

# Top global consumer trends 2025

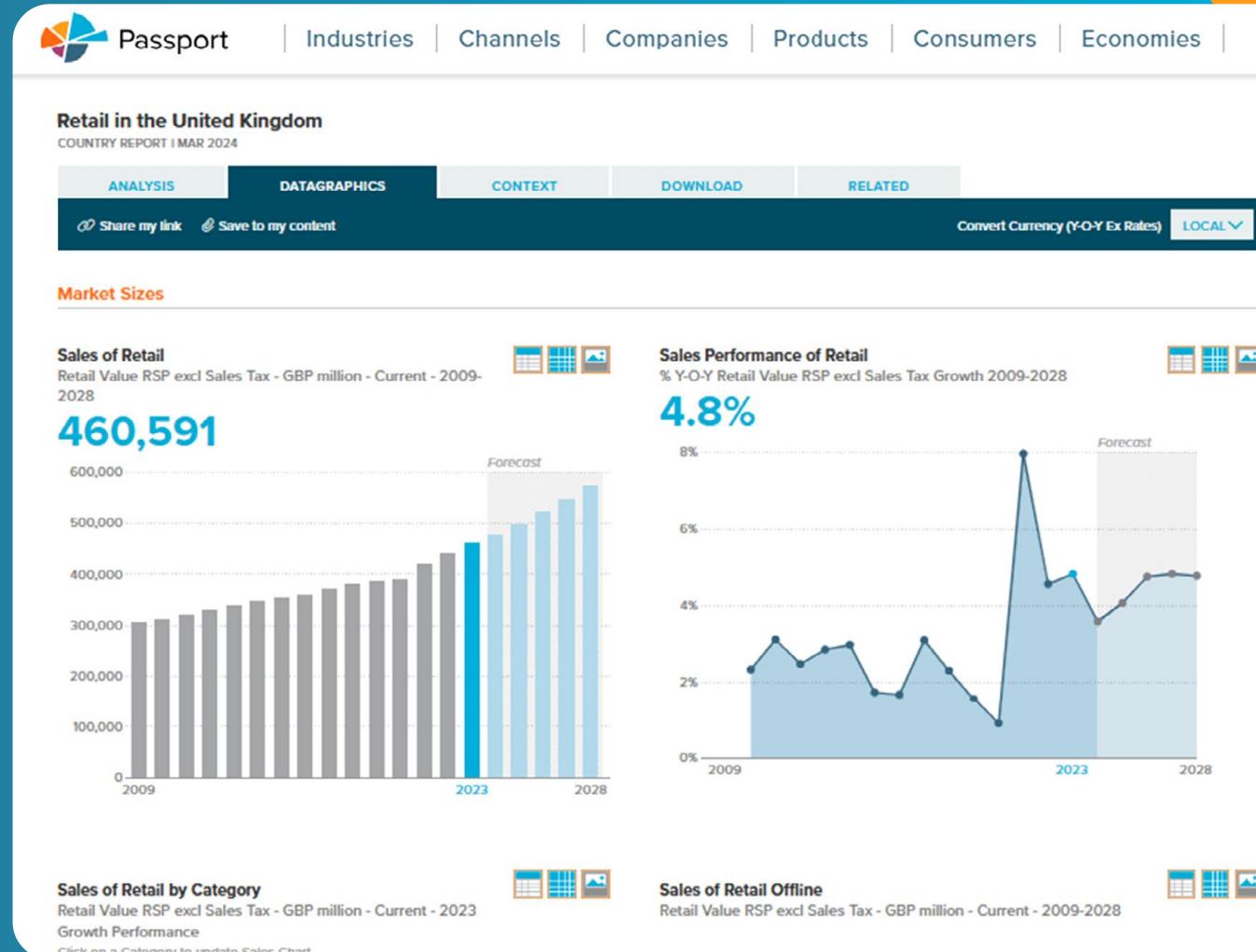


# The data behind this report

Every organisation needs evidence to make strategic decisions with confidence. That's why we used Passport, our award-winning market research knowledge hub, to identify the top consumer trends in 2025.

Our data analytics and expert insights answer your biggest questions.

Learn more about your target consumers to drive business growth.



# Your go-to source for consumer trends and insights

Curious about what consumers will expect from brands in 2025?

Contemplating how you can meet their demands?

This report has the answers. Discover tactics to fuel growth and spark your innovation roadmap with data-driven insights from Euromonitor International—the first destination for organisations seeking growth.

Each year, our global team of analysts uses our extensive knowledge of market intelligence to identify the top consumer trends for the coming year. Our goal: to help you unlock worlds of opportunity for your business.

Get ready to read about five key consumer behaviour predictions for 2025 and to learn how you can respond to evolving expectations.

Let's scroll.



# Top global consumer trends 2025

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# Healthspan Plans

Consumers are on their longevity journeys. They're making behavioural changes now for the betterment of their future selves. The goal: live healthier for longer.

People want preventative solutions and products that target specific concerns. Brands can meet this demand with innovations that support optimal wellness at every life stage.



## Vitality in vogue

A new view of ageing is on the rise. People don't just want to live longer (lifespan); they want to feel better for longer (healthspan). And a majority of consumers believe they'll be healthier in the next few years than they are now.<sup>1</sup>

Their desire for longevity shapes their current wellness choices. That's prompting a bigger shift towards preventative, specialised solutions in combination with reactive treatments. Vitamins and supplements are one example; global retail sales recorded steady growth in recent years and are expected to hit USD139.9 billion in 2025.<sup>2</sup>

Ageing populations, residual effects of the pandemic, an array of educational resources and tech advancements are drivers of this trend.

**52%**

of consumers believe they'll be healthier in the next five years than they are now<sup>1</sup>

**54%**

of consumers knew which vitamins and supplements to take for their specific health goals and concerns in 2024<sup>3</sup>



**USD139.9 bn**  
projected global sales of vitamins and supplements in 2025<sup>2</sup>

<sup>1</sup>Euromonitor International, Voice of the Consumer: Lifestyles Survey, fielded January to February 2024 (n=40,236)

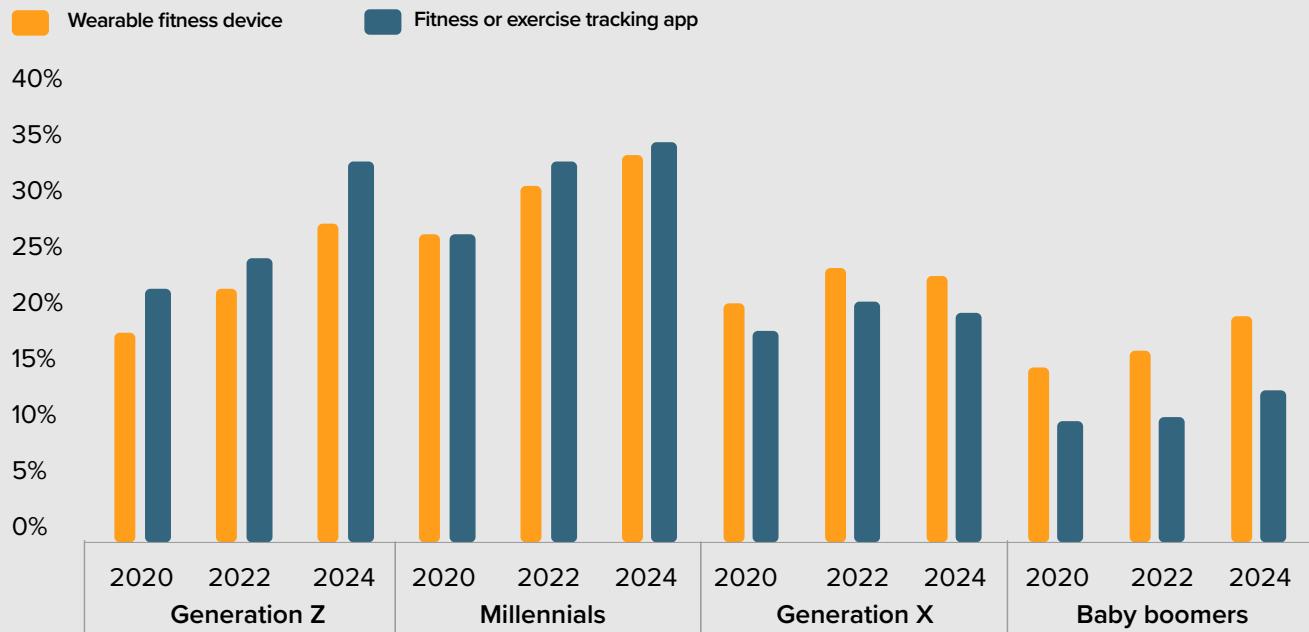
<sup>2</sup>Euromonitor International, Passport Consumer Health

<sup>3</sup>Euromonitor International, Voice of the Consumer: Health and Nutrition Survey, fielded January to February 2024 (n=21,323)

In fact, there's been a consistent increase in the usage of smart devices or apps to track fitness and health across generations.<sup>4</sup> Millennials and generation Z showed the highest adoption—an indication that these younger consumers want to establish strong foundations for their wellbeing early on.

