

# Megatrends in Italy

July 2023

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Basko launches 1-hour bicycle delivery service

Older consumers want a simpler life

Consumers seek more flexibility

Shoppers want to see what they buy

Convenience drives e-commerce demand

Cooking seen as an inconvenience by younger consumers

### Digital living

MOD4 – a mobile game that connects the virtual world with real fashion products

Video gaming is highly popular in Italy

Consumers are protective of their personal data

Millennials prefer online anonymity

Product labels are the most trusted information source

Consumers expect more online activity post-pandemic

### Diversity and inclusion

Next Age – the EU's first start-up accelerator targeting the silver economy

Gen X are the most vocal on social media

Young consumers feel they can change the world for the better

Most Italians feel comfortable expressing their identity

Older consumers pay the closest attention to company values

### Experience more

FIAT reinvents the customer experience with metaverse showroom

People now socialise more frequently online than in person

Consumers covet relaxation and safety when travelling

More people prefer real world to online experiences

### Personalisation

City Lab Cosmetics offers customers tailor-made make-up and skin care solutions

Gen Z are the most enthusiastic about virtual experiences

Young consumers prefer unique experiences

### Premiumisation

La Rosa dei Gusti opens pop-up shop to showcase its premium private label range

Gen Z are the most individualistic cohort

Italians generally lack confidence in their investments

Consumers prioritise natural ingredients and high quality

### Pursuit of value

Scalapay expands its BNPL offering

Baby Boomers are the most frugal cohort

Consumers express concern over the rise in living costs

Italians are starting to embrace the circular economy

Gen Z are the most eager to save money

### Shopper reinvented

Automated convenience store concept Slipop offers round-the-clock shopping

Gen Z are the most prone to impulse purchases

Italians enjoy a mix of online and offline shopping

Italy lags behind in s-commerce

Gen Z interact most with brands online

### Sustainable living

Planet Farms poised to build a new vertical farm  
Most are concerned about the impact of global warming  
Italians are strong on recycling  
Reducing food waste tops the list of green activities  
Italians are more likely than their global peers to boycott brands they don't agree with  
Biodegradable packaging is considered the most sustainable  
Wellness  
Sognid'oro continues to innovate in functional herbal teas  
Massage is the most used stress-buster  
Millennials are the most active cohort  
People are concerned about health and safety when out and about  
Leverage the power of megatrends to shape your strategy today

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