



# The Five Consumer-Driven Megatrends Reframing the Future

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## EXECUTIVE SUMMARY

Why read this report?

Key findings

## INTRODUCTION

Foresight-driven innovation: Solving real consumer needs

Understanding the long-term consumer shifts to inform innovation strategy

Leaders harness megatrends to shape strategy and drive change

Megatrends play a key role in the path to innovation

Megatrends definitions

Five macro drivers continuously shape consumer behaviour shifts

## CONVENIENCE

New value levers set to catalyse growth of Convenience

Grab's super-app effectively showcases the power of speed, frictionless and channel

Chewy blends emotional elements into its customer experience

Convenience: What to focus on

The winning playbook will likely leverage tech, emotional IQ and disintermediation

## EXPERIENCE MORE

Elevating brand relevance through experiential value

"Nothing cracks like Magnum": Sensory storytelling and immersive experience

Nike Member Days: Driving experience-led loyalty and growth

Experience More: What to focus on

Make experience the product

## SUSTAINABLE LIVING

Sustainable Living: From aspiration to expectation

Albert Heijn launches plant-based blended dairy and meat products in the Netherlands

L'Oréal's global push to make refills a beauty standard

Sustainable Living: What to focus on

Sustainability as a strategic lever: Redefining value, trust and growth

## VALUE PROPOSITIONS

Beyond the bargain: The rise of flexible value ecosystems

Danone adopts dual-track pricing strategy

Starbucks balances mobile innovation and social spaces

Value Propositions: What to focus on

Navigating changing value perceptions with authenticity, adaptability and alignment

## WELLNESS

Wellness dimensions diversify as longevity science and technology proliferate

January AI fuels AI-powered predictive metabolic insights for nutrition health coaching

Timeline Mitopure delivers inside-out and outside-in cellular level optimisation

Wellness: What to focus on

Holistic and advanced wellness solutions accelerate cross-sector convergences

## CONCLUSION

Recommendations/opportunities for growth

Questions we are asking

## APPENDIX

Unlocking the Power of Megatrends for Consumer Goods Innovation

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