## Digital health and fitness tracking

% of consumers who used a device or app to track their fitness and health



**Source:** Euromonitor International, Voice of the Consumer: Health and Nutrition Survey, fielded January to February 2020 (n=21,739), 2022 (n=20,236) and 2024 (n=21,323); note: survey respondents are internet-connected consumers in 20 countries (2022) and 21 countries (2020 and 2024).

Consumers are also turning to niche remedies that address age-specific concerns like cognition, hormonal changes and joint mobility. And they're proactive in their search for products with proven efficacy to help mitigate or alleviate symptoms across life stages.

**34%**

of female consumers took vitamins and supplements to prevent menopause-related symptoms in 2024<sup>5</sup>

## How can you target Wellness Enthusiasts?

[Watch our video](#)



<sup>4</sup>Euromonitor International, Voice of the Consumer: Health and Nutrition Survey, fielded January to February 2020 (n=21,739), 2022 (n=20,236) and 2024 (n=21,323)

<sup>5</sup>Euromonitor International, Voice of the Consumer: Health and Nutrition Survey, fielded January to February 2024 (n=914)

Why did consumers look for new methods to prevent joint pain, memory issues and skin concerns in 2024? The top reason: their current treatment approach wasn't effective.<sup>6</sup>

People want to feel good—physically, mentally, emotionally—at every stage of life. Personalised supplements, fitness regimens and biohacking techniques, for example, are becoming a common part of daily routines. Ageing well and optimising health are top priorities.

## A wealth of wellness

Growth opportunities exist beyond traditional health categories. Tech players and consumer brands should also pay attention to this trend.

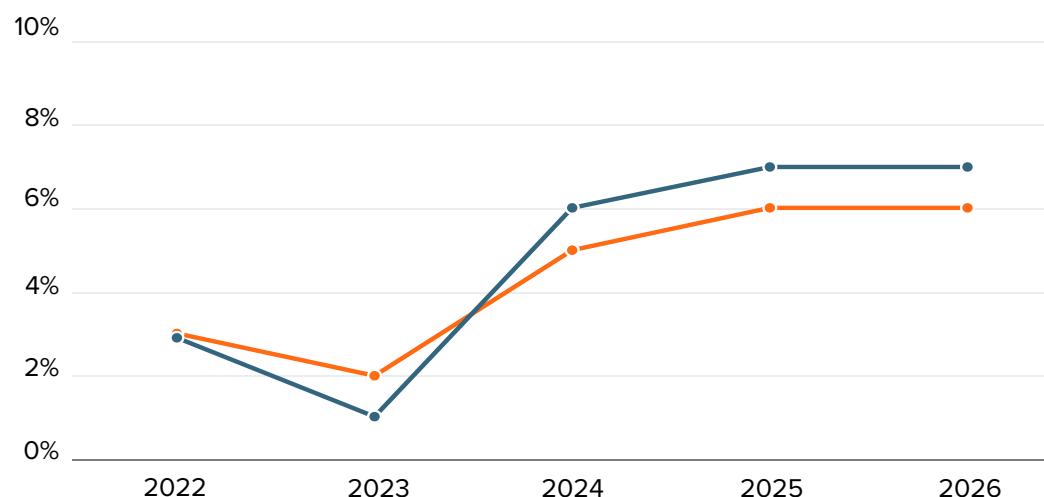
One area to explore: personalised, data-driven solutions through either in-house capabilities or strategic partnerships.

Connected devices and apps offer real-time insights that these consumers can monitor to guide their behaviour. Global sales of smart wearables are expected to record double-digit growth from 2024 to 2026.<sup>7</sup> Tech integrations like AI continue to refine accuracy and expand tracking capabilities to include indicators like mobility patterns and stress levels.

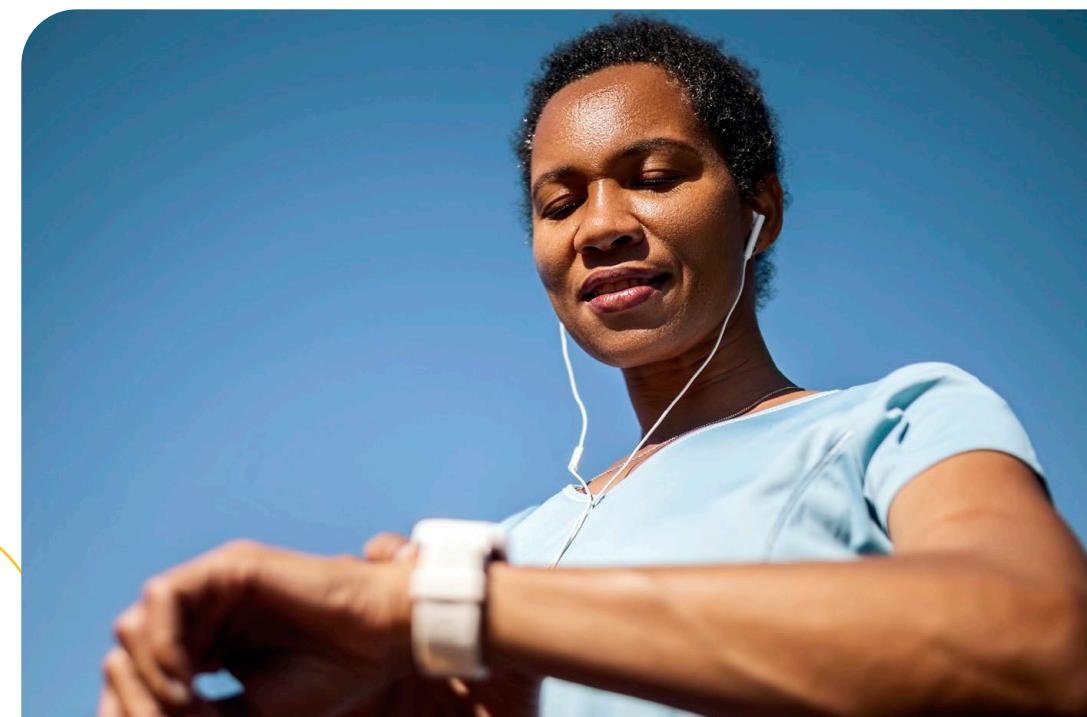
### Global retail sales growth of smart wearables

% growth of retail value and volume sales

Volume sales      Value sales



Source: Euromonitor International, Passport Consumer Electronics



<sup>6</sup>Euromonitor International, Voice of the Consumer: Health and Nutrition Survey, fielded January to February 2024 (n=2,692; n=1,347; n=1,765)

<sup>7</sup>Euromonitor International, Passport Consumer Electronics

You should also create practical, targeted solutions for specific segments of your audience. Products and services need to address their concerns—from physical changes to mental wellbeing to nutritional support. An example: global snack sales by health benefits show brain, joint and vision as the three fastest-growing categories from 2024 to 2026.<sup>8</sup>

Products backed by science continue to gain traction like NAD+ supplements (a vital coenzyme involved in energy production, DNA repair and cellular metabolism).

