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Top Global Consumer Trends 2024

What do consumers expect from brands in 2024? How can you meet their demands?

This report answers those questions. Use these insights to guide your marketing campaigns and growth plans.

Get started →

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Behind the data

2024 Consumer Trends

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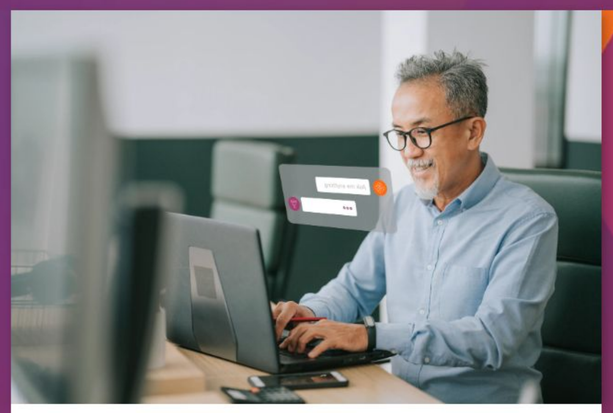

Ask AI

Delightful Distractions

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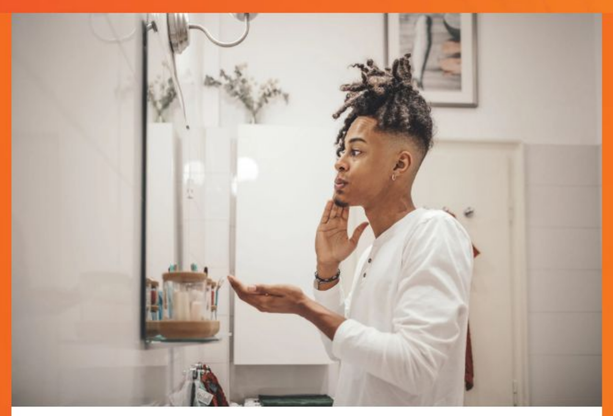
Value Hackers



Wellness Pragmatists

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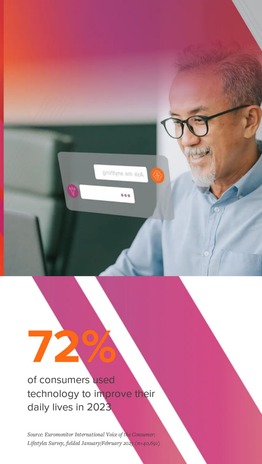
Ask AI

IMAGINATIVE INTELLIGENCE

Generative AI is prompting an ecosystem reset. New tools are turning into co-creators for consumers, influencing their decisions and changing their expectations of brand engagement.

This technology will become more deeply woven into our daily lives, so businesses need to leverage generative AI to improve personalisation and enrich the customer experience.



Chatbot creations

Generative AI has taken the world by storm. ChatGPT reached 100 million users within two months of launch, becoming one of the fastest-growing consumer applications in history. A flood of other apps that lean on the same large language models (LLMs) quickly followed.

Rapid adoption can be attributed to the accessible nature of these platforms. Consumers can produce a plethora of content, from creative writing to music and art, with little technical expertise. Advanced algorithms and LLMs combined with simple interfaces are placing the power of machine learning in their hands.

People are using these tools to draft resumes, develop recipes, plan trips and make avatars—among other tasks. Productivity and creativity tend to be the main drivers of use thus far, but new applications continue to pop up. As consumers keep testing the capabilities of this technology, they'll expect brands to do the same.

The Ask AI trend is all about ongoing experimentation and shifting consumer expectations of generative AI solutions.

Take chatbots and voice assistants, for example. More than 40% of consumers would be comfortable with voice assistants offering personalised recommendations, but less than one-fifth felt the same about using bots to answer complex customer service questions. Generative AI could enhance or refine these functionalities, resulting in a better user experience.

72%

of consumers used technology to improve their daily lives in 2023

Source: Euromonitor International Voice of the Consumer: Lifestyles Survey, fielded January/February 2023 (n=40,056)

42%

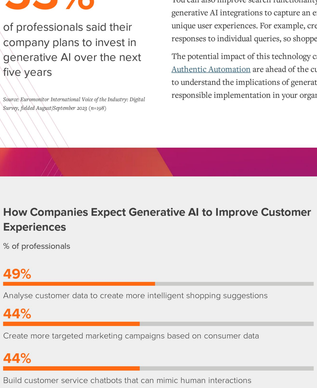
of consumers would be comfortable with voice assistants providing personalised product information and suggested products

Source: Euromonitor International Voice of the Consumer: Digital Survey, fielded March/April 2023 (n=20,079)

17%

of consumers would be comfortable using a bot to resolve complex customer service questions

Source: Euromonitor International Voice of the Consumer: Digital Survey, fielded March/April 2023 (n=20,079)



53%

of professionals said their company plans to invest in generative AI over the next five years

Source: Euromonitor International Voice of the Industry: Digital Survey, fielded August/September 2023 (n=198)

Innovate and automate

The Ask AI trend could give your brand a competitive advantage, if these tools are used effectively—both for internal purposes and customer engagement.

Generative AI solutions support the innovation process, which could accelerate go-to-market strategies. Content creation and ideation can be achieved at speed for faster delivery. And businesses that leverage the capabilities of this technology can synthesise user data to guide new product development. Plus, integrating customer inputs will help companies customise marketing campaigns, merchandise and services at scale.

You can also improve search functionality, product discovery and personalisation. Using generative AI integrations to capture an enhanced level of customer insight, you can build unique user experiences. For example, create smarter virtual assistants that curate responses to individual queries, so shoppers can immediately find what they need.

The potential impact of this technology cannot be ignored, and companies that prioritised Authentic Automation are ahead of the curve. But governance remains a grey area. You need to understand the implications of generative AI and establish clear standards for responsible implementation in your organisation.

How Companies Expect Generative AI to Improve Customer Experiences

% of professionals

49% Analyse customer data to create more intelligent shopping suggestions

44% Create more targeted marketing campaigns based on consumer data

44% Build customer service chatbots that can mimic human interactions

43% Create, optimise and improve product page images and copy

42% Integrate into travel planning or shopping

Source: Euromonitor International Voice of the Industry: Digital Survey, fielded August/September 2023 (n= 169)

ASK AI

Trend applications to consider

Carrefour

French retailer Carrefour integrated OpenAI technologies to launch a new online shopping assistant called Hopla. Consumers can ask the chatbot for product suggestions within their budget or based on dietary restrictions, for example.

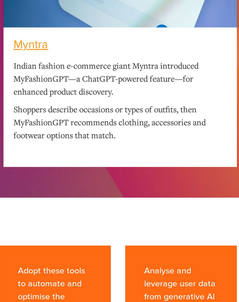
Google

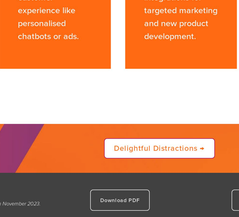
Google rolled out a virtual try-on feature for apparel using generative AI technology. The tool lets US shoppers view how a piece of clothing looks on models with various body types and skin tones.

Coca-Cola

Coca-Cola created Coca-Cola Y3000 Zero Sugar with the help of AI. The limited-edition beverage pulled inspiration from human and machine intelligence to develop a unique flavour profile that depicts a utopian future.

Source: The Coca-Cola Company





Myntra

Indian fashion e-commerce giant Myntra introduced MyFashionGPT—a ChatGPT-powered feature—for enhanced product discovery.

Shoppers describe occasions or types of outfits, then MyFashionGPT recommends clothing, accessories and footwear options that match.

ASK AI

Three tactics for 2024

- Evaluate internal processes to identify opportunities for generative AI technology to improve output.
- Adopt these tools to automate and optimise the customer experience like personalised chatbots or ads.
- Analyse and leverage user data from generative AI integrations for targeted marketing and new product development.

← Trends Overview

Delightful Distractions →

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Behind the data

Delightful Distractions

A SWEET ESCAPE

Consumers want to take their minds off everyday stressors. They need a little relief from their anxieties and a chance to break away from the mundane.

Delightful Distractions invigorate and uplift emotions. These thrill-filled and feel-good moments can leave a meaningful impression.

Brands that find opportunities to sprinkle in bliss—from touchpoints to campaigns—will build strong connections with customers.

