



Euromonitor
International

Asia Pacific Consumer Trends: How Self-love and Individuality are Taking Centre-stage

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INTRODUCTION

Scope

Executive summary

A shifting focus on the self is rooted in changing values

Rising incomes is a key driver for increased spending on the self

How a focus on the self is shaping today and tomorrow's Asian consumers

THE RISE OF THE SELF

Asia Pacific records the fastest increase of single-person households globally

Changing individual values: daring to stay single

Becoming self-centred rather than family-centred

Singleton lifestyles boost demand for smaller homes and appliances

Singletons demand convenience and smaller pack sizes

Daring to spend time alone

Objects of affection to relieve loneliness, while enjoying freedom

Opportunities from the rise of the self

WELLBEING: A LANGUAGE OF LOVE FOR THE SELF

Wellbeing and its evolving meaning for Asia Pacific consumers

Growing sober-curious: Asian consumers rethink their relationship with alcohol

One size does not fit all: Consumers in Asia Pacific look for personalised experiences

Natural mood enhancers to boost self-care

Stress reduction and mental wellbeing activities have a renewed focus

Rising interest for sleep aids with added benefits

Beautify the home for a calming effect

Opportunities in wellbeing

EVOLVING PERCEPTIONS OF BEAUTY

Asia Pacific consumers traditionally prioritise outwardly-focused beauty

Consumers focus on enhancing their appearance

Younger generations show greater self-confidence

The Asian quest to be thin

From skinny aesthetics to body positivity

Advocating colour tone inclusivity

A holistic approach to beauty is here to stay

Opportunities

CONCLUSIONS

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/asia-pacific-consumer-trends-how-self-love-and-individuality-are-taking-centre-stage/report.