



Euromonitor
International

Unveiling Transformative Megatrends in Asia Pacific Towards 2032

May 2024

Riding the wave of megatrends in Asia Pacific

INTRODUCTION

Euromonitor International's megatrends framework

Key findings

Impact of drivers on Asia Pacific

Megatrends Quantification Model highlighted key trends to analyse

Three key megatrends in Asia Pacific

DIGITAL LIVING IN ASIA PACIFIC

Digital living key to understanding the next generation of Asia Pacific consumers

Developed Asian countries are way ahead on digitalisation

Generative AI and the metaverse have huge growth prospects across all Asia Pacific countries

Singapore's Changi Airport enters metaverse gamification to engage young consumers

Samsung Bespoke Meta Home helps consumers design a home space on the metaverse

Gen AI to address limitation of current metaverse banking in quality of image and response

Future implications of digital living in Asia Pacific

SHOPPER REINVENTED IN ASIA PACIFIC

Three key manifestations of shopper reinvented in Asia Pacific

AI Avatars, offline experiential retail and cross-selling emerging in Asia Pacific

Developed markets to explore new ways of shopper reinvented

Rapid development in East Asia expanding into Southeast Asia and South Asia by 2032

Destination store by Arc ' teryx

Tineco Smart Cooking Machine provides a different solution to food ingredients shopping

Will AI Avatars replace human influencers by 2032?

Customer and business insight-driven decisioning to adopt trends of shopper reinvented

PERSONALISATION IN ASIA PACIFIC

A shift towards personalisation is stirring in Asian markets

Personalisation gaining momentum in Asia, led by Southeast Asian markets

Southeast Asian markets lead the charge in personalisation

BESPOKE NEO : Customised foundation by Laneige

PayPal drives end-customer engagement via personalised recommendation on e-receipts

Growing individualism and integration of technologies fuel personalisation

CONCLUSION

Recommendations

Consumers' interest in each megatrend across consumer goods and services in APAC

Contact us for a conversation: Do not wait till being disrupted

APPENDIX

Megatrends definitions

Megatrends: A Framework for the Future

Euromonitor innovation

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