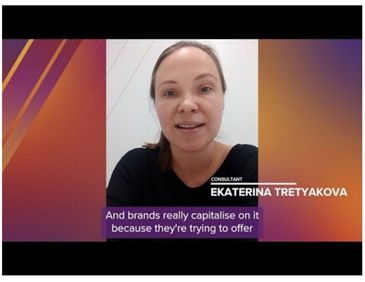
Moments of goodness

A perpetual crisis. That's how the last couple years have felt—filled with economic uncertainty, political unrest and climate disasters. All the negative noise has taken a mental toll. Now, people want to find daily doses of happiness to brighten their worlds.

Delightful Distractions are moments that evoke positive feelings. Think: exciting, heartwarming or playful. These interactions help spark joy and release tension, allowing consumers to leave their worries behind—if only for a few minutes.

Small (unexpected) surprises or little acts of cheer can satisfy this demand to an extent. Shoppers will also look for products that elicit those rewarding emotions. The dopamine dressing fashion craze is an example of this trend. And they'll search for entertainment that excites or experiences that serve as a temporary escape.

Consumers want to offset the hustle and bustle of everyday life with an infusion of fun. Delightful Distractions often make a memorable impact, which improves brand perception and customer relationships.



73%

of consumers who struggle with stress and anxiety said these issues had a moderate or severe impact on their everyday lives

Source: Euromonitor International Voice of the Consumer: Health and Nutrition Survey, fielded January/February 2023 (n=21,221)

55%

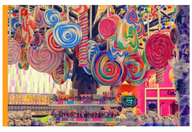
of consumers said they shopped in stores that created engaging experiences

Source: Euromonitor International Voice of the Consumer: Lifestyles Survey, fielded January/February 2023 (n=40,650)

29%

of consumers would be comfortable with brands tracking their emotions and personalising experiences to their moods

Source: Euromonitor International Voice of the Consumer: Digital Survey, fielded March/April 2023 (n=20,079)



Positive and playful

Companies should create Delightful Distractions at varying scale to deliver instant gratification and form deeper connections with customers.

Clever or creative messaging will further engage your audience. Add a light-hearted spin to order confirmation emails or in-store signage, for example. Little details and small gestures can go a long way.

Emotional marketing comes to the forefront here, too. Brands should focus on tying their products to this cultural desire for optimism. Such tactics could cause your customers to crack a smile, then that positive feeling becomes associated with your brand.

Limited-edition merchandise or collections that feature vibrant designs will continue to hit the market. Bright colours and bold imagery capture attention when used strategically. But these elements must be complementary to avoid overstimulation.

Interactive brand experiences that fully immerse consumers also appeal to their desire for escapism. Elaborate events that combine technology, brand storytelling and entertainment will both captivate and amuse your audience.

Bottom line: find moments where you can uplift your customers. Don't be afraid to get silly or be playful, but always stay true to your brand personality.

43%

of professionals said their company used storytelling and compelling messages to communicate new or improved products to consumers

Source: Euromonitor International Voice of the Industry: Innovation and Lifestyles Survey, fielded March/April 2023 (n=148)

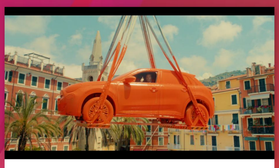
33%

of professionals said their company is exploring experiential store formats

Source: Euromonitor International Voice of the Industry: Retail Survey, fielded June/July 2023 (n=186)

DELIGHTFUL DISTRACTIONS

Trend applications to consider



FIAT

Automotive manufacturer FIAT ceased production of grey cars and introduced new bright colours inspired by Italy to represent the brand's "Dolce Vita" values. FIAT aims to bring joy to the road and wants to be a brand that represents optimism.

Source: Stellantis

Disney's Wonder of Friendship: The Experience

Disney's Wonder of Friendship: The Experience is an immersive pop-up attraction with multisensory spaces that takes visitors through a journey of friendship, featuring classic characters and stories.

Source: Disney

DELIGHTFUL DISTRACTIONS

Three tactics for 2024

Incorporate playful, fun, positive messaging into customer interactions—both high- and low-touch.

Add pops of colour, visual effects or audio in branding and product design that appeal to the senses.

Create memorable, feel-good moments to build stronger bonds with your audience.

← Ask AI

Greenwashed Out →

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Behind the data

Greenwashed Out

THE CLIMATE CONUNDRUM

Consumers can't tackle the climate crisis alone. They've been taking steps to live sustainably but also question whether companies and governments are using all possible resources to make a true difference.

People are Greenwashed Out. They know their eco-friendly choices help to an extent, but real change needs to be a collective effort. So, consumers are pushing the responsibility back on businesses.

All organisations must take ownership of their carbon footprint and prove their positive impact.

Eco exhaustion

Green fatigue is sinking in. Consumers have made noticeable strides in recent years to protect the planet. In fact, more than 60% of consumers tried to have a positive impact on the environment in 2023. But climate catastrophes haven't slowed down. Extreme weather events like intense wildfires, severe droughts and devastating floods are wreaking havoc on communities around the world. And as temperatures continue to rise, so does consumer scepticism.

Consumers realise that their individual contributions can only do so much. They're tuning out messages that place the burden on their behaviour. Instead, they want organisations to step up and show proof of their eco pledges. People who are Greenwashed Out won't accept empty promises or false narratives.

Environmental concerns remain top of mind. Some consumers will keep making sustainable choices within their means, whilst others who feel discouraged might not make as much of an effort. Barriers like affordability and distrust are big challenges preventing further action.

64%

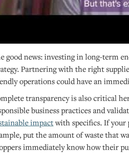
of consumers tried to have a positive impact on the environment through their everyday actions in 2023

Source: Euromonitor International Voice of the Consumer: Sustainability Survey, folded January/February 2023 (n=40,640)

45%

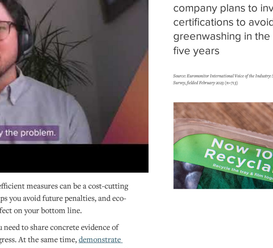
of consumers felt like they were personally contributing to climate change in 2023

Source: Euromonitor International Voice of the Consumer: Sustainability Survey, folded January/February 2023 (n=40,640)



Environmental Actions

% of consumers that took these actions in 2022 and 2023

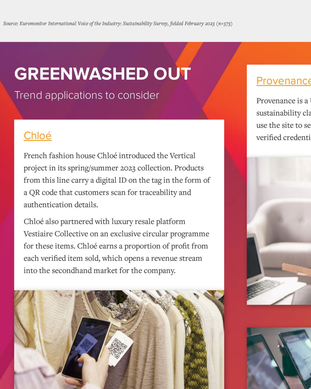


Source: Euromonitor International Voice of the Consumer: Sustainability Survey, folded January/February 2023 (n=40,640)

Accountable and affordable

It's no secret—corporations have made misleading claims or underdelivered on sustainability initiatives for years. But Greenwashed Out consumers see right through these deceptive antics.

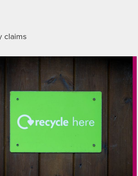
Emission reduction should be a focus area to cut through the noise. Offsetting isn't enough, but accurately mapping out your carbon footprint is complex. Businesses need to measure direct and indirect emissions, including upstream and downstream value chains. That's not only challenging to track but also extensively regulated.



The good news: investing in long-term energy-efficient measures can be a cost-cutting strategy. Partnering with the right suppliers helps you avoid future penalties, and eco-friendly operations could have an immediate effect on your bottom line.

Complete transparency is also critical here. You need to share concrete evidence of responsible business practices and validate progress. At the same time, demonstrate sustainable impact with specifics. If your product is made from recyclable materials, for example, put the amount of waste that was saved in production on the packaging. That way, shoppers immediately know how their purchase decision or behaviour makes a difference.

Affordability is another sticking point—especially in strained economic conditions. Sustainable items often carry a higher price point. Manufacturers need to democratise these options for shoppers.