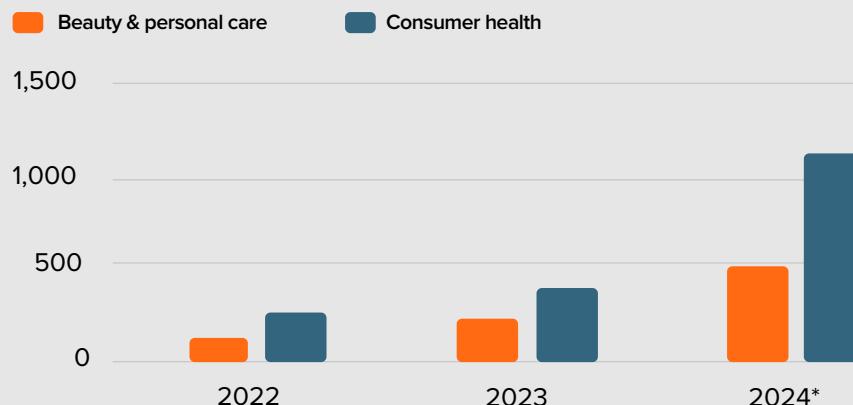
The number of online SKUs labelled NAD+ nearly tripled across consumer health categories from 409 in 2023 to 1,137 as of August 2024.<sup>9</sup> Similarly, new online launches of brands with cellular health claims grew 135% in the vitamins and supplements category between Q1 and Q2 2024 across 32 countries.<sup>10</sup> This underpins the demand for proven efficacy and credibility.

Tap into unmet or underserved needs like maternal or menopausal care in women's health. A look at the supplements space shows that global sales of products with women's health positionings have outpaced overall category growth for several years.<sup>2</sup> Female-oriented products could transform several over-the-counter care methods currently on the market.

Self-care options should be accessible and easy to incorporate into daily routines.

## Global growth of NAD+ product SKUs

Number of SKUs with an NAD+ claim



Source: Euromonitor International, Via: Pricing and promotion database; \*note: as of 28 August 2024.

## Global retail sales growth of supplements

% retail sales growth of women's health supplements vs total category



Source: Euromonitor International, Passport Consumer Health

<sup>2</sup>Euromonitor International, Passport Consumer Health

<sup>8</sup>Euromonitor International, Passport Health and Wellness

<sup>9</sup>Euromonitor International, Via: Pricing and promotion database

<sup>10</sup>Euromonitor International, Passport Innovation

# Healthspan Plans: Trend applications



## Bayer AG x Samsung

Bayer announced a partnership with Samsung in June 2024 to study—and understand better—sleep disturbances during menopause based on data from Samsung wearable devices.

## Megmilk Snow Brand

Megmilk Snow Brand developed Megumi Yogurt—a functional food product that was approved by the Japanese Consumer Affairs Agency to help reduce visceral fat. The company also created a memory care drink formulated with  $\beta$ -lactolin to support cognitive health, which caters to the country's ageing population.



Image source: Rootine



## Rootine

Rootine is a US-based supplement brand that offers a range of health solutions. Products include functional drink mixes positioned for benefits like sleep or focus; unique multivitamin formulations based on DNA, blood and lifestyle assessments; and at-home tests to measure indicators like mineral or cortisol levels.



# Healthspan Plans

## Three tactics for 2025

- 1** Develop targeted self-care products and tailor solutions to address specific, life-stage concerns or unmet needs.
- 2** Use scientific evidence or proven results in your marketing materials to underscore how formulations, devices or designs support longevity.
- 3** Partner with tech companies or diagnostics firms to offer personalised health assessments and real-time tracking solutions.

# Wiser Wallets

Added value is the expectation. People weigh the worth of their purchases against their priorities—both in terms of current needs and future demands. Strategic shopping becomes an inherent mindset.

Companies should respond with solutions that convey clear benefits and tangible, useful incentives to remain top of mind for their target audience.



## Incentivised buys

Prolonged economic uncertainties created new spending norms—even as global inflation eases to 4.2% in 2025. Plus, inflation in emerging economies is projected to remain stickier at 5.5%.<sup>11</sup>

Nearly half of consumers planned to put more money into savings in 2024 and 72% were concerned about the rising cost of everyday items. Yet, 50% were willing to spend money to save time.<sup>12</sup>

**72%**

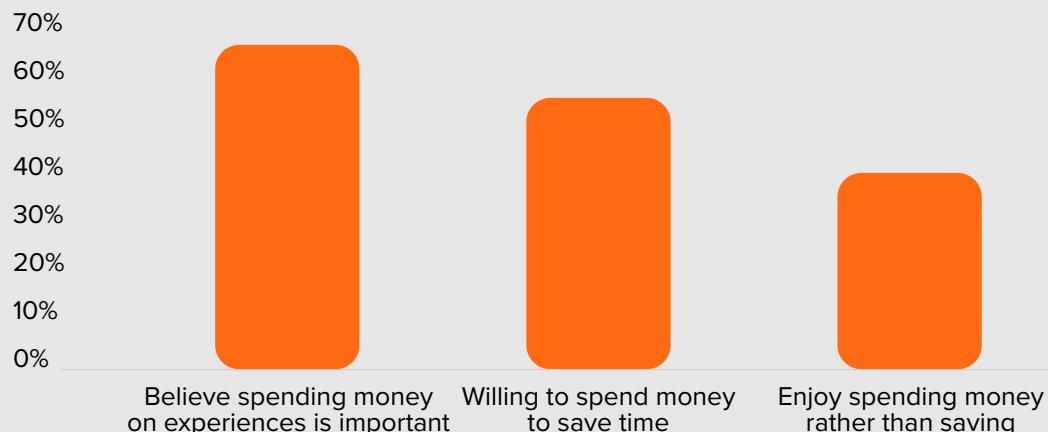
of consumers were concerned about the rising cost of everyday items in 2024<sup>1</sup>

**44%**

of consumers felt financially secure in 2024<sup>1</sup>

### A propensity to spend

% of consumers who agreed with the following statements



**Source:** Euromonitor International, Voice of the Consumer: Lifestyles Survey, fielded January to February 2024 (n=40,236); note: survey respondents are internet-connected consumers in 40 countries.

**48%**

of consumers planned to save more money in 2024<sup>13</sup>

<sup>11</sup>Euromonitor International, Voice of the Consumer: Lifestyles Survey, fielded January to February 2024 (n=40,236)

<sup>12</sup>Euromonitor International, Passport Economy, Finance and Trade

<sup>13</sup>Euromonitor International, Voice of the Consumer: Lifestyles Survey, fielded January to February 2024 (n=39,943; n=40,236; n=40,236)

Cost-of-living spikes aren't the only reason people look for ways to save or cut back like the Budgeteers trend in 2023. And they're not simply chasing the best deals for instant gratification like the Value Hackers trend in 2024.

Those temporary shifts to relieve financial strain have become embedded into consumption habits. Purchase decisions are strategic and intentional. In fact, a majority of consumers extensively researched products or services and only 18% said they often made impulse purchases in 2024.<sup>1</sup>

<sup>1</sup>Euromonitor International, Voice of the Consumer: Lifestyles Survey, fielded January to February 2024 (n=40,236)

**57%**  
of consumers  
extensively researched  
the products and  
services they  
consumed in 2024<sup>1</sup>



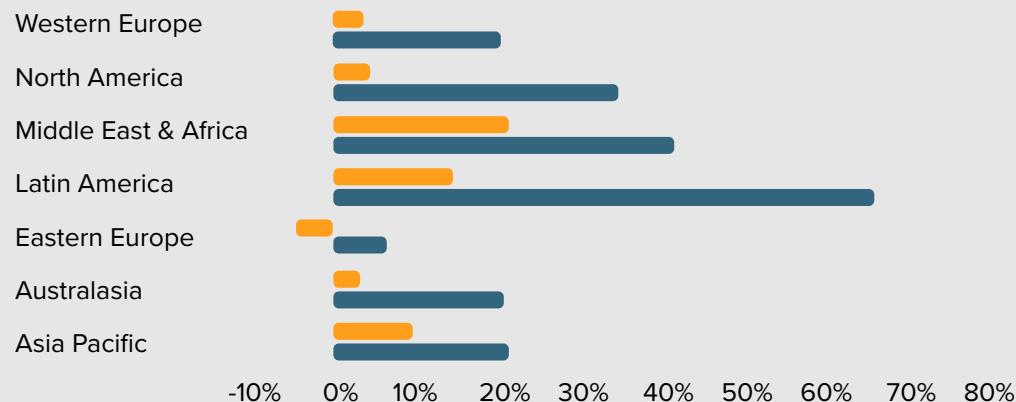
They factor in current and future priorities—how does this product or service solve an immediate need but also provide benefits down the line? That means cost-effective options aren't always the preferred choice.

