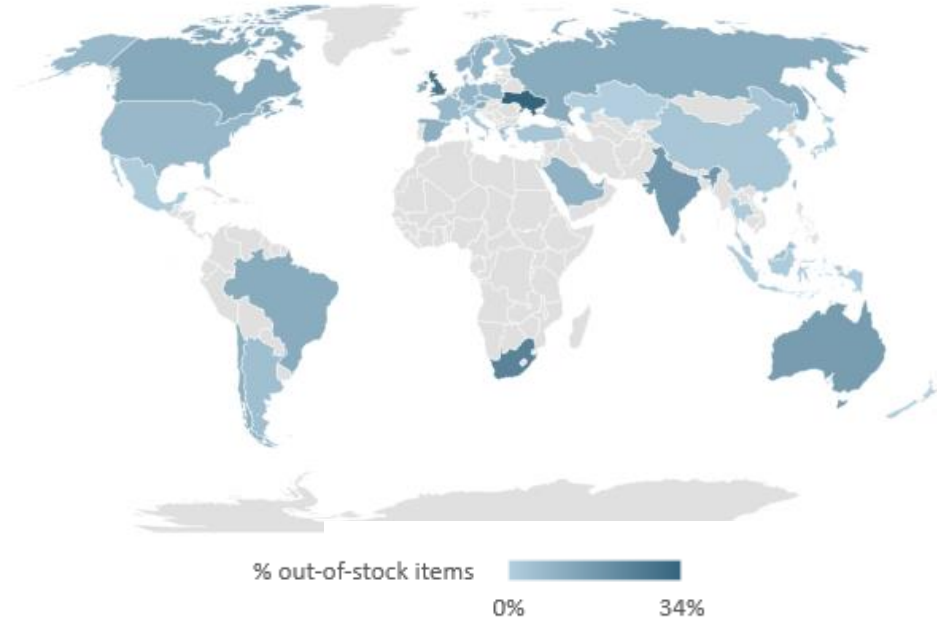
## Global CBD Sales by Format, 2021



# Backup Planners

Supply chain disruptions lead to next best options

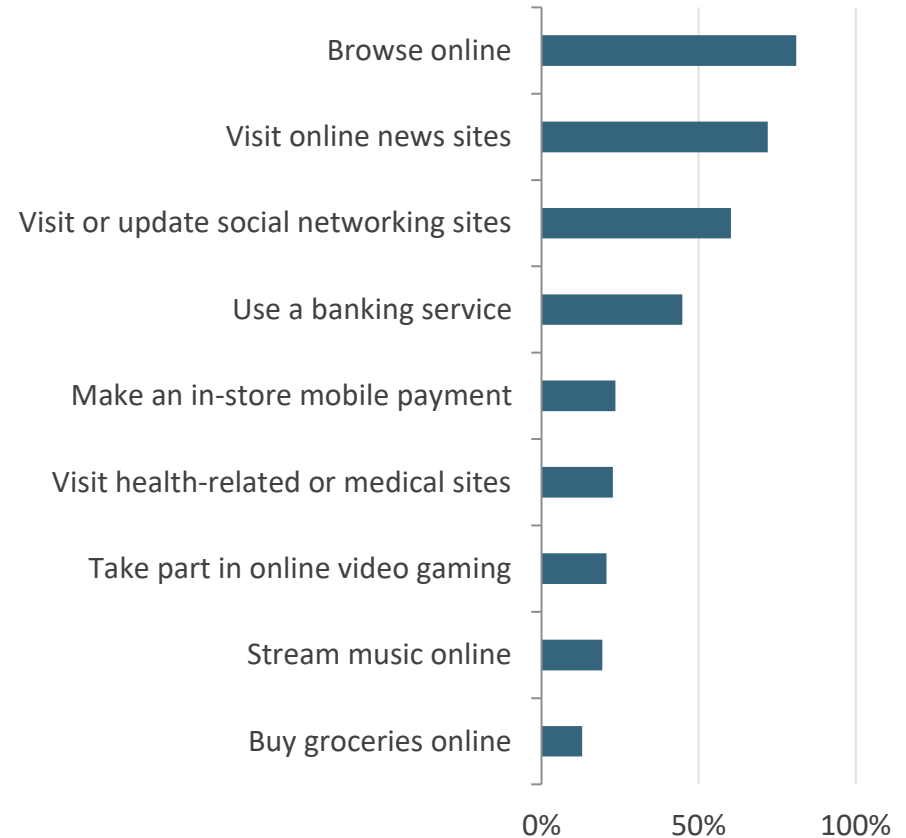
## Out-of-Stock Essential Online SKUs in September 2021