45%

of professionals said their company plans to invest in certifications to avoid greenwashing in the next five years

Source: Euromonitor International Voice of the Industry: Sustainability Survey, folded February 2023 (n=713)

Sustainable Product Development Plans

% of professionals who said their company plans to develop products with these sustainability claims

62% Environmentally friendly claims

60% Sustainable packaging claims

58% Low-carbon or carbon-neutral claims

56% Sustainable sourcing claims

40% Water-saving or waterless claims

32% Zero-waste claims

Source: Euromonitor International Voice of the Industry: Sustainability Survey, folded February 2023 (n=573)

GREENWASHED OUT

Trend applications to consider

Chloé

French fashion house Chloé introduced the Vertical project in its spring/summer 2023 collection. Products from this line carry a digital ID on the tag in the form of a QR code that customers scan for traceability and authentication details.

Chloé also partnered with luxury resale platform Vestiaire Collective on an exclusive circular programme for these items. Chloé earns a proportion of profit from each verified item sold, which opens a revenue stream into the secondhand market for the company.

Provenance

Provenance is a UK-based platform that validates sustainability claims to fight greenwashing. Consumers can use the site to search for beauty and health brands with verified credentials.

Stricter Regulations

Governments are cracking down on corporate greenwashing.

South Korea introduced a draft law that would fine companies for falsely advertising environmental impact. And the EU issued legislation to prohibit the use of claims like climate-neutral and environmentally friendly without proper accreditation.

GREENWASHED OUT

Three tactics for 2024

Develop strategic partnerships across your supply chain to reduce carbon footprint and embrace the circular economy.

Be forthright and factual—back up claims with tangible proof and help your customers understand their impact.

Reinvest revenue or re-benchmark profit margins to manufacture products that are both affordable and sustainable.

← Delightful Distractions

Progressively Polarised →

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Progressively Polarised

CULTURE CLASH

Social and political movements continue to trigger debates around the world. And major 2024 elections are expected to escalate tensions.

The charged—often divisive—nature of these issues will intensify the Progressively Polarised landscape. How consumers react to brands that take a stance can be unpredictable.

Businesses need to approach hot-button topics with care and remain authentic to brand ethos.

37%

of consumers believe there will be more political unrest in their country in the next five years

Source: Euromonitor International Voice of the Consumer: Lifestyles Survey, folded January/February 2023 (n=40,620)

34%

of consumers shared their opinion on social or political issues on social media

Source: Euromonitor International Voice of the Consumer: Lifestyles Survey, folded January/February 2023 (n=40,620)

32%

of consumers were actively involved in political and social issues

Source: Euromonitor International Voice of the Consumer: Lifestyles Survey, folded January/February 2023 (n=40,620)

Divisive reactions

Political and social issues are at the core of personal identities. These ideologies shape perspectives, priorities and attitudes. Consumers won't shy away from their beliefs. In fact, more than one-third of consumers expect more political unrest in their country over the next few years. Government elections in 2024 will heighten trepidation and further exacerbate this trend.

Progressively Polarised behaviour is evident but can be nuanced. Certain shoppers support brands that align with their values. Purchases often reflect the causes they care about or how they want to be perceived. Social responsibility, political affiliation or sustainability initiatives will motivate spend.

At the same time, consumers can also feel indifferent about corporate stances or simply don't take these factors into consideration when shopping for particular items. They'll search for products based on price, quality or benefits—not CSR and ESG efforts. Some may even steer clear of brands that promote a partisan agenda. Social or political views tend to be less persuasive in the buying process. But that doesn't mean these consumers won't vocalise their opinions on such matters.

Regardless, people are quicker to call out or avoid companies that push marketing campaigns around controversial topics—especially if these appear exploitative. That backlash can tarnish brand reputation. But businesses that get it right will ultimately strengthen customer loyalty.

A diplomatic dilemma

Brands have to tread a fine line on political and social affairs. Quite a contradiction from past years where consumers urged companies to commit to a cause.

Inaction isn't an option either. Businesses still have a role to play. The difference now: supporting issues that matter to your customers but also match your brand identity and knowing how to strategically communicate your efforts.

Before taking a stance, know where your target audience stands. Companies should conduct extensive research to determine how influential social or political matters are in brand perception and the path to purchase.

Focus groups help you tap into the minds of shoppers and get a pulse on their positions. Social listening tools also provide insight into sentiment around specific conversations. Both methods can be used to navigate the Progressively Polarised landscape.

Authenticity and reputation cannot be overlooked. Advocacy that conflicts with past actions could come across as disingenuous. When supporting or launching campaigns on divisive topics, brands need to fully commit. Prepare for backlash and don't backpedal.

Companies that baked social responsibility into their principles from inception have the upper hand here. Multinational enterprises are more susceptible to scrutiny given their diverse customer segments.

Truth be told—it's impossible to please everyone. Brands that want to be vocal must accept both the potential risks and rewards associated with tackling a controversial issue.

52%

of consumers only bought from companies or brands that they completely trusted in 2023

Source: Euromonitor International Voice of the Consumer: Lifestyles Survey, folded January/February 2023 (n=40,620)

Political and Social Activism

% of consumers

Source: Euromonitor International Voice of the Consumer: Lifestyles Survey, folded January/February 2023 (n=40,650)

PROGRESSIVELY POLARISED

Trend applications to consider

Buycott

Buycott is an app where consumers join and support social causes. Shoppers can also scan barcodes to get more information on product history and find alternatives based on their values.

Cervejaria IMPLICANTES

Cervejaria IMPLICANTES is a Brazilian-based beer manufacturer that targets the Afro-Brazilian community. The founders built the brand around their Black heritage to increase representation in the category.

Heineken

Heineken sold its Russian operations for €1—incurring €300 million in losses—after committing to exit the market in response to the invasion of Ukraine.

Woolworths

South African retailer Woolworths faced criticism over its Pride campaign that supported the LGBTQ+ community. But the company refused to pull the merchandise and doubled down on the cause despite backlash.

Source: Woolworths

PROGRESSIVELY POLARISED

Three tactics for 2024

Use tools like social listening platforms or consumer surveys to track sentiment around controversial issues that impact your business.

Conduct thorough audience research to understand the degree to which social causes or political affiliations influence their purchase decisions.

Evaluate brand identity and perception before taking a stance that could alienate your core customers.

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Value Hackers →

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Value Hackers

OUTSMART THE SYSTEM

Inflation instilled a new financial mindset, but consumers won't skimp on what they really want.

Instead, they hunt for the best deals. And that extends beyond the price tag. Value Hackers find clever ways to maximise their budgets without sacrificing quality.

Businesses need to step up incentives, innovate around affordability and cater to cost-conscious needs.

Dupes and deals

Price hikes left consumers struggling to cover their expenses in 2023. Nearly 3 in 4 consumers expressed concern about the rising cost of everyday items. People were forced to make sharp cutbacks and trade down to cheaper options. They became Budgeteers out of necessity to keep up with the cost of living.

Even as inflation decelerates, the residual effects still impede their purchasing power. Saving money remains a priority, but shoppers will look for novel ways to stretch their wallets.

Value Hackers try to reduce spend without compromising quality. And they're getting crafty to make this happen. These consumers actively look for dupes (or knockoffs), pay with credit card or rewards points, switch to premium private label brands and participate in free activities. Deinfluencers have also become popular on social media where people expose products they believe are overhyped or overpriced.

Consumers are adopting new financial or lifestyle tricks to make the most of their income.

74%

of consumers were concerned about the rising cost of everyday items in 2023

Source: Euromonitor International Voice of the Consumer: Lifestyles Survey, fielded January/February 2023 (n=10,650)

44%

of consumers planned to save more money in 2023

Source: Euromonitor International Voice of the Consumer: Lifestyles Survey, fielded January/February 2023 (n=10,650)

How Consumers Tried to Save Money

% of consumers who took these actions in the past 12 months

53%
Cooked at home more instead of eating out

52%
Cut back on non-essential spending

47%
Decreased energy use at home

33%
Switched to buying private label products

28%
Bought products in smaller quantities or packaging

26%
Repaired broken items instead of buying new products

10%
Used an instalment-based payment plan

10%
Joined online sharing groups and communities

Source: Euromonitor International Voice of the Consumer Survey, fielded January/February 2023 (n=15,757)

53%

of professionals said that escalating promotional initiatives is a strategic priority for their company in the coming months

Source: Euromonitor International Voice of the Industry: Retail Survey, fielded June/July 2023 (n=187)

Benefits beyond price

Cost-effective and added-value solutions will help companies meet these consumer needs.