Take beauty and personal care products, for example, where retail sales growth of premium goods outpaces mass alternatives.<sup>14</sup> But a different picture emerges for a staple clothing item like jeans. Premium options are growing faster than standard or economy price tiers in certain regions like Western Europe and Latin America but not others.<sup>15</sup>

Consumers are focused on all-around value and expect brands to deliver meaningful incentives with long-term impact.

## Beauty & personal care: Retail sales growth by premium vs mass products % period growth from 2020–2025

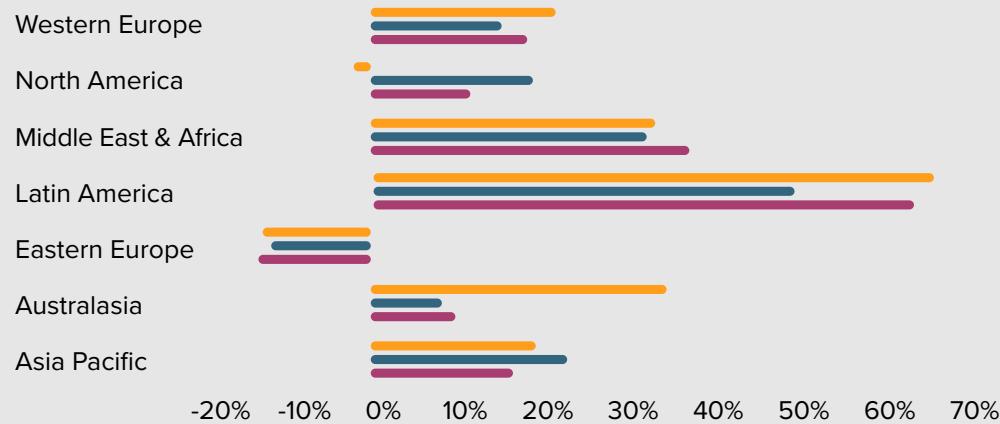
■ Mass beauty & personal care    ■ Premium beauty & personal care



Source: Euromonitor International, Passport Beauty and Personal Care

## Jeans: Retail sales growth by price tier % period growth from 2020–2025

■ Premium jeans    ■ Standard jeans    ■ Economy jeans



Source: Euromonitor International, Passport Apparel and Footwear

<sup>14</sup>Euromonitor International, Passport Beauty and Personal Care

<sup>15</sup>Euromonitor International, Passport Apparel and Footwear

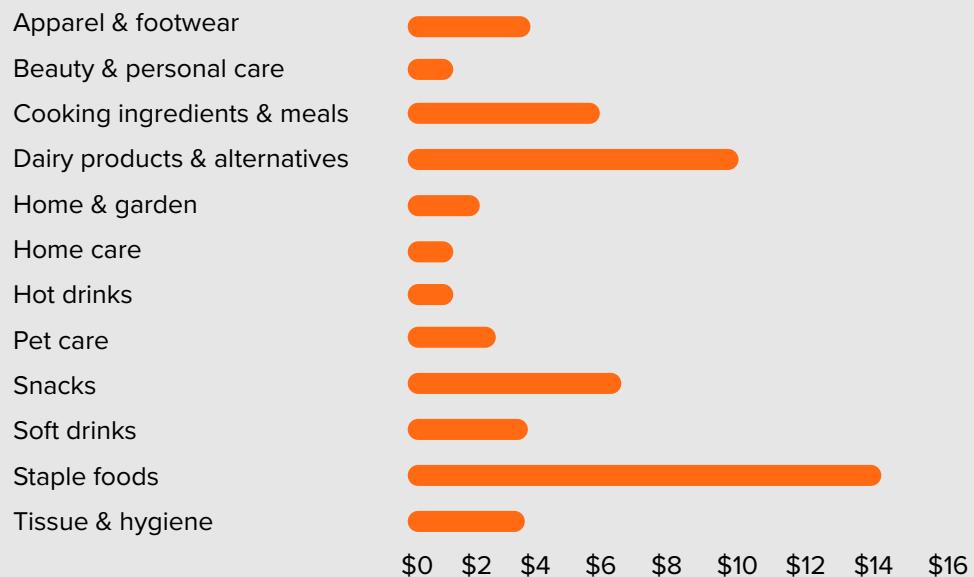
## Validated value

Brands that demonstrate credible added value stand to gain from this trend.

Quality, functionality, convenience and price are all factors that influence purchase decisions. Private label brands across several consumer goods sectors saw some of the largest retail sales gains compared with other category players in recent years.<sup>16</sup>

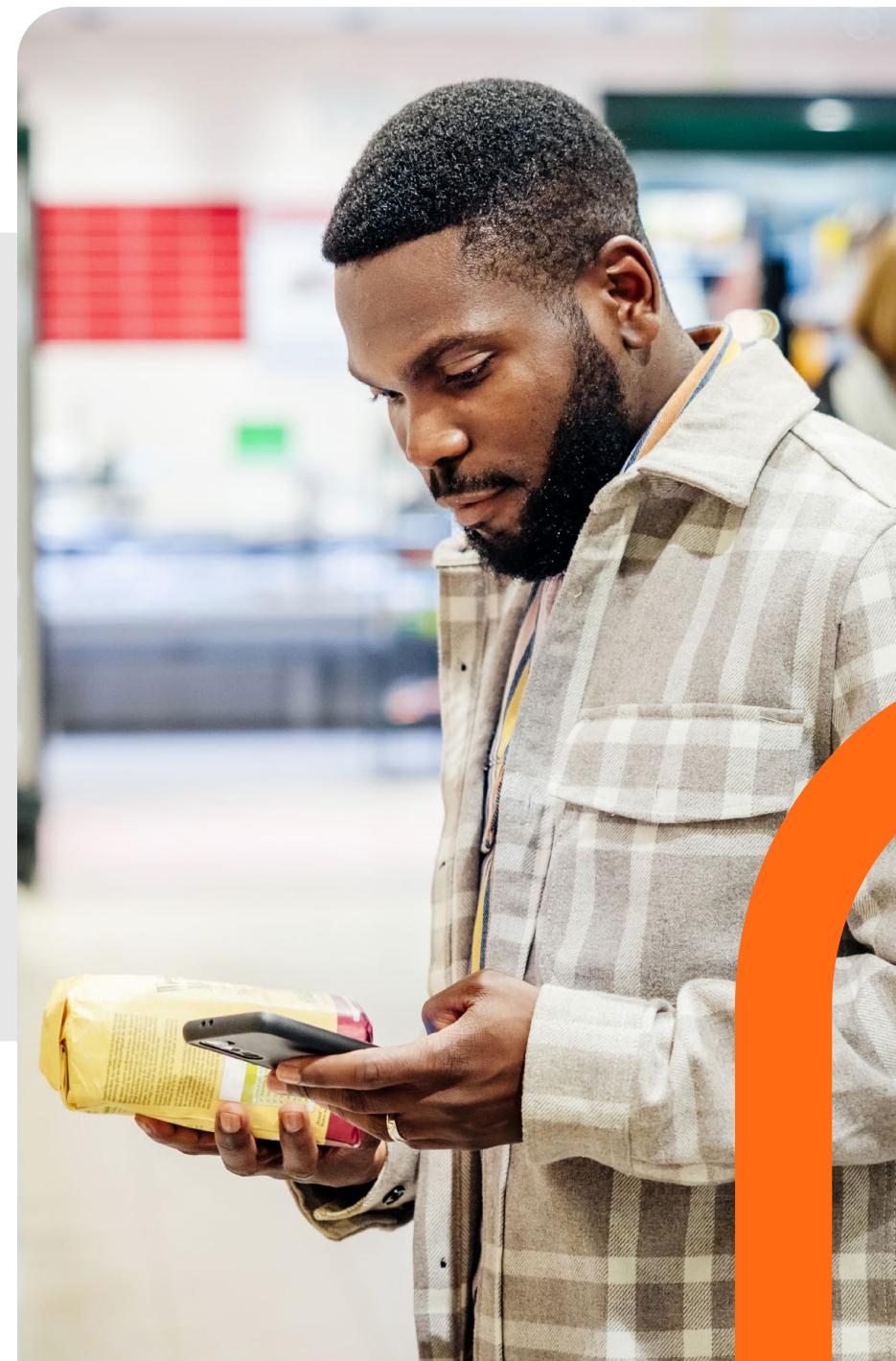
### Private label brands: Total increase in retail sales