# Digital Seniors

From resistance to reliance

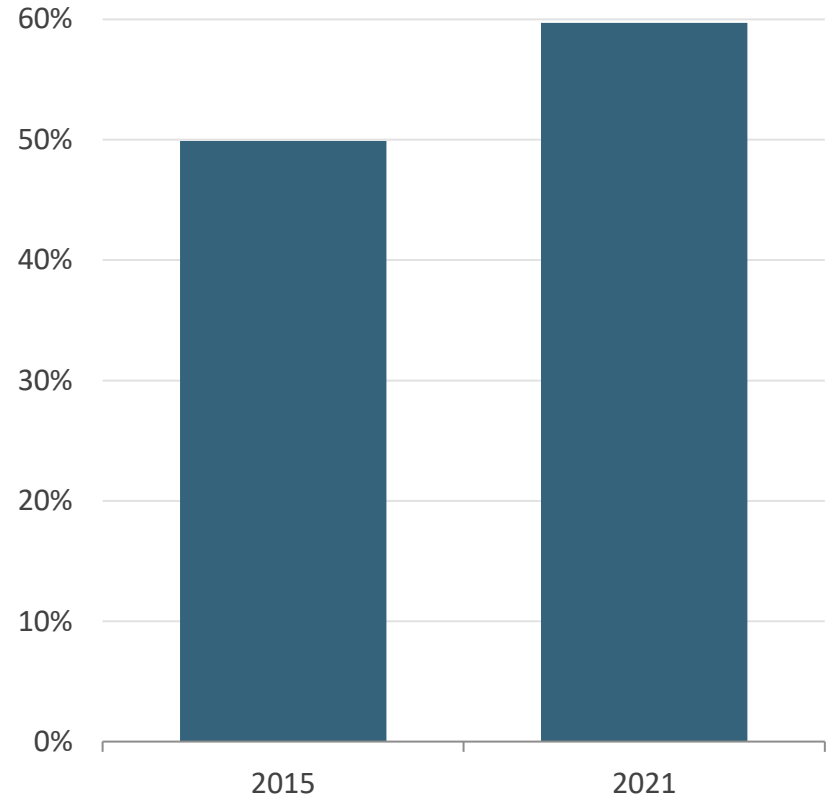
## Weekly Online Activities for 60+ Consumers