Explore affordable options outside of traditional markdowns. Bundle-and-save deals allow shoppers to purchase multiple products at a discount, for example. Subscribe-and-save plans take a similar approach with automatic replenishment. Private label lines can deliver comparable quality at a lower rate. Referral bonuses or early-bird rates also entice shoppers whilst putting cash back in their pockets.

Remember: price is one component. There are other factors to take into account. Loyalty programmes could let consumers earn points to put towards future purchases. All-in-one complimentary services like cleanings, repairs or warranties also serve as an added benefit. Find and offer extra perks that matter to your audience.

Communication is critical. If shoppers don't understand your value proposition, they'll switch to a competitor or find alternatives like dupes. Promote the right information that will influence their decisions. Education falls under this umbrella, too. Share tips and tricks on ways to save, or teach your customers about versatile ways to use your products.

Businesses need to offer additional incentives and balance cost with quality to attract Value Hackers.

Promotional and Discount Strategies

% of professionals who said their company is considering or exploring these initiatives

68%
Build or enhance customer loyalty programme

55%
Bundled discounts

49%
Offer special discounts to first-time customers

42%
Time-sensitive discounts

39%
Offer promotions following an event

35%
Buy one, get one free

25%
Launch a retail referral programme

25%
Early-bird discounts on new products or pre-orders

Source: Euromonitor International Voice of the Industry: Retail Survey, fielded June/July 2023 (n=175)

VALUE HACKERS

Trend applications to consider

Lululemon

Athletic apparel retailer Lululemon held a pop-up experience in Los Angeles where shoppers could exchange their non-Lululemon dupe leggings for the brand's Align leggings at no cost.

Turkish Airlines

Turkish Airlines offers passengers who are connecting through Istanbul—with layovers greater than 20 hours—free overnight accommodations, so travellers can explore the city.

Source: Turkish Airlines

Yindii

Yindii is a startup on a mission to combat food waste with operations in Thailand and Hong Kong. The app connects shoppers with local businesses like restaurants to purchase premium, surplus food at a discount.

VALUE HACKERS

Three tactics for 2024

Offer affordable options like lower-priced models or product bundles at a discount.

Implement loyalty or rewards programmes with exclusive perks.

Demonstrate your value proposition and clearly communicate the benefits of your offer.

← Progressively Polarised

Wellness Pragmatists →

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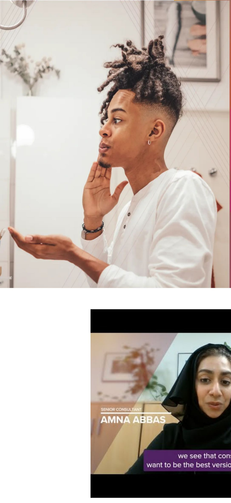
Behind the data

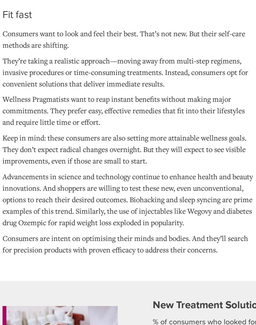


Wellness Pragmatists

REAL RESULTS AND SIMPLE SOLUTIONS

Optimal health without hassles. That's how Wellness Pragmatists tackle self-care. Consumers want quick, effective solutions that enhance their bodies and minds. Proven efficacy will influence purchase choices.

Products need to be backed by facts and easily blend with current habits. Companies should offer practical options that leverage the power of science and technology.



Fit fast

Consumers want to look and feel their best. That's not new. But their self-care methods are shifting.

They're taking a realistic approach—moving away from multi-step regimens, invasive procedures or time-consuming treatments. Instead, consumers opt for convenient solutions that deliver immediate results.

Wellness Pragmatists want to reap instant benefits without making major commitments. They prefer easy, effective remedies that fit into their lifestyles and require little time or effort.

Keep in mind: these consumers are also setting more attainable wellness goals. They don't expect radical changes overnight. But they will expect to see visible improvements, even if those are small to start.

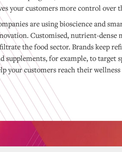
Advancements in science and technology continue to enhance health and beauty innovations. And shoppers are willing to test these new, even unconventional, options to reach their desired outcomes. Biohacking and sleep syncing are prime examples of this trend. Similarly, the use of injectables like Wegovy and diabetes drug Ozempic for rapid weight loss exploded in popularity.

Consumers are intent on optimising their minds and bodies. And they'll search for precision products with proven efficacy to address their concerns.

85%

of consumers would be willing to pay more for beauty products with proven efficacy or benefits

Source: Euromonitor International Voice of the Consumer: Beauty Survey, folded June/July 2023 (n=10,001)



New Treatment Solutions

% of consumers who looked for new solutions to prevent or treat the following issues

50% Sleeping problems

50% Weight management

48% Stress and anxiety

47% Mental health

46% Skin health

Source: Euromonitor International Voice of the Consumer: Health and Nutrition Survey, folded January/February 2023 (n=11,121)

Tried and true

Accessible solutions that provide visible physical or mental enhancements are in high demand. Wellness Pragmatists want products that work faster and integrate into their current routines.

Extensive or invasive treatments can be inconvenient. These often require a significant personal investment—whether time or financial. Shoppers will gravitate towards easy-to-use or more manageable solutions.

Proven efficacy should be a priority. You'll have to do more than just tell to sell. Before-and-after pictures or testimonials are common methods that demonstrate effectiveness. Investing in studies or trials can also help substantiate claims. Brands need to show the benefits of usage to gain credibility.

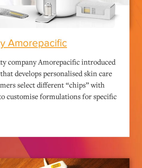
Data is another big factor. Real-time monitoring and smart tools allow consumers to track their progress, then make tweaks to their regimens as needed. This information gives your customers more control over their wellness journeys.

Companies are using bioscience and smart technology to push the envelope of innovation. Customised, nutrient-dense meals that require minimal prep continue to infiltrate the food sector. Brands keep refining personalisation capabilities in cosmetics and supplements, for example, to target specific concerns. New launches should aim to help your customers reach their wellness targets.

39%

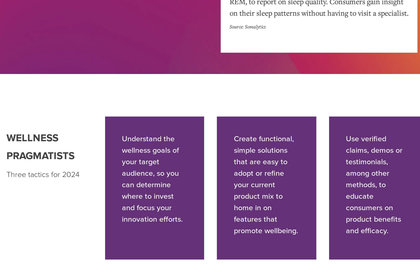
of professionals said their company planned to focus on wellness beauty tactics as part of their innovation in 2023

Source: Euromonitor International Voice of the Industry: Consumer Health Survey, folded March 2023 (n=346)



How Companies Expect Beauty Routines to Evolve

% of professionals who selected the level of adoption for the following consumer behaviour in their market



Source: Euromonitor International Voice of the Industry: Beauty and Personal Care Survey, folded October 2022 (n=373)

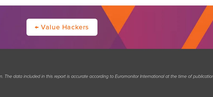
WELLNESS PRAGMATISTS

Trend applications to consider

Foodz

Foodz is a Brazilian-based company that offers healthy, quick and affordable meals. Each dish takes under five minutes to prepare and is packed with essential vitamins and nutrients.

Source: Foodz



Cosmechip by Amorepacific

South Korean beauty company Amorepacific introduced an at-home device that develops personalised skin care on the spot. Consumers select different "chips" with active ingredients to customise formulations for specific conditions.

Source: Amorepacific

SomaSleep by Somalytics

US-based Somalytics launched SomaSleep—the first sleep mask with eye tracking technology for in-home use.

Lightweight sensors capture eye movements, including REM, to report on sleep quality. Consumers gain insight on their sleep patterns without having to visit a specialist.

Source: Somalytics

WELLNESS PRAGMATISTS

Three tactics for 2024

Understand the wellness goals of your target audience, so you can determine where to invest and focus your innovation efforts.

Create functional, simple solutions that are easy to adopt or refine your current product mix to home in on features that promote wellbeing.

Use verified claims, demos or testimonials, among other methods, to educate consumers on product benefits and efficacy.

← Value Hackers

Next Steps →

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Behind the data

EUROMONITOR INTERNATIONAL

Customers are your lifeline. And their behaviours never stop evolving.

We've been creating this annual report for more than a decade so companies can keep up with what consumers really want. These insights help you stay ahead of disruption, anticipate shopping motivations and fulfil unmet consumer needs.

