



**Euromonitor  
International**

# Megatrends: Premiumisation

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## INTRODUCTION

Megatrends: Premiumisation – a framework for the future

Leaders harness megatrends to disrupt a market

Key findings

Pillars of Premiumisation

Pillars of Premiumisation in detail

## THE EVOLUTION OF PREMIUMISATION

Premiumisation continues to be in demand amidst high cost of living environment

Consumer expenditure set to grow as consumers seek to enhance quality of life

Gen Z set to be key target consumer group for premium products and services

Premium private label set to rise with growing interest in value-added functionality

Affordable premiumisation appeals to price-conscious consumers

Balenciaga joins the group of luxury brands venturing into resale with its Re-Sell platform

Opportunities and challenges for premiumisation

## PERSONALISATION

Personalisation continues to be highly valued by consumers to suit their lifestyles

Hugo Boss invests in greater personalisation with a new AI Digital Campus in Portugal

Zoe: gut health to play a pivotal role in consumers' personalised nutrition journeys

Automatic coffee machines continue to thrive offering personalised experience in homes

## PERMISSION TO INDULGE

Snacks: Premium positioning through perceived luxury and indulgence

Food brands move to untapped categories to appeal to indulgence and premium

Aspirational consumption of alcohol drives premiumisation

## SELF-CARE

Consumers turn to the only ones they fully trust in an uncertain world – themselves

Against a background of wellness, “home as sanctuary” evolves catering to self-care

Inflation leads to consumers indulging in small splurges to make themselves feel good

Rise of premium beauty and personal care products to appeal to consumers' self-care

Wellbeing products including natural mood enhancers serve to provide self-care

Mood enhancing emerges as a consistent self-care experiential claim in premium positioning

Aromatherapy Associates combines emotional and physical wellness solutions for self-care

## HEALTH IS THE NEW WEALTH

Consumers prioritise wellbeing and are willing to pay a premium for functionality

Food products with clear nutrition benefits sought-after by consumers

Health claims in products increasingly desired by parents for their children

Pet food has also launched health-orientated premium food due to health and wellness

## BUYING EXPERIENCE AND COMMUNITY

Buying experience and community continue to be sought-after by consumers

Digital transformation enhances consumers' buying experience for luxury goods

Luxury resort Ahau Collection introduces new NFT loyalty scheme to attract Gen Z tourists

Lotte Duty Free taps into the metaverse

Pet shops and superstores invest in elevating the in-store experience

Consumers are willing to pay a premium on community-based drinking occasions

## IMPLICATIONS FOR FUTURE GROWTH

Premiumisation set to record slower growth over the next 10 years

Growth will come from emerging regions such as Eastern Europe and Asia Pacific

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