



Euromonitor
International

Megatrends: Convenience . Impact on Consumer Goods and Services Categories

July 2024

Table of Contents

INTRODUCTION

Megatrends: Convenience – Impact on Consumer Goods and Services Categories

Leaders harness megatrends to disrupt a market

Key findings

The pillars of Convenience

The pillars of Convenience, explained

Consumer view on convenience expands beyond traditional uses and applications

CONVENIENCE IN BEAUTY AND PERSONAL CARE

Product innovation in beauty and personal care focuses on on-the-go and multipurpose products

Blurred lines between make-up and sunscreen support convenience products

Colour cosmetics that go beyond beauty, adding nutrients to the skin, simplify steps

CONVENIENCE IN BEVERAGES

Convenience propels innovation in formats, flavours, benefits and cross-category partnerships

Powder concentrates boom offering functionality, convenience and affordability

US brand BuzzBallz mixes RTD convenience with unique flavours and higher ABV

CONVENIENCE IN CONSUMER FINANCE

Frictionless payments continue to drive convenience to retail and services

Embedded cross-border payments reduce the need for currency exchange in Asia Pacific

Digital payments bring convenience to traditional retail in Latin America

CONVENIENCE IN CONSUMER FOODSERVICE

Convenience is the ultimate goal of foodservice, but the format is changing rapidly

Suzuki Shuzoten uses AI to create sake that pairs with locally-caught fish to boost sales

Ultrafast delivery becomes the foodservice and grocery industries standard

CONVENIENCE IN FOOD

The food industry relies on snack attributes to change eating habits in a convenient way

Tastybite brings convenience to ethnic Indian food with tasteful and affordable single-serve

Pop-Tarts Bites reinvent themselves in convenient snack-bite portions

CONVENIENCE IN TRAVEL

Convenience is all about giving travellers more time to experience great things

Seamless travel is powered by biometrics to cut queues at airport checkpoints

Cathay Pacific and MTR's partnership make baggage drop easy with in-town check-in option

IMPLICATIONS FOR FUTURE GROWTH

Evolving consumer needs will demand fast adaptation of industry

Key takeaways

Leverage the power of megatrends to shape your strategy today

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/megatrends-convenience-impact-on-consumer-goods-and-services-categories/report.