Now that you've read up on the 2024 trends, you'll need granular data to make the right strategic and tactical decisions that help you cater to these varying demands. That's where our market research platform Passport comes in.

Passport gives you access to consumer surveys, category sales, channel distribution, competitor analytics and research reports.

How can you use Passport?

- Analyse market sizes and forecasts to spot growth opportunities
- Assess risk scenarios to navigate economic conditions
- Examine demographic shifts and consumer preferences to understand your target audience
- Monitor company and brand performance to scope the competitive landscape
- Track retail channel sales to optimise your distribution strategy

It's market research made easy for you.

Tour the platform →

About the team

Methodology

Review past trends

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About the team

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Head of Practice, Innovation

Alison Angus leads Euromonitor's research on corporate innovation strategies and new product launches. She helps companies understand consumer behaviour, market potential and disruptive trends.

Alison has worked in market research for more than 20 years across consumer goods and services industries globally. She uses her expertise to produce compelling, consumer-focused content and partners with companies to inform strategic direction.

ANNA RAJE

Innovation Consultant (November 2020 – November 2023)

Anna Raje was an innovation consultant at Euromonitor. She collaborated with teams across our offices to analyse consumer trends and behaviour to create strategic content covering a wide range of industries.

Anna has worked in market research and consulting for nine years and supported clients with strategic research to guide business planning.

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Methodology

Euromonitor International's network of analysts identify the annual global consumer trends, making the most of our broad, international coverage in 100 countries across the world.

Our innovation consultants spot and compile emerging trends based on our proprietary research, trade interviews, surveys and input from our industry experts.

Each autumn, we take those collective insights into dynamic ideation workshops and drill down collectively to pinpoint emerging, short-term trends and identify real-world examples and case studies. We work across our 16 global offices, drawing from research and commercial functions, to rank the top global consumer trends for businesses.

Special thanks to our global analysts who contributed to this report and participated in the ideation workshops to refine our 2024 trends.

Note: all data in this report is from our market research platform Passport. Figures are global unless otherwise stated.

EUROMONITOR INTERNATIONAL

2024年 世界の消費者トレンド

AIに聞け (Ask AI)

生成AIが、世の中を塗り替えようとしている。生成AIを用いたツールやアプリは、ユーザーにとっての共同制作者となり、また、人々の意思決定やブランドとのかかわり方に影響を及ぼし始めている。

「AIに聞け」とは、いわば世界中の人々を巻き込んだ実験であり、消費者が生成AIの更なる進化を期待し続けるトレンドだと言えるだろう。

例えば、ボイスアシスタントとチャットボットを考えてみよう。ボイスアシスタントが提案するパーソナライズされたおススメ情報について、抵抗がないと回答した消費者は40%以上に上った。他方、カスタマーサービス用チャットボットによる、複雑な質問に対する回答内容について満足する、と回答したのは20%に満たなかった。生成AIは、このようなサービスを強化・洗練し、より良いユーザー体験をもたらすことができる。

生成AIは、私たちの日常生活により深く浸透していく。企業は生成AIを活用することで、パーソナライゼーションを推し進め、顧客体験を豊かにしていかなくてはならない。

続きを読む（英語） →

42%
の消費者が、ボイスアシスタントが自分に最適化された製品の情報や提案をすることについて抵抗がないと回答

出所：ユーロモニターインターナショナル「ボイス・オブ・ザ・コンシューマー：デジタルサーベイ」2023年1～6月実施（n=20,037）

17%
の消費者が、複雑な質問に対して、カスタマーサービス用チャットボットを活用することに抵抗がないと回答

出所：ユーロモニターインターナショナル「ボイス・オブ・ザ・コンシューマー：デジタルサーベイ」2023年1～6月実施（n=20,037）

53%
の業界関係者が、自分の企業が今後5年間、生成AIに投資するだろうと回答

出所：ユーロモニターインターナショナル「ボイス・オブ・ザ・インダストリー：デジタルサーベイ」2023年6～7月実施（n=136）

55%
の消費者が、体験型の店舗で買い物をしたことがあると回答

出所：ユーロモニターインターナショナル「ボイス・オブ・ザ・コンシューマー：ライフスタイルサーベイ」2023年2～3月実施（n=9,060）

29%
の消費者が、ブランドが自らの感情を計測し、ユーザー体験をパーソナライズすることに抵抗がないと回答

出所：ユーロモニターインターナショナル「ボイス・オブ・ザ・コンシューマー：デジタルサーベイ」2023年1～6月実施（n=20,037）

一瞬の気晴らし (Delightful Distractions)

消費者は、日々のストレスを忘れる方法を探している。心配事からいっとき離れ、ありふれた日常を打ち破る一瞬を求めている。「一瞬の気晴らし」とは、ポジティブな気持ちを呼び起こす瞬間のことだ。ドキドキ、ニッコリ、ワクワク。こういった瞬間は、ときめきを生み、緊張を解き、心配事を忘れさせてくれる－短い時間であっても。

小さな驚きや、ちょっとした喜びは、このような欲求を満たしてくれる。消費者は、ポジティブな感情をもたらす商品を探している。また、一時的な現実逃避としてのエンターテインメントも求めている。

こうした幸せを振りまくことのできるブランドは、消費者と強固なつながりを築くことができるのだ。

続きを読む（英語） →

サステナブル懐疑 (Greenwashed Out)

消費者だけでは、気候危機に対峙することはできない。消費者はサステナブルな生活を意識して行動を変えてきたが、企業や政府が本当に世界を変えるために、やれることをすべてやっているのか、疑問に感じている。

環境問題への関心は高い。2023年には60%以上の消費者が、環境に良い変化を与えようと行動した。しかし人々は、個人が地球を守るためにできることには限りがあることにも気づいている。これからも、できる範囲でサステナブルな選択をとり続ける消費者がいる一方で、意味を感じられずに今までのような努力をしない消費者も出てくるだろう。

「サステナブル懐疑」な人々は、企業や政府といった組織が立ち上がり、自分たちが立てた目標の達成に取り組む姿勢を見せてほしいと考えている。今日、地球環境について、より大きな責任が問われているのは、企業や政府だ。環境への取り組みを強化するだけでなく、企業そして政府の決定が、いかに直接的かつポジティブな変化をもたらしているかを、消費者に対して明確に示す必要がある。

続きを読む（英語） →

64%
の消費者が、日々の生活の中で環境に良い変化を与えようとしたと回答

出所：ユーロモニターインターナショナル「ボイス・オブ・ザ・コンシューマー：サステナビリティサーベイ」2023年2～3月実施（n=20,037）

45%
の業界関係者が、今後5年以内に自分の企業がグリーンウォッシュを避けるための認証を取得すべく投資を計画していると回答

出所：ユーロモニターインターナショナル「ボイス・オブ・ザ・インダストリー：サステナビリティサーベイ」2023年6月実施（n=73）

フルバージョンのレポートでは、ビジネスへの影響、具体的な事例や今後の戦術案についても記されています。

インサイトの詳細を見る →

37%
の消費者が、向こう5年間、自国が政治的に落ち着くことはないだろうと回答

出所：ユーロモニターインターナショナル「ボイス・オブ・ザ・コンシューマー：ライフスタイルサーベイ」2023年2～3月実施（n=9,060）

32%
の消費者が、政治的・社会的な問題に対して積極的に関わっていると回答

出所：ユーロモニターインターナショナル「ボイス・オブ・ザ・コンシューマー：ライフスタイルサーベイ」2023年1～3月実施（n=9,060）

広がる分断 (Progressively Polarised)

社会的・政治的な問題は、世界中で議論を起こし続けている。1/3以上の消費者が、少なくとも向こう数年間は、自国が政治的に落ち着くことはないだろうと回答した。2024年、米国を初めとする世界の主要国のいくつかで大型選挙が予定されており、世界の緊張がさらに高まるだろう。

今日、消費者は明らかに「広がる分断」化しているが、それは彼らの行動に必ずしも反映されるわけではない。社会的・政治的な主張を掲げるブランドに対する消費者の反応は、予測が難しい。

自分と同様の信念を持つブランドを支持し続ける消費者がいる一方で、特定の商品を購入するにあたり、社会的・政治的な主張との関連を気にしない消費者もいる。はたまた、そのような主張を行うブランドは全て避ける、という消費者もいる。

