



Euromonitor
International

Consumers in 2022

November 2021

Table of Contents

Scope

Consumer landscape in 2022

Households in 2022

Five key household trends

Consumers adopt online education as the safest way to upskill

Income and expenditure in 2022

Five key income and expenditure trends

Spotlight on Western Europe

Lifestyles in 2022

Five important priorities for consumers' lifestyles

While price is important, aligning to personal values is also key

Population in 2022

Five key population trends

Birth rates bust amidst growing health threats and economic uncertainty

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/consumers-in-2022/report.