USD billion; increase in retail sales of private label brands from 2022–2023 per selected category



Source: Euromonitor International, Passport

Review your portfolio against the priorities or demands of your target audience. But take a segmented approach.



<sup>16</sup>Euromonitor International, Passport

You could map products to various life stages to inform diversification or marketing strategies—a crossover with the Healthspan Plans trend. One example: a baby product for sensitive skin reformulated to provide gentle care for adults. This strategy helps strengthen customer relationships and keeps your brand top of mind.

Nearly half of consumers wanted to engage with brands to influence product innovation in 2024.<sup>1</sup> Bring customers into the development process for testing and feedback. That way, you cater directly to their needs while fostering brand loyalty.

The customer experience is equally important here, especially your omnichannel presence. Unique campaigns or educational resources that complement your core offer can also drive engagement.

**59%**

of professionals said their company plans to improve existing product or service portfolios to drive growth in the next five years<sup>17</sup>

<sup>1</sup>Euromonitor International, Voice of the Consumer: Lifestyles Survey, fielded January to February 2024 (n=40,236)

<sup>17</sup>Euromonitor International, Voice of the Industry Survey, fielded September 2024 (n=819)



**53%**

of professionals said their company plans to target new consumer segments or occasions to drive growth in the next five years<sup>17</sup>

Loyalty programmes are another avenue but should be robust. Go beyond redeemable points and discounts to include special events or exclusive previews of upcoming launches. Almost half of the brands captured in our loyalty competitor tracker implemented an experiential rewards scheme as of Q2 2024.<sup>18</sup> Strategic partnerships also add value for members who receive incentives from other brands.

Effective communication remains critical, and you'll read more about this in the Filtered Focus trend. Consumers need to understand exactly how your offer solves a problem or serves their interests.



## 3 in 5 millennials

paid for a loyalty programme subscription in 2024 compared with half of generation Z and less than one third of baby boomers<sup>19</sup>

Looking ahead, 38% of professionals said their company's innovation plans for new product development will align more with consumer values in the next couple of years.<sup>20</sup> You should account for both immediate and long-term needs in your innovation roadmap to drive growth.

### What were the most important new launches in your categories?

% of professionals who selected the following responses as the most important new product or service launches in their categories in 2024



Source: Euromonitor International, Voice of the Industry Survey, fielded September 2024 (n=818)

<sup>18</sup>Euromonitor International, Passport Loyalty, Loyalty Competitor Tracker

<sup>19</sup>Euromonitor International, Voice of the Consumer: Loyalty Survey, fielded March to April 2024 (n=16,150)

<sup>20</sup>Euromonitor International, Voice of the Industry Survey, fielded September 2024 (n=818)

**48%**

of brands incorporated experiential rewards in their loyalty programmes as of Q2 2024<sup>18</sup>



# Wiser Wallets: Trend applications



Image source: Kopi Kenangan

## Satu Kenangan

Satu Kenangan is an affordable coffee shop concept from Kenangan Brands that launched in 2024 and sells high-quality brews starting at less than USD1. The initiative aims to bring premium, Italian-roasted coffee to rural areas of Indonesia.

## My Gym x Skechers

Skechers and My Gym, a US-based children's fitness centre, partnered to bring families Skechers Kids Month in September 2024.

Activities and giveaways throughout the campaign featured Skechers Hands Free Slip-ins as a convenient, easy solution for parents when changing their children's shoes at the gym. The unique footwear design allows wearers to step into these sneakers without bending over, which can cater to various life stages like children, expectant mothers or seniors.

Here's an example of trend overlap with Healthspan Plans.



Image source: My Gym Enterprises



## Blue from Al-Futtaim Group

Blue is a rewards programme from Al-Futtaim Group in the UAE.

Members can earn points through activities like bill payments; receive incentives from brands like IKEA and Marks & Spencer; and sign up for a Blue FAB Credit Card to get cash back. Al-Futtaim Group also partnered with Emarat in July 2024 to expand their perks.

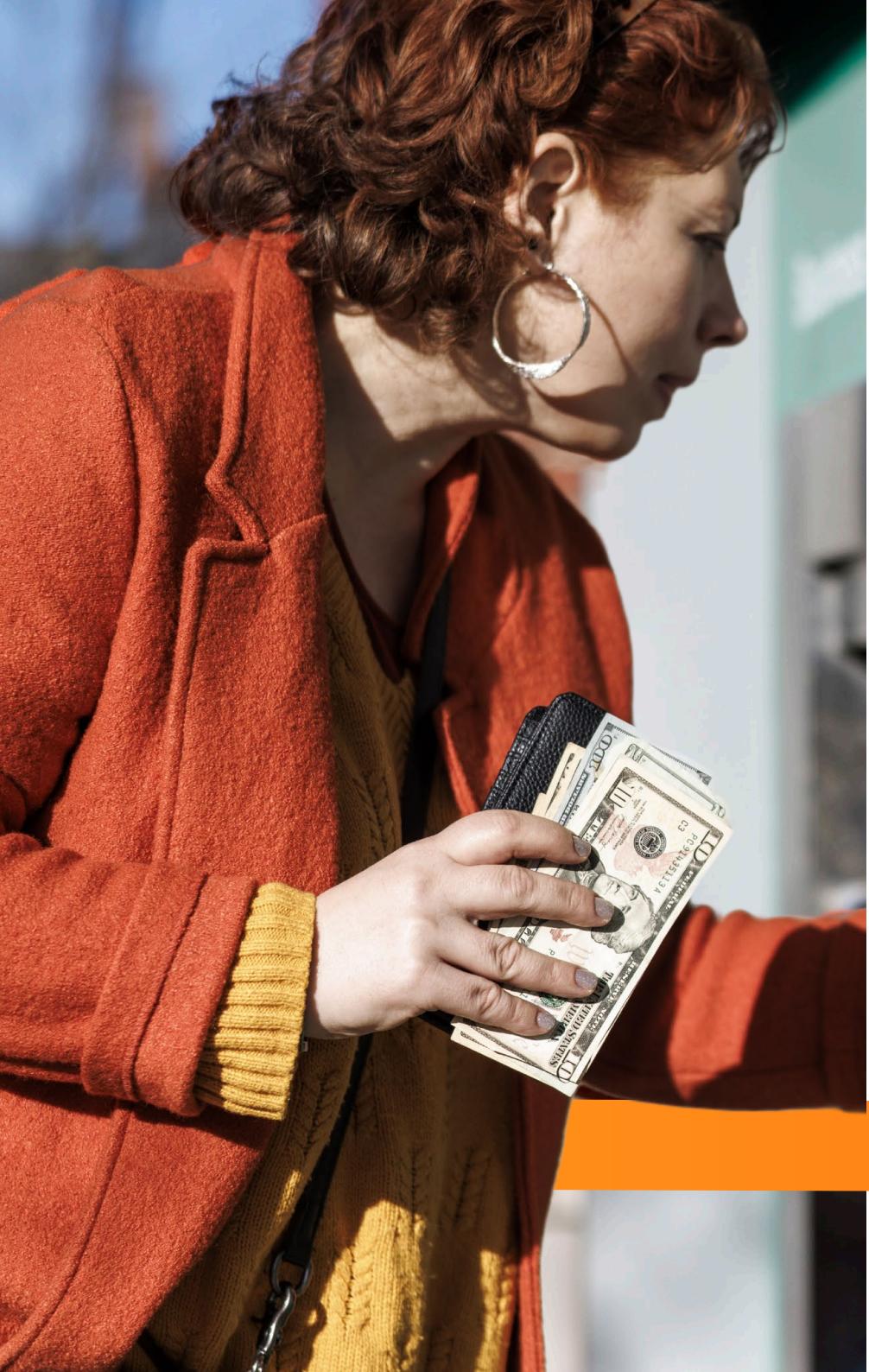
## Pizza Hut

Pizza Hut launched ResZAMES in September 2024.

