



Euromonitor  
International

# New Consumer Landscape: The Consumer Is Changing

April 2023

## INTRODUCTION

Scope

The new consumer landscape

Key findings

## EVOLVING POPULATION DEMOGRAPHICS

Global population in 2023

Global population growth driven by Middle East and Africa to have implication for businesses

Gigo Taiwan: Creating the very first official certification for elderly-targeted toys

By 2040, Gen Alpha will gain more importance in shaping consumption trends

Into the metaverse with Roblox

## WAYS TO STAY ECONOMICALLY VIABLE

Consumers focusing on education to ensure their economic viability in future

Upskilling would be important for consumers to bring in higher income

Consumers and companies are impacted by evolving professional developments

Marks & Spencer introduces a cost-of-living support package for employees

Companies taking employee needs taking into consideration

Lifelong learning and flexibility in work to be the core of consumer economic viability

## SHIFT TOWARDS HOLISTIC HEALTH

Living longer but not healthy enough

Lifestyle diseases are becoming more prominent

Perception of health leans towards mental wellbeing and healthy immune system

QminC launches functional drinks with immunity-boosting and anti-inflammatory properties

Somnox offers a smart sleep companion aimed to improve the quality of rest

## MOVEMENT BEYOND DOMICILE

Consumers are expanding their physical boundaries and consumption beyond domicile

Move to cities bringing back opportunities for growth

Consumers are more diverse than ever before

Case study: discovery+ and Eurosport urge viewers to rally behind refugees

Consumer mindset becomes global owing to digital exposure

K-content is now popular beyond Asia through social media and digital platforms

K-pop stars BTS defy gender stereotypes as Vuitton's Global Brand Ambassadors

## CONCLUSION

Strategies for success

## About Euromonitor International

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Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
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country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/new-consumer-landscape-the-consumer-is-changing/report](http://www.euromonitor.com/new-consumer-landscape-the-consumer-is-changing/report).