いずれにせよ、センシティブなトピックに触れるマーケティングキャンペーンに対して、消費者は素早く反応する。そして、搾取構造が見えるときは特にそうだ。企業が感情的なトピックに接する際は、自社の信念を貫きながらも、十分に注意を払う必要があるだろう。

続きを読む（英語） →

クリエイティブな倹約家 (Value Hackers)

インフレが、新たな経済的価値観を消費者の心に植え付けた。2023年、物価高騰によって、消費者は家計のコントロールに苦労した。消費者の実に4人に3人が、日用品の値上げがご心配だと回答している。人々は、家計に大ナタを振ることを余儀なくされ、生活費の上昇に対応するため、切り詰める消費者にならざるを得なかった。

インフレが減速してもその爪痕は深く、消費者の購買力には影響が残る。彼らは節約を優先しつつも、うまくやりくりする方法を模索している。

「クリエイティブな倹約家」は賞に受信することなく、出費を切り詰める消費者のことである。彼らは創意工夫に余念がない。安価な代替品の探索に労を惜しまず、クレジットカードやロイヤリティポイントを活用し、プライベートレーベル製品に乗り換え、金のかからない娯楽を楽しんでいる。消費者は、限りある収入の中で、工夫しながら家計のやりくりの仕方や、ライフスタイルを刷新しているのだ。

企業は、インセンティブを向上させ、お得感をもたらす新しいアイデアを創出するなど、価格に敏感な消費者に応えることが肝要だ。

続きを読む（英語） →

74%
の消費者が、日用品の値上げがご心配だと回答

出所：ユーロモニターインターナショナル「ボイス・オブ・ザ・コンシューマー：ライフスタイルサーベイ」2023年1～3月実施（n=9,060）

44%
の消費者が、これまで以上に節約をするつもりだと回答

出所：ユーロモニターインターナショナル「ボイス・オブ・ザ・コンシューマー：ライフスタイルサーベイ」2023年1～3月実施（n=9,060）

85%
の消費者が、効果が保証されている美容商品にはもっと出費するつもりだと回答

出所：ユーロモニターインターナショナル「ボイス・オブ・ザ・コンシューマー：ビューティーサーベイ」2023年1～3月実施（n=4,000）

お手軽ウェルネス (Wellness Pragmatists)

消費者は、セルフケアに関して程々なアプローチを取り始めている。彼らは時間や苦労を大して要さず、普段の日常に溶け込むような、簡単かつ効果的なやり方を好む。「お手軽ウェルネス」な消費者とは、手軽に、そしてすぐに健康を手にしたい人々のことだ。

心身の健康に対して、無理のない目標を設定するのも特徴だ。一晩で大きな変化を起こそうとは考えておらず、少しずつであっても目に見える変化を期待している。

科学や技術の進歩に伴い、健康や美容業界ではイノベーションが生まれ続けている。消費者は、結果を求めて、まったく新しいソリューションも選択肢に入れている。

心身をより健康にしたいという消費者の思いは強い。企業は使いやすく、健康効果が高い、質の高い商品を提供し、彼らの需要に応えるべきである。

続きを読む（英語） →

2024年 世界の消費者トレンド

※フルバージョンのレポートをダウンロードする →

※日本語版は概要のみです。事例を含むフルバージョンは英語でご覧いただけます。

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Behind the data

EUROMONITOR INTERNATIONAL

Die größten weltweiten Verbrauchertrends 2024

Frag die KI

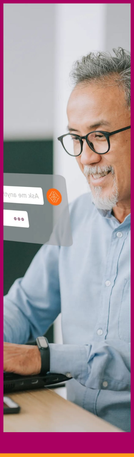
Generative künstliche Intelligenz (KI) veranlasst eine Veränderung des Ökosystems. Neue Software beteiligt sich an schöpferischen Prozessen der Verbraucher*innen, beeinflusst deren Entscheidungen und hat Auswirkungen auf ihre Markeninteraktionen.

Beim Trend, KI zu nutzen, handelt es sich um fortlaufende Experimente und eine Verschiebung der Verbrauchererwartungen an generative KI-Lösungen.

Gute Beispiele sind Chatbots und Sprachassistenten. Über 40 % der Verbraucher*innen hätten nichts dagegen, wenn Sprachassistenten individuelle Empfehlungen aussprechen würden, aber lediglich ein Fünftel der Befragten fanden es in Ordnung, wenn Bots komplexe Fragen an den Kundendienst beantworten. Generative KI könnte diese Funktionen optimieren oder verfeinern, woraus eine bessere Nutzungserfahrung entstehen könnte.

Diese Technologie wird immer mehr in unseren Alltag eingebunden, daher sollten Unternehmen die generative KI nutzen, um eine höhere Personalisierung zu erreichen und das Kundenerlebnis zu ergänzen.

Weiterlesen (auf Englisch) →



42%

der Verbraucher*innen fänden es in Ordnung, wenn Sprachassistenten individuelle Produktinformationen und Produktvorschläge bereitstellen würden

Quelle: Euromonitor International Voice of the Consumer: Digitale Umfrage, durchgeführt im März/April 2023 (n=10.179)

17%

der Verbraucher*innen hätten nichts dagegen, wenn ein Bot komplexe Fragen an den Kundendienst beantworten würde

Quelle: Euromonitor International Voice of the Consumer: Digitale Umfrage, durchgeführt im März/April 2023 (n=10.179)

53%

der Beschäftigten gaben an, ihr Unternehmen plane, in den kommenden fünf Jahren in generative KI zu investieren

Quelle: Euromonitor International Voice of the Industry: Digitale Umfrage, durchgeführt im August/September 2023 (n=328)

55%

der Verbraucher*innen gaben an, dass sie dort einkaufen, wo sie ansprechende Erlebnisse erwarten

Quelle: Euromonitor International Voice of the Consumer: Umfrage zum Lebensstil, durchgeführt im Januar/Februar 2023 (n=10.631)

29%

der Verbraucher*innen wären einverstanden, wenn Marken ihre Emotionen aufzeichnen und Angebote an den Gemütszustand anpassen

Quelle: Euromonitor International Voice of the Consumer: Digitale Umfrage, durchgeführt im März/April 2023 (n=10.179)

Angenehm abgelenkt

Verbraucher*innen wollen sich vom Stress des Alltags ablenken. Sie müssen ihre Sorgen ein wenig vergessen und dem Alltag ein wenig entfliehen.

Angenehm abgelenkt sind Augenblicke, die positive Gefühle hervorrufen. Also: aufregend, herzerwärmend oder ausgelassen. Diese Interaktionen helfen, Freude zu erwecken und Spannungen abzubauen, wodurch Verbraucher*innen ihre Sorgen, zumindest für einige Minuten, vergessen können.

Kleine (unerwartete) Überraschungen oder kleine aufmunternde Taten können dieses Bedürfnis bis zu einem gewissen Grad erfüllen. Beim Einkauf wird darauf geachtet, welche Produkte diese bereichernden Emotionen auslösen. Gesucht wird nach begeisternder Unterhaltung und Erlebnissen, die als vorübergehende Fluchtmöglichkeit dienen.

Marken, denen es gelingt, einen Glückszustand zu erzeugen, werden stabile Verbindungen mit ihren Kundinnen und Kunden aufbauen.

Weiterlesen (auf Englisch) →

Greenwashing ist out

Verbraucher*innen können die Klimakrise nicht allein bewältigen. Sie haben Maßnahmen ergriffen, um nachhaltig zu leben, fragen sich aber, ob Unternehmen und Regierungen alle Möglichkeiten nutzen, um etwas zu bewirken.

Umweltbelange genießen weiterhin oberste Priorität. Im Jahr 2023 haben über 60 % der Verbraucher*innen versucht, positiven Einfluss auf die Umwelt auszuüben. Sie bemerken jedoch, dass ihre persönlichen Beiträge zum Schutz des Planeten an ihre Grenzen stoßen. Einige Menschen werden weiterhin im Rahmen ihrer Möglichkeiten nachhaltige Entscheidungen treffen, andere aus Enttäuschung vielleicht nicht mehr.

Personen, die Greenwashing als out finden, verlangen, dass Organisationen schärfere Maßnahmen ergreifen und Nachweise für ihre Versprechen vorlegen. Die Verantwortung wandert zu Unternehmen und Regierungen. Sie müssen ihre Anstrengungen verstärken, damit Verbraucher*innen eindeutig erkennen können, wie ihre Entscheidungen unmittelbar einen positiven Wandel bewirken.