# Financial Aficionados

Democratised money management

## Consumers Who Are Confident That Long-Term Investments Will Grow in Value

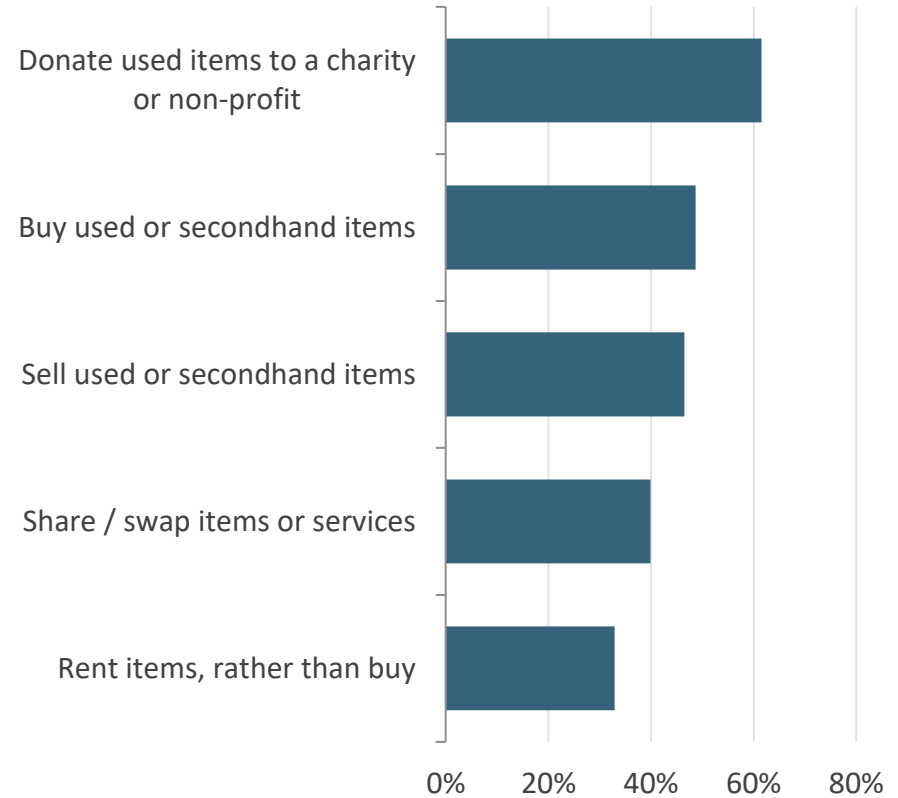


Source: Euromonitor International Voice of the Consumer: Lifestyles Survey

## Pursuit of Preloved

Secondhand, recommerce and peer-to-peer marketplaces

### Consumers Who Contribute to the Circular Economy at Least Annually



# Climate Changers

A low-carbon world

65%

Worried about climate change

67%

Tried to have a positive impact  
on the environment through  
everyday actions

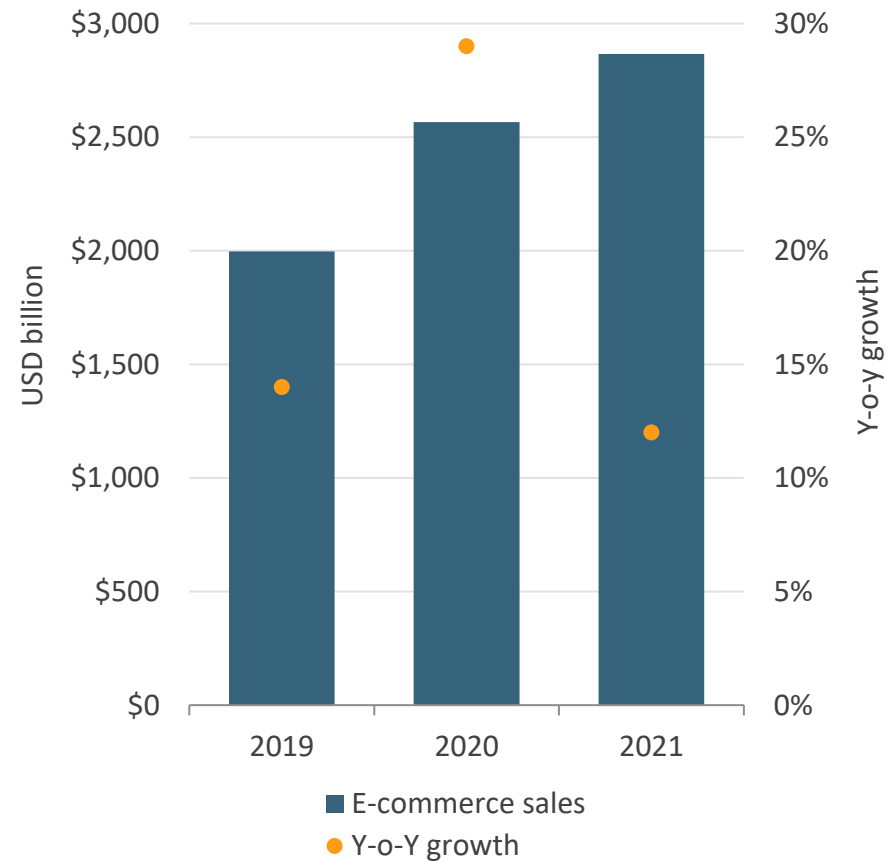
57%

Feel they can make a difference  
to the world through their  
choices and actions

