



**Euromonitor
International**

Top Five Trends in Cities

March 2025

Table of Contents

INTRODUCTION

Our expert's view of Cities in 2025

Key findings

Rapid urbanisation, rising incomes and technology unlock new frontiers in global cities

Top five trends in Cities

Top five trends uncovered

URBAN CONSUMPTION HUBS

The rise of urban consumption hubs offers businesses new pockets of opportunity

Urban Revivo to ramp up expansion in major global cities

Urban consumption growth demands innovation, agility and sustainable strategies

EMERGING STARS OF ASIA

Rapidly emerging Asia offers multiple pockets of urban consumption growth

Meesho thrives in smaller India's cities with social commerce and local focus

Grab partners with BYD to expand EV adoption in Southeast Asia's ride hailing

The next growth frontier in rapidly evolving Asian cities

URBAN RESILIENCE AND SUSTAINABILITY

Intensifying environmental pressures call for business-led sustainability solutions

Ingka Group envisages EUR1 billion investment to boost recycling and circular solutions

Rising business opportunities in urban sustainability

URBAN DIGITALISATION

Urban digitalisation offers vast efficiency and market opportunities

Uber Eats expands autonomous last mile food delivery in Tokyo

Unilever's AI-powered freezers digitise the supply chain and enhance demand forecasts

Digital technologies are driving cost savings, agility and new growth avenues

AGEING AND HEALTH SHIFTS

Urban ageing and health challenges drive demand for wellness and inclusivity

Nike opens second "Playground for All" in Seoul, promoting inclusive sports access

Ageing and wellness trends in cities unlock new market potential for businesses

CONCLUSION

Future implications

Opportunities for growth

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/top-five-trends-in-cities/report.