



Euromonitor  
International

# Voice of the Industry Global Results 2024

January 2025

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Why read this report?

## INTRODUCTION

Customer-centric approach and technology advances to foster growth

Key findings

## MARKET PERFORMANCE

Industry sales performance in 2024, 2025 and 2029

Professionals expect strong performance from e-commerce and discounters

Online consumer engagement fosters brand awareness and loyalty

Online and offline channels growth, fostering digital commerce advances

## BUSINESS STRATEGY

Financial growth and brand recognition are top business priorities worldwide

Long-term strategies for new growth paths

Corporate development areas in coming 12 months

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Improved portfolio and customer experience to reach financial goals

## DIGITAL TRENDS AND INVESTMENT

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Online client communication as globally preferred strategy

Case study: Natura&Co driving inclusive innovation for diverse skin tones

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## ABOUT VOICE OF THE INDUSTRY

Voice of the Industry: Coverage and respondents' profile

## About Euromonitor International

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