# Rural Urbanites

Best of both worlds

## Global E-Commerce Sales and Growth

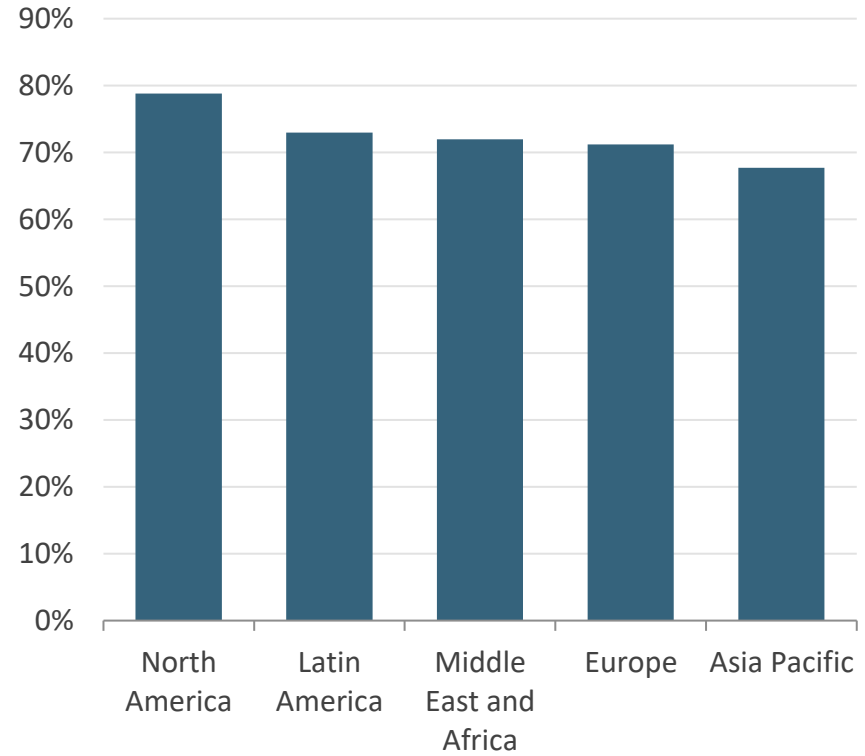




# The Metaverse Movement

Simulated 3D digital ecosystems of the future

## Consumers Who Have Used AR / VR to Play Games





*Moderator*

**Gina  
Westbrook**

Director of  
Consumer  
Trends



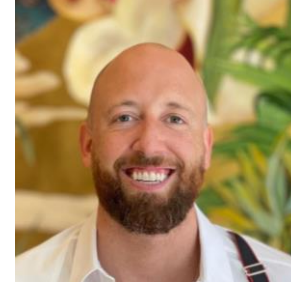
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## TOP 10 GLOBAL CONSUMER TRENDS

How have these consumer trends evolved since last year?

## TOP 10 GLOBAL CONSUMER TRENDS

What do consumers care about? How are businesses responding?



 NEIWAI

微而足道，无分你我。

## TOP 10 GLOBAL CONSUMER TRENDS

What do consumers care about? How are businesses responding?





