



Euromonitor
International

Megatrends: Personalisation

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WHO ARE PERSONALISATION SEEKERS?

Half of global consumers demand products and services uniquely tailored to them
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PERSONALISATION SEEKERS AND CONSUMER GOODS

The pace of development of personalisation across consumer goods and services
Beauty and personal care: Personalisation Seekers driving engagement online
Case study: The Skin Pharmacy drives customisation in Singapore's dynamic skin care space
Case study: Custom.Me offers AI-driven solutions for skin care conditions in South Korea
Apparel and footwear: Personalisation Seekers pushing product innovation
Case study: Zalando uses curated recommendations to build efficiency and cut waste
Case study: Uniqlo Malaysia introduces the StyleHint app to encourage social empowerment
Consumer health: Personalisation Seekers strong users of vitamins and dietary supplements
Case study: Neutrogena's partnership with Nourished opens lane for beauty supplements
Case study: LemonBox leverages social media to broaden the target of personalised products
Consumer health: Personalisation Seekers pushing for tailored solutions in sports nutrition
Case study: Gainful attracts attention as early entrant in US personalised sports nutrition
Travel: Personalisation Seekers most willing to spend on experiences
Travel: Ample opportunities to attract Personalisation Seekers via travel destination features
Case study: TUI's tours platform offers streamlined process to build bespoke holidays
Home care: Personalisation Seekers looking for quality, sustainable and ethical commitments
Case study: Haier and Nuncas to launch Washpass in Italy
Foods: Still nascent personalisation marketplace but considerable opportunities to engage
Case study: MyAir develops personalised approach to address rising rates of stress
Case study: Cana One's "molecular beverage printer" redefines personalisation in beverages
Retail: The drive for experiences drives Personalisation Seekers' shopping demands
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Demand-side influences will support the rise of personalisation in the coming years
Key takeaways
Additional content on this topic
Leverage the power of megatrends to shape your strategy today

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