New York City residents could sign up for a chance to send a free pizza to a desired employer with their resume printed on the box. The goal was to help job seekers stand out during the active hiring season.



Image source: Pizza Hut



# Wiser Wallets

## Three tactics for 2025

- 1** Develop campaigns for segments of your audience to convey relevant, specific benefits.
- 2** Connect the priorities of your target audience to your value proposition to demonstrate the credible added value of your products or services.
- 3** Drive loyalty with short- and long-term incentives that complement your offer and are also useful for your customers.

# Eco Logical

People continue to make choices that positively impact the environment. But they're adopting a pragmatic mindset.

Spending on sustainable alternatives remains a conscious decision based on personal values, but consumers also pay close attention to the primary benefits these products deliver against their needs.

Sustainability claims require tangible evidence. Brands can't rest on green laurels alone. You'll need to match the right claims with the right products for the right audience to convince consumers to pick eco-friendly options.



# Sensibly green

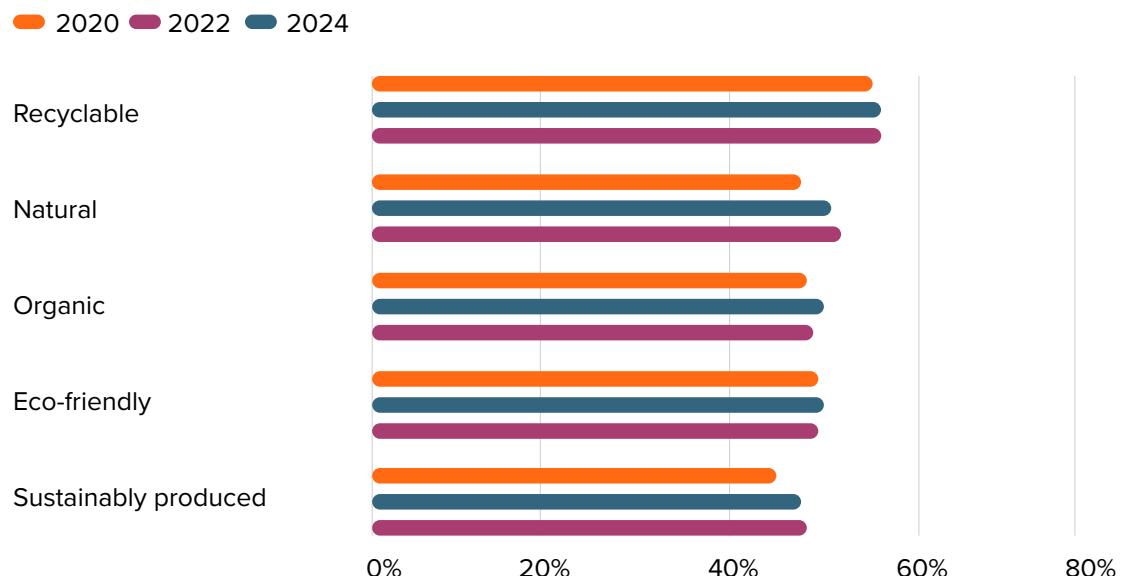
Economical options outranked green features in recent years because prolonged financial strain shifted consumer priorities. But don't mistake these spending habits as a step away from sustainability.

More than 60% of consumers tried to have a positive impact on the environment in 2024—a figure that's remained consistent since 2020. And nearly two thirds are worried about climate change.<sup>21</sup>

Awareness is evident. For intent to turn into action, switching to a sustainable option needs to be easy. Trust in green labels hasn't wavered over the years, but affordability continues to be the top barrier to purchase decisions. In 2024, 52% of consumers considered eco-friendly or environmentally conscious labels trustworthy; however, only 15% would pay more for these food and beverage products.<sup>22</sup>

## Trust in sustainability claims

% of consumers who considered the following claims trustworthy when used on product labels



Source: Euromonitor International, Voice of the Consumer: Sustainability Survey, fielded January to February 2020 (n=39,045), 2022 (n=38,910) and 2024 (n=39,519); note: survey respondents are internet-connected consumers in 39 countries (2020 and 2022) and 40 countries (2024); note: eco-friendly includes environmentally conscious as a descriptor.

<sup>21</sup>Euromonitor International, Voice of the Consumer: Sustainability Survey, fielded January to February 2024 (n=40,236)

<sup>22</sup>Euromonitor International, Voice of the Consumer: Sustainability Survey, fielded January to February 2024 (n=39,519; n=40,236)



**63%**

of consumers tried to have a positive impact on the environment through their everyday actions<sup>21</sup>

Now, consumers take a pragmatic approach to sustainable consumption where green attributes are often seen as essential complementary benefits—not always the sole motivator.

Responsible purchases could be both health- and eco-conscious, for example. Shoppers might also buy ethically sourced items based on other factors like durability or format. They'll gravitate towards a sustainable option—if that product carries similar benefits at an accessible price.

Green attributes should directly link to a product proposition or other benefits to help address specific consumer needs alongside their values-driven preference for such alternatives.

The Eco Logical trend is about creating a trifecta—the right claims on the right products for the right audience. Sustainability is no longer just a brand-enhancing requirement but a prerequisite for innovation that drives growth.



**40%**  
of consumers said  
high price was a top  
barrier to sustainable  
purchases<sup>21</sup>

<sup>21</sup>Euromonitor International, Voice of the Consumer: Sustainability Survey, fielded January to February 2024 (n=40,236)

## Claim to fame

Sustainable product development isn't slowing down.

The number of online SKUs with sustainability claims across 11 fast-moving consumer goods (FMCG) industries and 25 countries increased from 4 million in Q2 2022 to 5 million in Q2 2024.<sup>23</sup> A wider selection of sustainable alternatives gives shoppers greater and easier access to such products, which fosters their values-driven purchasing.

Retail sales of products with sustainability claims trended upwards from 2020 to 2023. And brands with a tangible sustainable proposition saw a 1.5% higher growth rate over the same period compared with non-sustainable equivalents.<sup>24</sup> That reflects how such claims continue to gain traction and influence consumer preferences.

