



**Euromonitor  
International**

# Future of Consumption: A Structured Approach to Identifying Opportunities

June 2024

## EXECUTIVE SUMMARY

Why read this report?

Key findings

## INTRODUCTION

The challenge of driving growth as consumers embrace a less materialistic life

Understand the future of consumption to turn challenges into opportunities

## DRIVERS THAT SHAPE THE FUTURE OF CONSUMPTION

The trends that shape future consumer needs and preferences

Many factors intersect and interplay to shape the future of consumption

Next Age: The first start-up accelerator in Europe targeting the silver economy

Airbnb: Singleton-focused feature ensures safe solo travel experiences

Understand the interplay of key trends and influences to remain relevant

## GENERATIONS THAT SHAPE FUTURE CONSUMPTION TODAY

Navigating diverse generational impacts

Understand these four generations to drive growth

Two in three global consumers are looking for ways to simplify their life

TikTok Shop: Accelerating growth through e-commerce aimed at younger consumers

JD.com: Launching its Singles Day on the Chinese "Senior Citizens' Festival"

Catering to the characteristics of each generation to build brand loyalty and achieve growth

## IDENTIFYING HIGH-POTENTIAL MARKETS

Combining a variety of factors to measure market potential more accurately

Gen Z Market Potential Explorer: A sample framework to pinpoint high-potential markets

Amazon Inspire enables consumers to shop in a social media format

Case Study: Toyota's C+walk S promotes successful ageing for older adults

Pinpointing growth markets requires a comprehensive approach

## CONCLUSION

Recommendations

Diligent groundwork for future success

Questions we are asking

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

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.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with 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/future-of-consumption-a-structured-approach](https://www.euromonitor.com/future-of-consumption-a-structured-approach)

[to-identifying-opportunities/report.](#)