



New Consumer Landscape: Rethinking Consumer Industries

May 2022

Table of Contents

INTRODUCTION

Scope

Key findings

The new consumer landscape: The big picture

Major behavioural shifts shaping long-term consumption

How consumer industries have been transformed

ALCOHOLIC DRINKS

Long-term impacts of COVID-19 on alcoholic drinks

Drinking goes digital

The dawn of a polarised world

Home as an entertainment hub: The rise of hometainment

ALCOHOLIC DRINKS

Digital-first and empathy for the online

APPAREL AND FOOTWEAR

Long-term impacts of COVID-19 on apparel and footwear

From e-commerce to the Internet of Things

Supply chains reboot through diversification and digitalisation

Towards more circularity and purpose: Growing pressure from consumers and regulators

H&M Group pushes international expansion of Sellpy in the midst of COVID-19

CONSUMER FINANCE

Long-term impacts of COVID-19 on consumer finance

The accelerated shift away from cash for payments

More consumers adopt financial services

Proximity m-commerce and contactless become standard

Interac contributes to the modernisation of Canadian mobility system

FOOD AND NUTRITION

Long-term impacts of COVID-19 on food and nutrition

Digital and quick commerce can re-invent impulse food consumption

Many meals stay in the home

Sustainability challenges gained visibility

Immune health a path, mood and focus management an avenue

Nestlé has developed a new product with sustainability and affordability in mind

HOME CARE

Long-term impacts of COVID-19 on home care

Post-pandemic consumers demand products that deliver both efficacy and efficiency

The pandemic accelerates the arrival of new technologies

Who owns hygiene

Home as sanctuary

Crisis psychology to help increase demand for home care

Greater inequality may prompt middle-income consumers to trade down and cut cost

Beko's HygieneShield serves as example for hygiene being top of mind for R&D

CONCLUSION

The new consumer landscape

Meeting consumer needs in the new consumer landscape

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/new-consumer-landscape-rethinking-consumer-industries/report.