Beauty and personal care brands have made a marked effort to enhance offers in this space where products with sustainability claims generated more than USD120 billion in 2023—the highest industry by sales.<sup>24</sup>

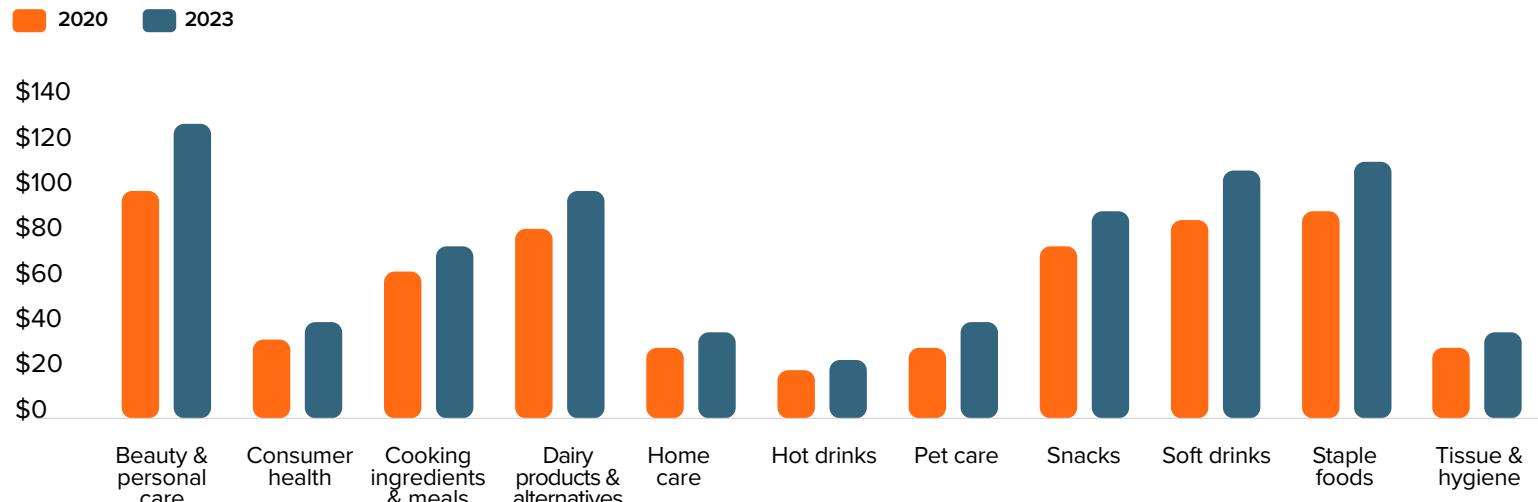
Other sectors have seen an acceleration in demand alongside sales of green alternatives. Pet care products with sustainability claims recorded the strongest compound annual growth rate (CAGR) from 2020 to 2023.<sup>24</sup>

**5 million**

number of online SKUs with sustainability claims across 11 FMCG industries and 25 countries as of Q2 2024<sup>23</sup>

Global retail sales of sustainable products by industry

USD billion



Source: Euromonitor International, Passport Sustainability

<sup>23</sup>Euromonitor International, Passport Sustainability, Quarterly Opportunity Tracker

<sup>24</sup>Euromonitor International, Passport Sustainability

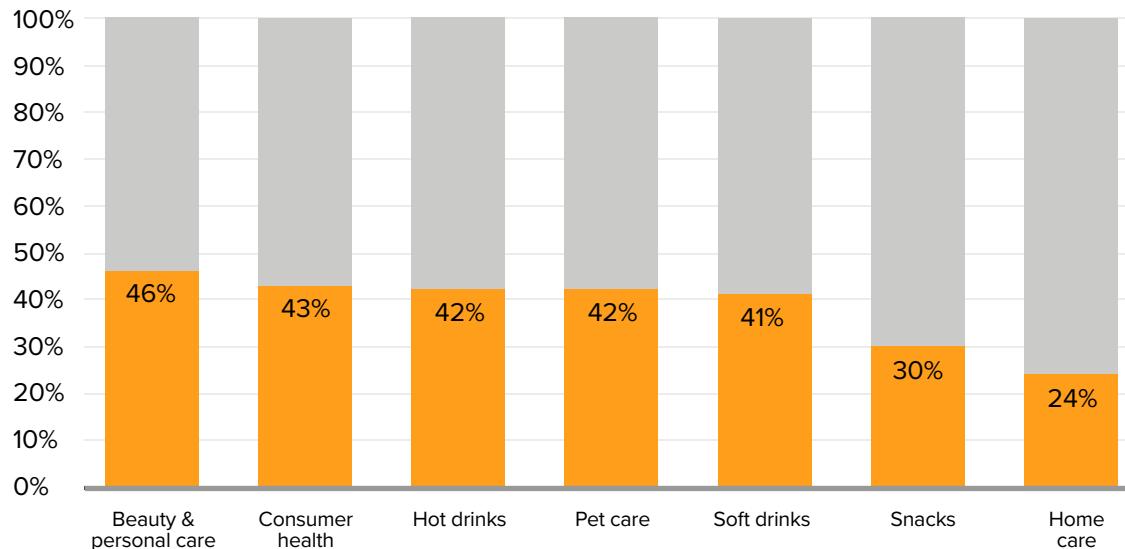
Brands continue to allocate significant investments for innovation to meet consumer expectations and evolving regulations. Nearly half of professionals said their company ensures sustainability features and initiatives are incorporated in new product launches.<sup>25</sup>

But the landscape is becoming saturated, which puts pressure on product positioning and messaging. A look at the consumer goods industry shows approximately one quarter (home care) to almost half (beauty and personal care) of online products made sustainability claims in 2023.<sup>24</sup> Your messaging must hit the mark to drive ROI.

Natural claims were either the first- or second-largest attribute by retail sales from 2020 to 2023 across industries,<sup>24</sup> and a majority of consumers considered these labels trustworthy.<sup>26</sup>

#### Sustainable products: Digital share of shelf

% share of digital shelf for online products with sustainability claims in 2023 per selected industry



Source: Euromonitor International, Passport Sustainability

<sup>10</sup>Euromonitor International, Passport Innovation

<sup>24</sup>Euromonitor International, Passport Sustainability

<sup>25</sup>Euromonitor International, Voice of the Industry Survey, fielded February 2024 (n=579)

<sup>26</sup>Euromonitor International, Voice of the Consumer: Sustainability Survey, fielded January to February 2024 (n=39,519)

**1,400+**  
new brands launched online  
with sustainability claims  
in 2023 across 54 FMCG  
categories and 32 countries<sup>10</sup>

**46%**

of online beauty and personal  
care products used a  
sustainability claim in 2023—  
the highest share of digital  
shelf among industries<sup>24</sup>

**Drive growth  
with the right  
sustainability  
intelligence**

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Yet, the degree to which certain claims resonate often depends on the specific category. Plastic-free packaging was the fastest-growing attribute in tissue and hygiene as well as home care, whereas MADE SAFE and upcycled claims are gaining traction in beauty and personal care.<sup>24</sup>

Identify where and why specific attributes are gaining momentum in the context of your categories. Then, be selective and intentional when choosing claims. Green features need to strengthen the value proposition of your offer.

Sustainability claims help reinforce characteristics like quality, health or durability. Energy-efficient solutions like home appliances can contribute to cost savings. Organic labels could underscore the use of high-quality materials for an apparel brand or wellness properties for a food manufacturer, for example.

You'll need to consider how these are framed and perceived alongside other product descriptors to communicate tangible benefits.

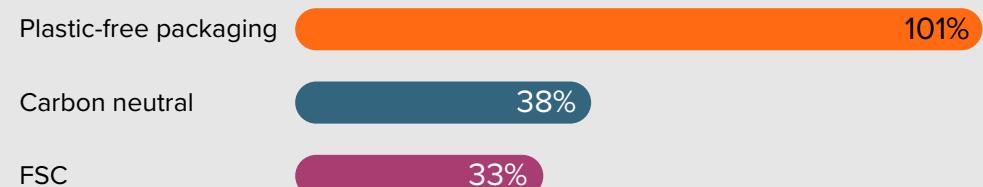
## Fastest-growing sustainability claims

% CAGR of global retail sales from 2020–2023 per selected industry

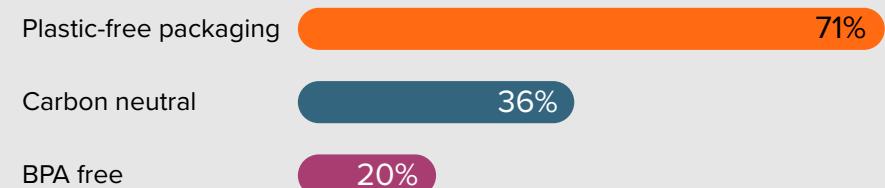
### Beauty & personal care



### Home care



### Tissue & hygiene



Source: Euromonitor International, Passport Sustainability

<sup>24</sup>Euromonitor International, Passport Sustainability

# Eco Logical: Trend applications

## Procter & Gamble

Procter & Gamble launched Tide evo, the first concentrated laundry detergent in tile format. The product is made of fibres with a compact design and uses paper packaging—combining sustainability with convenience and efficiency.