Weiterlesen (auf Englisch) →

64%

der Verbraucher*innen nahmen durch ihre alltäglichen Maßnahmen im Jahr 2023 positiven Einfluss auf das Klima

Quelle: Euromonitor International Voice of the Consumer: Umfrage zur Nachhaltigkeit, durchgeführt im Januar/Februar 2023 (n=10.631)

45%

der Beschäftigten gaben an, ihr Unternehmen plane, in den kommenden fünf Jahren in Zertifikate zu investieren, um Greenwashing zu verhindern

Quelle: Euromonitor International Voice of the Industry: Umfrage zur Nachhaltigkeit, durchgeführt im Februar 2023 (n=313)

Erfahren Sie in unserem Bericht für 2024 mehr über geschäftliche Auswirkungen, Fallstudien und Aktivierungsmaßnahmen für jeden Trend.

Erkenntnisse gewinnen →

37%

der Verbraucher*innen erwarten in den kommenden fünf Jahren mehr politische Unruhen in ihrem Land

Quelle: Euromonitor International Voice of the Consumer: Umfrage zum Lebensstil, durchgeführt im Januar/Februar 2023 (n=10.631)

32%

der Verbraucher*innen haben sich aktiv für politische und soziale Themen eingesetzt

Quelle: Euromonitor International Voice of the Consumer: Umfrage zum Lebensstil, durchgeführt im Januar/Februar 2023 (n=10.631)

Zunehmende Polarisierung

Soziale und politische Themen lösen weiterhin weltweit Debatten aus. Tatsächlich erwartet über ein Drittel der Verbraucher*innen in den kommenden Jahren mehr politische Unruhen in ihrem Land. Und die wichtigen Wahlen 2024 werden voraussichtlich zur Eskalation der Spannungen führen.

Das Zunehmende Polarisierung Verhalten ist offensichtlich, jedoch häufig nuancierter. Es ist nicht vorhersehbar, wie Verbraucher*innen auf Marken reagieren, die Stellung beziehen.

Manche Käufer*innen werden die Marken weiter unterstützen, deren Werte sich mit ihren eigenen decken. Bei bestimmten Artikeln werden Verbraucher*innen zugleich jedoch ihre sozialen und politischen Ansichten nicht in Kaufentscheidungen einfließen lassen. Manche werden sogar Marken eher meiden, die eine parteiische Haltung einnehmen.

Dennoch neigen Menschen eher dazu, Unternehmen anzuprangern oder zu meiden, deren Marketingkampagnen sich auf brisante Themen beziehen, besonders wenn diese eher einen Nutzen daraus ziehen wollen. Unternehmen sollten brandheiße Themen eher mit Vorsicht angehen und ihrem Markenethos gegenüber authentisch bleiben.

Weiterlesen (auf Englisch) →

Schnäppchenjäger

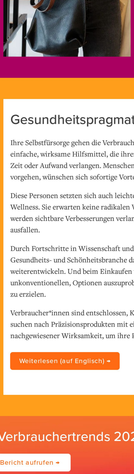
Die Inflation erweckte eine neue finanzielle Denkweise. Durch Preiserhöhungen hatten die Verbraucher*innen 2023 Schwierigkeiten, ihre Ausgaben zu decken. Fast 3 von 4 Personen drückten ihre Besorgnis über die steigenden Kosten bei Dingen des täglichen Gebrauchs aus. Die Menschen waren zu scharfen Sparmaßnahmen gezwungen. Sie mussten sparsam sein, um die höheren Lebenskosten bewältigen zu können.

Obwohl sich die Inflation verlangsamt, behindern ihre Nachwirkungen nach wie vor ihre Kaufkraft. Geld einzusparen, genießt weiterhin Priorität, doch beim Einkauf werden neue Wege gesucht, um mehr Geld im Portemonnaie zu behalten.

Schnäppchenjäger versuchen, ihre Ausgaben einzuschränken, ohne an der Qualität zu sparen. Und sie werden immer cleverer darin, es zu schaffen. Diese Verbraucher*innen suchen aktiv nach Duplikaten (oder Imitaten), bezahlen per Kreditkarte oder Prämienpunkten, wechseln zu hochwertigen Eigenmarken und nehmen an kostenlosen Aktivitäten teil. Sie nutzen neue die Finanzen oder den Lebensstil betreffende Tricks, um aus ihrem Einkommen das Beste herauszuholen.

Unternehmen müssen größere Anreize schaffen, Innovationen bei der Preisgestaltung finden und sich an kostenbewusste Bedürfnisse anpassen.

Weiterlesen (auf Englisch) →



74%

der Verbraucher*innen waren über die steigenden Kosten bei Dingen des täglichen Gebrauchs im Jahr 2023 besorgt

Quelle: Euromonitor International Voice of the Consumer: Umfrage zum Lebensstil, durchgeführt im Januar/Februar 2023 (n=10.631)

44%

der Verbraucher*innen planten, 2023 mehr Geld zu sparen

Quelle: Euromonitor International Voice of the Consumer: Umfrage zum Lebensstil, durchgeführt im Januar/Februar 2023 (n=10.631)

85%

der Befragten würden mehr für Schönheitsprodukte ausgeben, bei denen Wirksamkeit und Vorteile nachgewiesen wurden

Quelle: Euromonitor International Voice of the Consumer: Umfrage zu Schönheitsprodukten, durchgeführt im Juni/Juli 2023 (n=10.000)

Gesundheitspragmatiker

Ihre Selbstfürsorge gehen die Verbraucher*innen realistisch an. Sie bevorzugen einfache, wirksame Hilfsmittel, die ihrem Lebensstil entsprechen und wenig Zeit oder Aufwand verlangen. Menschen, die in Sachen Wellness pragmatisch vorgehen, wünschen sich sofortige Vorteile ohne größere Verpflichtungen.

Diese Personen setzten sich auch leichter erreichbare Ziele im Bereich Wellness. Sie erwarten keine radikalen Veränderungen über Nacht. Aber sie werden sichtbare Verbesserungen verlangen, selbst wenn diese zu Beginn gering ausfallen.

Durch Fortschritte in Wissenschaft und Technologie werden sich die Gesundheits- und Schönheitsbranche dank innovativer Lösungen weiterentwickeln. Und beim Einkaufen wird darauf geachtet, diese neuen, sogar unkonventionellen, Optionen auszuprobieren, um die gewünschten Ergebnisse zu erzielen.

Verbraucher*innen sind entschlossen, Körper und Geist zu optimieren. Sie suchen nach Präzisionsprodukten mit einfacher Handhabung und nachgewiesener Wirksamkeit, um ihre Problemzonen anzugehen.

Weiterlesen (auf Englisch) →

Die größten weltweiten Verbrauchertrends 2024

Den vollständigen Bericht aufrufen →

Hinweis: Der Bericht ist auf Englisch verfasst.

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Behind the data

EUROMONITOR INTERNATIONAL

Tendencias globales de consumo en 2024

Pregúntale a la IA

La IA generativa está reiniciando el ecosistema. Las nuevas herramientas se están convirtiendo en cocreadores para los consumidores, influyendo en sus decisiones e impactando las interacciones con las marcas.

La tendencia Pregúntale a la IA tiene que ver con la experimentación continua y el cambio de las expectativas de los consumidores sobre las soluciones de la IA generativa.

Tomemos como ejemplo los chatbots y los asistentes de voz. Más del 40% de los consumidores se sentirían cómodos con asistentes de voz que ofrecieran recomendaciones personalizadas, pero menos de una quinta parte siente lo mismo acerca del uso de bots para responder preguntas complejas de servicio al cliente. La IA generativa podría mejorar o perfeccionar estas funcionalidades, lo que daría como resultado una mejor experiencia de usuario.

Esta tecnología estará integrada más profundamente en nuestra vida diaria, por lo que las empresas deben aprovechar la IA generativa para mejorar la personalización y enriquecer la experiencia del cliente.