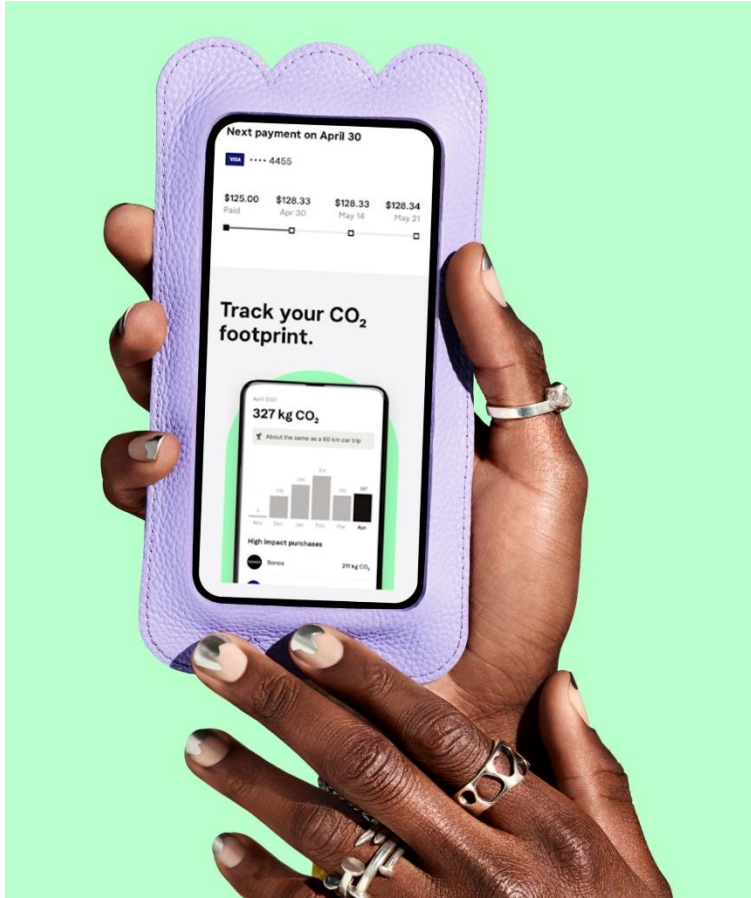


## TOP 10 GLOBAL CONSUMER TRENDS

Will Omicron or other potential COVID-19 variants impact these trends?

## TOP 10 GLOBAL CONSUMER TRENDS

# What's on the sustainability agenda?



Source: Klarna

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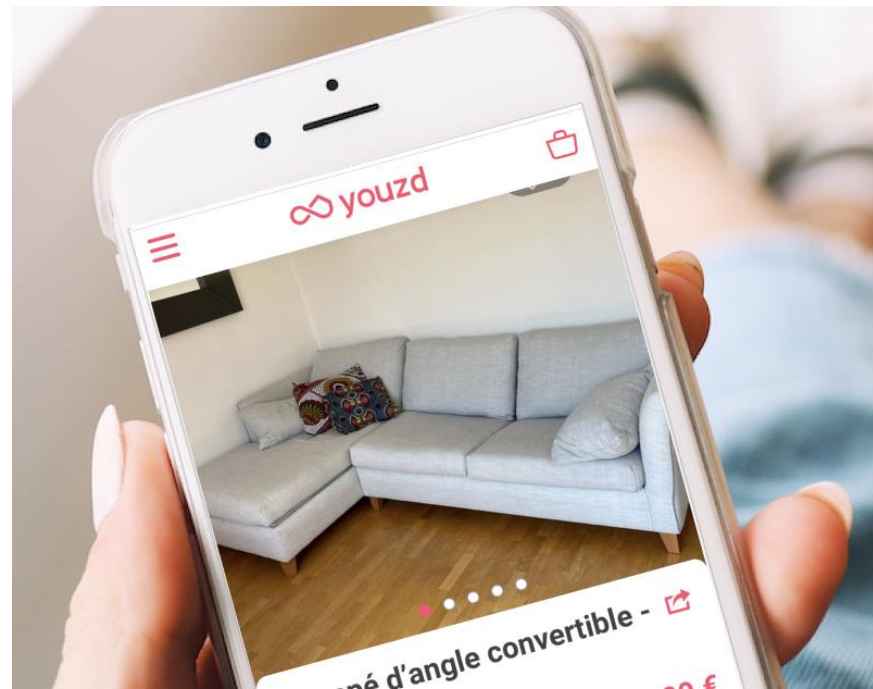


Source: IKEA

**REVIVED** → **RELOVED**



Source: REVIVO



Source: Youzid

## TOP 10 GLOBAL CONSUMER TRENDS

# What's on the sustainability agenda?



## TOP 10 GLOBAL CONSUMER TRENDS

# What's on the sustainability agenda?

## TOP 10 GLOBAL CONSUMER TRENDS

# The digital world – what's next?



# BUDDY

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## TOP 10 GLOBAL CONSUMER TRENDS

# The digital world – what's next?



## TOP 10 GLOBAL CONSUMER TRENDS

# The digital world – what's next?



Source: Epic Games



Source: Roblox



# TOP 10 GLOBAL CONSUMER TRENDS 2022





# Passport PLUS

## Want to tailor these consumer trends to your business?

Passport Plus offers a direct connection to our industry experts through tailored presentations, one-to-one consultations and workshops. This service will help you further develop expertise on consumer trends to build resilient growth strategies.

*[Connect with our experts for more info.](#)*







## How can businesses create a connection to Self-Love Seekers?

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Join our webinar to find out how Self-Love Seekers are prioritising their wellbeing, and learn which health claims resonate with these consumers.

[Register now](#)

# Thank you

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