

Top 10 Global Consumer Trends 2022: Expert Opinions and Trend Manifestation

May 2022

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OVERVIEW

Scope

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BACKUP PLANNERS

Industry context for backup planners: Economy

Industry context for backup planners: Retail

Australian Woolworths introduces Q-Tracker to help customers save time

The Cheese Merchant now supplying high-quality products direct to UK consumers

Frito-Lay's direct-to-consumer model helps customers circumvent empty shelves

Mexican Pronto Envios brings everything from stores to your doorstep in minutes

Pinduoduo's "Team purchase" model gives Chinese consumers access to cheaper products

US LemonBox is helping Chinese consumers to access hassle-free and tailored vitamin packs

CLIMATE CHANGERS

Industry context for climate changers: Sustainability

Industry context for climate changers: Fresh Foods

Boozt launches ReBoozt, allowing consumers to sell pre-owned Boozt fashion lines

Onfleet Offset delivery software introduces carbon offset solution

Klarna: incorporating CO2 footprint tracking into the online shopping experience

Nestlé launches Wunda carbon-neutral plant-based milk in France, Netherlands and Portugal

OMO laundry capsule detergent obtained via carbon capture technology in China

Salwa Petersen's Chébé is a carbon-neutral hair cream with circularity in mind, made in France

Walmart's US online store adding icons to highlight products with reduced impact

Yulu: shared mobility platform and electric bikes in India

Zero-waste packaging: Izzy, a reuseable mascara

DIGITAL SENIORS

Industry context for digital seniors: Consumer Foodservice

Industry context for digital seniors: Consumer Electronics

UK's smart home service app Howz operates as a telecare system

US grocery delivery platform Instacart offers additional support to Digital Seniors

China's e-commerce platform JD.com provides first 5G smartphone for seniors

Japan's wearable payment ring, Evering, allows a smooth payment experience for seniors

Nestlé Brazil's Nutren Senior features a chatbot to help seniors embrace the digital age

US-based virtual reality platform Rendeever assists elderly people overcome isolation

FINANCIAL AFICIONADOS

Industry context for financial aficionados: Consumer Finance

Industry context for financial aficionados: Luxury Goods

El Salvador's embrace of cryptocurrency signals rapid decline in unbanked population

Twig launches the new circular "Bank of Things"

COCOON's rental service for luxury handbags is emblematic of changing consumer demands

British fintech app Revolut allows consumers to budget, manage their finances and invest

Brazil's Nubank provides accessible digital banking to financially underserved in Latin America

EasyEquities democratises trading for price-conscious consumers in South Africa

FamPay is driving financial education and personal finance management among India's youth

US-based trading platform Robinhood makes stock trading accessible to all consumers

THE GREAT LIFE REFRESH

Industry context for the great life refresh: Households

Industry context for the great life refresh: Pet Care

Amazon US investing in employee education
Bumble helping dating after lockdown
Calm: part of the rise of the wellness app
Laika insurance for the pandemic pet boom in Colombia
Working from Hyatt, Hilton and Marriott
Zara (Inditex) leans into leisurewear

THE METAVERSE MOVEMENT

Industry context for the metaverse movement: Digital
Industry context for the metaverse movement: Sports
Ariana Grande headlines Fortnite's Rift Tour in the metaverse
Sports and e-sports converge as Spain's Real Madrid expands reach with livestreaming
Balenciaga drops more virtual products through Fortnite's first luxury partnership
E.l.f. cosmetics commissions an original song for a viral TikTok campaign in the US
Gucci presents its brand to digital-savvy young consumers in a virtual space on Roblox
Japanese NPO Virtual Rights conducts first fully-VR board meeting
Korea's K-pop superstars BTS perform for millions of paying global fans from the virtual stage
Meta and Ray-Ban Stories (Luxottica) smartglasses offer portable access to the metaverse
Selfridges runs a virtual Pokémon shopping world online and in-store in the UK

PURSUIT OF PRELOVED

Industry context for pursuit of preloved: Economies and Consumers
Industry context for pursuit of preloved: Fashion
Amazon renewed offers like-new refurbished products
French Youz'd C2C online platform benefits from fast delivery
IKEA introduces Circular Hub to enhance sustainable development
Revivo platform makes luxury shoes available through refurbishing
US resale platform thredUP develops thrifting fashion
Second-hand app Xianyu (Idle Fish) complements Alibaba's marketplace in China

RURAL URBANITES

Industry context for rural urbanites: Cities
Industry context for rural urbanites: Gardening
Start-up Muddy Trowel aims to retain and mentor the UK's new crop of novice gardeners
Virtual farmers' market Membo delivers local farm produce to urbanites in Estonia
Rooftop Republic is integrating farming into big city life in Hong Kong
Commercial real estate rent outside UK city centres a success factor for Appear Here
Amazon ramps up same-day delivery capacity through US neighbourhoods
Estonian Click & Grow pairs smart technology with gardening in city households
Pret A Manger growth strategy shifts away from chasing skyscrapers
Singapore builds its first sustainable "forest town", Tengah
Skize offers tailor-made products for UK city balconies

SELF-LOVE SEEKERS

Industry context for self-love seekers: Beauty and Personal Care
Industry context for self-love seekers: Consumer Health
Beiersdorf's O.W.N shows how the future of personalised skin care will go mass
Miele's countertop coffee system enables a sophisticated home coffee experience
Celebrating single positivity with Interflora UK self-partner bouquets
Karma Beverage's CBD Water delivers broad-spectrum distillate at peak potency
NEIWAI: self-appreciation drives growth of wireless bra and sports-inspired apparel in China
War Paint for Men: World's first make-up store for men calls for greater tolerance towards gender fluidity

THE SOCIALISATION PARADOX

Industry context for The Socialisation Paradox: Alcoholic Drinks

Industry context for The Socialisation Paradox: Travel

Emirates Airlines builds confidence towards travel through its safety measures (Global/UAE)

Procter & Gamble launches King C. Gillette beard grooming range (Global/US)

Adidas integrates tech and non-tech features to offer an engaged retail experience (Global)

Finland's Framery provides office pods that create more efficient and happier workplaces

The US's Starbucks offers multiple "ways to order" and at-home products to nurture the human spirit

Dubai-based Carrefour City+ store adds another option to Middle East grocery shopping

OUTLOOK

How do companies respond to consumers in 2022?

Key quotes from experts on The Top 10 Global Consumer Trends 2022 (1)

Key quotes from experts on The Top 10 Global Consumer Trends 2022 (2)

METHODOLOGY

Global Consumer Trends Methodology

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