



Euromonitor  
International

# Top Five Digital Consumer Trends in 2022

February 2022

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Scope

Key findings

A snapshot of the global digital consumer in 2022

The five tech-driven trends that will redefine commerce the most in 2022

Loyalty in the digital era will be about less tangible features such as the customer experience

Consumer loyalty is on the cusp of reinvention

More sophisticated consumers and data sources create perfect storm for next-gen loyalty

## TREND NO. 1: PREDICTIVE PERSONALISATION

Technological advances bring unprecedented levels of personalisation to loyalty programmes

Case study: Amazon engenders customer loyalty through its one-stop ecosystem

Case study: Douyin leverages advanced algorithms to help users discover new products

Case study: adidas's new company strategy focuses on data-driven customer loyalty

Companies must shift from reactive to predictive strategies to serve tomorrow's customer

What to expect in 2022 and beyond

Consumer desire for convenience across all categories will continue to shorten delivery times

Slow delivery times are one of the most frequently reported consumer complaints

In the new era of on-demand commerce, consumers expect faster delivery times

Changing market conditions are also influencing consumer expectations on delivery times

Quick commerce business models are evolving to meet the demands of the consumer base

Case study: GoPuff builds on its position as an early pioneer of ultrafast delivery

Case study: JD.com makes faster delivery a reality for non-grocery categories in China

Case study: Rappi Turbo powers the advancement of rapid delivery in Latin America

Consolidation in the ultrafast delivery space will squeeze out smaller, lower resource players

What to expect in 2022 and beyond

The surge in e-commerce globally collides with rising environmental concerns

Sustainability concerns will become more prominent as e-commerce expands

Green online shoppers are becoming increasingly mainstream

Regulators are also pushing companies for decisive climate action

Reputational risks at the heart of industry shift towards green e-commerce

Online players introduce eco-friendly options to appeal to sustainable-driven shoppers

Case study: Electrification of DHL's fleet highlights shift towards green last mile

Case study: Partnership between Alfred24 and Invisible tackles emission and packaging

Case study: Vinted highlights role of secondhand in shift towards sustainable e-commerce

Case study: Amazon's Climate Pledge programme raises awareness about green products

Shift towards green e-commerce set to accelerate amid growing urgency for climate action

What to expect in 2022 and beyond

Consumers are increasingly opting for pickup rather than delivery of online orders

The rise of e-commerce will expand the pool of potential click-and-collect shoppers

Click-and-collect service offers consumers unique advantages over delivery

As supply chain issues intensify into 2022, click-and-collect uptake is set to expand

Operators are ramping up click and collect to meet demand - and for their own benefit

Case study: Ulta entices shoppers to choose click and collect by offering targeted discounts

Case study: DHL demonstrates the massive potential of locker pickup in Europe

Case study: Meituan uses community group buying to bring click and collect to rural China

Case study: StoreKing brings click-and-collect service to rural Indian consumers

Click and collect will continue to make gains even as the world moves beyond the pandemic

What to expect in 2022 and beyond

Virtual technology has the potential to take online shopping to a new level

One third of shoppers believe virtual technologies would aid online shopping experience

Metaverse movement will tap into increased consumer comfortability with technology

Existing gamers and social media users likely to be more interested in future virtual worlds

Corporate metaverse strategies thus far focus largely on building brand equity

Case study: Charlotte Tilbury continues to expand its virtual shopping capabilities

Case study: Nike partnered with Roblox to build its own Nikeland metaverse

Case study: Zepeto's appeal to young female demonstrates potential for online marketplace

Case study: Retailer Fred Segal shows how digital trends can influence store experience

All brands will likely need a metaverse strategy in a few years

What to expect in 2022 and beyond

Almost 80% of industry professionals said COVID-19 accelerated their digital transformation

How these tech-driven trends will change commerce in 2022

## TOP FIVE DIGITAL CONSUMER TRENDS IN 2022

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