



# Megatrends: Pursuit of Value Impact on Consumer Goods and Services Categories

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Table of Contents

## INTRODUCTION

Megatrends: Pursuit of value impact on consumer goods and services categories

Leaders harness megatrends to disrupt a market

Key findings

## INTRODUCTION

Pursuit of Value

The pillars of Pursuit of Value

Pursuit of Value: What to focus on

## PURSUIT OF VALUE AMONG FICKLE CONSUMERS

Over half of global consumers enjoy seeking new products, services and experiences

Beauty and personal care: Increased investments in e-commerce to connect with consumers

L'Oréal Group launched a virtual idol for the Chinese market

Food: Being innovative and transparent to inspire and excite consumers

## PURSUIT OF VALUE AMONG FICKLE CONSUMERS

Cargill's House of Chocolate enables chocolatiers to react speedily to new trends

Apparel and footwear: From fast fashion to ultra-fast fashion

Shein uses AI technology for on-demand design and production

## PURSUIT OF VALUE AMONG CAUTIOUS CONSUMERS

Two thirds of consumers globally are looking to reduce on cost and quantity

Beauty and personal care: Brands focusing on multifunctionality

Avène : Bridging beauty and health

## PURSUIT OF VALUE AMONG CAUTIOUS CONSUMERS

Food: Consumers are savouring deals and simplicity

Grocery retailers offer discounts to win consumers amid high inflation

Aldi looks to expand discounter footprint in the US

Apparel and footwear: Cheap, fast fashion reaps record profit, even as consumers cut back

Decathlon leads India's sporting goods retail market with low prices and diverse portfolio

## PURSUIT OF VALUE AMONG CONSCIOUS CONSUMERS

One in three global consumers are making thoughtful choices that align with their values

Beauty and personal care: Brands increasingly adopt a minimalist ethos

Walmart's Clean Beauty addresses affordability and transparency in the US

Food: Consumers' preference for local remains steady while other sustainable claims falter

Pushing boundaries to feel (even) better about chocolate

Apparel and footwear: Rising market potential of ethical fashion

Arc'teryx focuses on design durability and circularity

## IMPLICATIONS FOR FUTURE GROWTH

The pursuit of value is deeply embedded in consumer culture

Strategies to win

Leverage the power of megatrends to shape your strategy today

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