Continúa leyendo (en inglés) →

42%

de los consumidores se sentiría cómodo con asistentes de voz que proporcionen información personalizada sobre el producto y sugerencias de productos

Fuente: La Vía del Consumidor de Euromonitor International: Encuesta digital, realizada en marzo/abril de 2023 (N=20.176)

17%

de los consumidores se sentiría cómodo usando un bot para resolver preguntas complejas de servicio al cliente

Fuente: La Vía del Consumidor de Euromonitor International: Encuesta digital, realizada en marzo/abril de 2023 (N=20.176)

53%

de los profesionales dijo que su empresa planea invertir en IA generativa durante los próximos cinco años

Fuente: La Vía de la Industria de Euromonitor International: Encuesta digital, realizada en agosto/septiembre de 2023 (N=238)

55%

de los consumidores dijeron que compraron en tiendas que crearon experiencias atractivas

Fuente: La Vía del Consumidor de Euromonitor International: Encuesta sobre estilos de vida, realizada en enero/febrero de 2023 (N=20.811)

29%

de los consumidores se sentiría cómodo si las marcas rastrearan sus emociones y personalizaran las experiencias según su estado de ánimo

Fuente: La Vía del Consumidor de Euromonitor International: Encuesta digital, realizada en marzo/abril de 2023 (N=20.176)

Distracciones que cautivan

Los consumidores quieren dejar de pensar en lo que les estresa a diario. Necesitan un poco de alivio de sus ansiedades y una oportunidad de romper con lo mundano.

Las distracciones que cautivan son momentos que evocan sentimientos positivos. Piensa: emocionante, conmovedor o divertido. Estas interacciones ayudan a generar alegría y liberar tensiones, lo que permite a los consumidores dejar atrás sus preocupaciones, aunque sólo sea por unos minutos.

Pequeñas sorpresas (inesperadas) o pequeños actos de alegría pueden satisfacer esta demanda hasta cierto punto. Los compradores también buscarán productos que provoquen esas emociones gratificantes. Y buscarán entretenimiento que los entusiasme o experiencias que les sirvan como escape temporal.

Las marcas que encuentren oportunidades para disfrutar de la felicidad construirán conexiones sólidas con los clientes.

Continúa leyendo (en inglés) →

Lavado verde

Los consumidores no pueden afrontar la crisis climática solos. Han estado tomando medidas para vivir de manera sostenible, pero también se preguntan si las empresas y los gobiernos están utilizando todos los recursos posibles para marcar una verdadera diferencia.

Las preocupaciones medioambientales siguen siendo una prioridad. Más del 60% de los consumidores intentaron tener un impacto positivo en el medio ambiente en 2023, pero se dan cuenta de que sus contribuciones individuales para proteger el planeta son limitadas. Algunos consumidores seguirán tomando decisiones sostenibles dentro de sus posibilidades, mientras que otros tal vez no hagan tanto esfuerzo porque se sienten desanimados.

Las personas que impulsan la tendencia Lavado verde quieren que las organizaciones den un paso al frente y muestren pruebas de sus promesas. La responsabilidad está pasando a las empresas y los gobiernos, no sólo para intensificar los esfuerzos sino también para ayudar a los consumidores a ver claramente cómo sus decisiones impactan directamente en un cambio positivo.

Continúa leyendo (en inglés) →

64%

de los consumidores intentó tener un impacto positivo en el medio ambiente a través de sus acciones cotidianas en 2023

Fuente: La Vía del Consumidor de Euromonitor International: Encuesta de sostenibilidad, emitida en enero/febrero de 2023 (N=20.811)

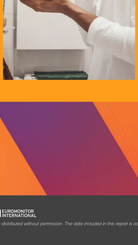
45%

de los profesionales afirmó que su empresa prevé invertir en certificaciones para evitar el lavado en verde en los próximos cinco años

Fuente: La Vía de la Industria de Euromonitor International: Encuesta de sostenibilidad, realizada en febrero de 2023 (N=179)

Revisa las implicaciones comerciales, estudio de casos y tácticas de activación para cada tendencia en nuestro informe 2024.

Desbloquear información →



37%

de los consumidores cree que habrá más disturbios políticos en su país en los próximos cinco años

Fuente: La Vía del Consumidor de Euromonitor International: Encuesta sobre estilos de vida, realizada en enero/febrero de 2023 (N=20.811)

32%

de los consumidores participó activamente en cuestiones políticas y sociales

Fuente: La Vía del Consumidor de Euromonitor International: Encuesta sobre estilos de vida, realizada en enero/febrero de 2023 (N=20.811)

Progresivamente polarizado

Las cuestiones sociales y políticas siguen desencadenando debates en todo el mundo. De hecho, más de un tercio de los consumidores esperan más disturbios políticos en su país en los próximos años. Y se espera que la mayoría de las elecciones de 2024 aumenten las tensiones.

El comportamiento Progresivamente polarizado es evidente, pero a menudo matizado. La forma en que los consumidores reaccionan ante las marcas que adoptan una postura puede ser impredecible.

Algunos compradores seguirán apoyando marcas que se alineen con sus valores. Al mismo tiempo, es posible que los consumidores no traduzcan sus opiniones sociales o políticas en decisiones de compra de artículos concretos. Algunos incluso pueden mantenerse alejados de marcas que promuevan una agenda partidista.

De todos modos, las personas son más rápidas en denunciar o evitar a las empresas que impulsan campañas de marketing en torno a temas controvertidos, especialmente si parecen explotadores. Las empresas deben abordar los temas candentes con cuidado y permanecer fieles al espíritu de la marca.

Continúa leyendo (en inglés) →

Hackers de valor

La inflación incluó una nueva mentalidad financiera. Los aumentos de precios dejaron a los consumidores luchando por cubrir sus gastos en 2023. Casi 3 de cada 4 consumidores expresaron preocupación por el aumento del costo de productos cotidianos. La gente se vio obligada a hacer fuertes recortes. Se convirtieron en Presupuestarios por necesidad para mantenerse al día con el costo de vida.

Incluso cuando la inflación se desacelera, los efectos residuales siguen obstaculizando su poder adquisitivo. Ahorrar dinero sigue siendo una prioridad, pero los compradores buscarán formas novedosas de estirar sus billeteras.

Los Hackers de valor intentan minimizar el gusto sin comprometer la calidad. Y se están volviendo astutos para que esto suceda. Estos consumidores buscan activamente imitaciones (o copias); pagar con tarjeta de crédito o puntos de canje, cambiar a marcas privadas premium y participar en actividades gratuitas. Los consumidores están adoptando nuevos trucos financieros o de estilo de vida para aprovechar al máximo sus ingresos.

Las empresas deben aumentar los incentivos, innovar en torno a la asequibilidad y atender necesidades conscientes de los costos.

Continúa leyendo (en inglés) →

74%

de los consumidores estaba preocupado por el aumento del costo de productos cotidianos en 2023

Fuente: La Vía del Consumidor de Euromonitor International: Encuesta sobre estilos de vida, realizada en enero/febrero de 2023 (N=20.811)

44%

de los consumidores planeaba ahorrar más dinero en 2023

Fuente: La Vía del Consumidor de Euromonitor International: Encuesta sobre estilos de vida, realizada en enero/febrero de 2023 (N=20.811)

85%

de los consumidores estaría dispuesto a pagar más por productos de belleza con eficacia o beneficios comprobados

Fuente: La Vía del Consumidor de Euromonitor International: Encuesta sobre belleza, realizada en junio/julio de 2023 (N=20.186)

Pragmáticos del bienestar

Los consumidores están adoptando un enfoque realista en materia de autocuidado. Prefieren remedios fáciles y eficaces que se adapten a sus estilos de vida y requieran poco tiempo o esfuerzo. Los Pragmáticos del bienestar quieren obtener beneficios instantáneos sin asumir grandes compromisos.

Estos consumidores también están estableciendo objetivos de bienestar más alcanzables. No esperan cambios radicales de la noche a la mañana. Pero esperarán ver mejoras visibles, incluso si al principio son pequeñas.

Los avances en ciencia y tecnología continúan haciendo evolucionar las industrias de la salud y la belleza con soluciones innovadoras. Y los compradores están dispuestos a probar estas opciones nuevas, incluso no convencionales, para alcanzar los resultados deseados.

Los consumidores tienen la intención de optimizar sus mentes y cuerpos. Buscarán productos de precisión con aplicaciones simples y eficacia comprobada para abordar sus inquietudes.

Continúa leyendo (en inglés) →

Tendencias globales de consumo en 2024

Obtén el informe completo →

Nota: el informe está en inglés.

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