Image source: Procter & Gamble



Image source: Nestlé

## Nestlé

Nestlé debuted the first KitKat formulated with cocoa sourced from families in its income accelerator programme. This KitKat incorporates a sustainability initiative into a familiar, convenient format.



# Eco Logical

## Three tactics for 2025

- 1** Use sustainability claims that emphasise the value proposition of your product; connect these features to purchase drivers like efficacy, quality or safety.
- 2** Focus product development efforts on attributes with strong growth in your category and market.
- 3** Incorporate sustainability into products or services that are familiar to your target audience for easier adoption.

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# Filtered Focus

Consumers are inundated with notifications and surrounded by an ever-wider variety of choices. People want to spend less time sifting through an overabundance of options to find exactly what they need.

Brands are in a race for consumer attention. Clear communication and optimised user experiences should be strategic priorities to stand out in a crowded marketplace.



## Information overload

A single online search turns up thousands of hits. Relevant results aren't always easy to find, and myriad selections often leave people unsure about the best choice.

Plus, the influx of AI-generated content adds to the confusion around real vs fake information and is a major driver here, which intersects with the [AI Ambivalent](#) trend.

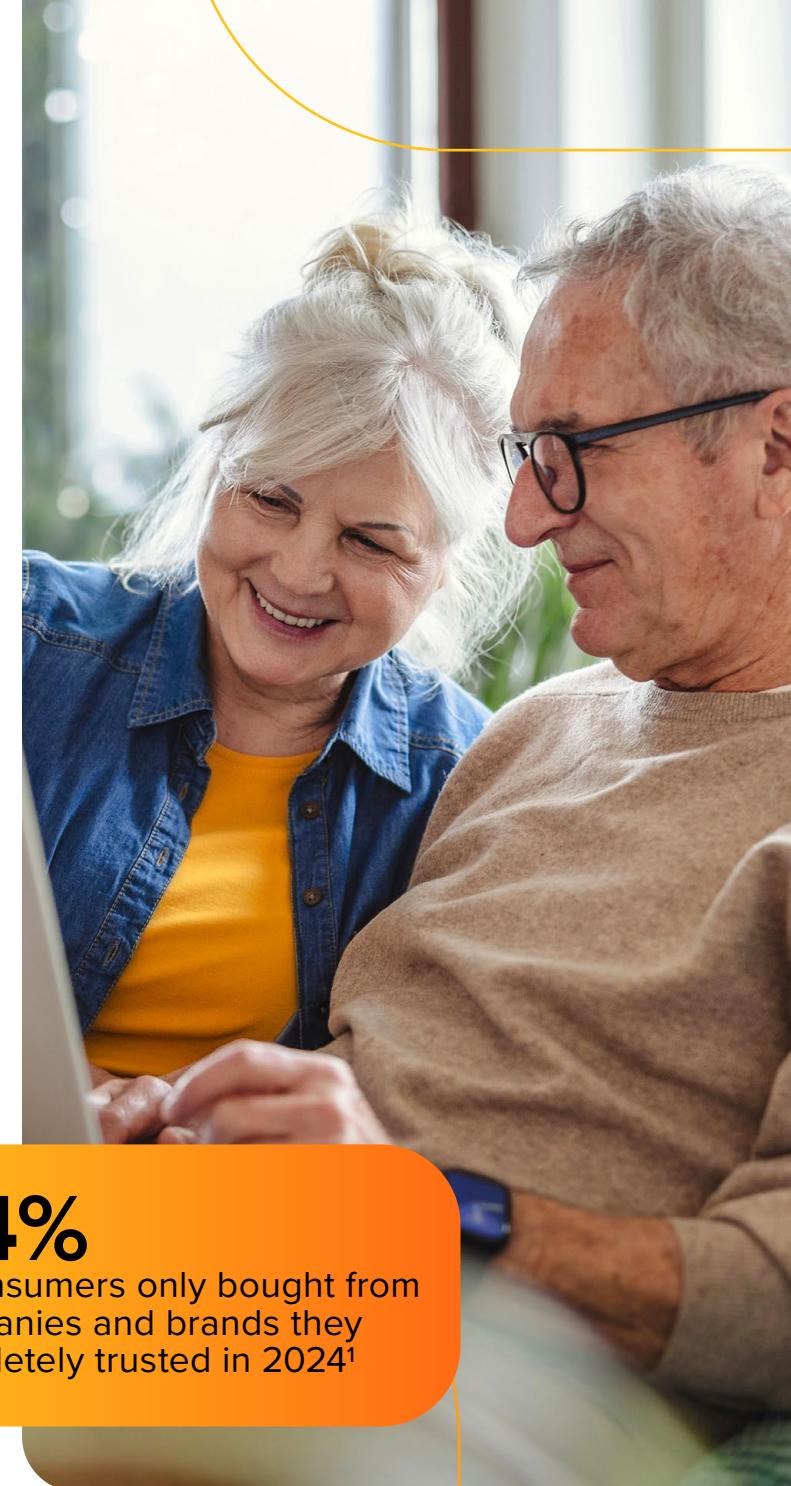
But this isn't a desire for less options. Rather, a demand for straightforward communication and intuitive discovery.

That could be in the form of clearer labels on packaging, streamlined shopping experiences, tailored recommendations or stellar customer service. In fact, 42% of consumers made purchases via livestreaming because product or service features were easier to understand through this channel.<sup>27</sup> And 35% said easier site navigation would improve their online shopping experience.<sup>28</sup>

Put simply: consumers want to find the best products or services—quickly and easily—that truly meet their needs.

Trust plays a crucial role in their decision-making process because consumers gravitate towards brands that deliver on their promises. A majority of consumers only bought from companies they completely trusted in 2024.<sup>1</sup> People will also look for validation like third-party certifications to back up claims.

Increased confidence can turn shoppers into loyal customers who become part of a brand's ecosystem.



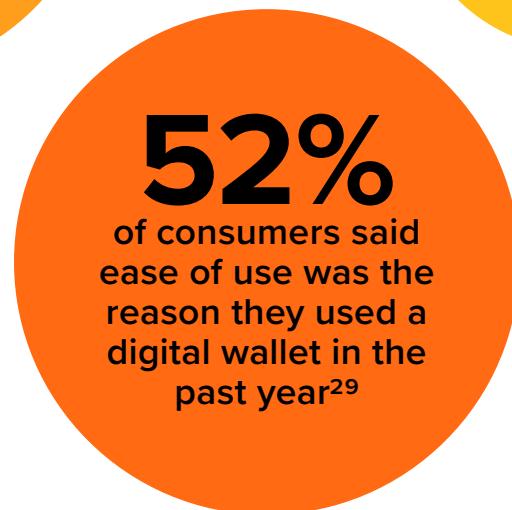
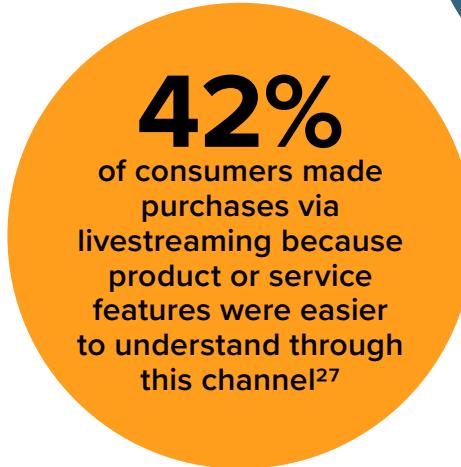
**54%**  
of consumers only bought from  
companies and brands they  
completely trusted in 2024<sup>1</sup>

<sup>1</sup>Euromonitor International, Voice of the Consumer: Lifestyles Survey, fielded January to February 2024 (n=40,236)

<sup>27</sup>Euromonitor International, Voice of the Consumer: Digital Consumer Survey, fielded March to April 2024 (n=7,312)

<sup>28</sup>Euromonitor International, Voice of the Consumer: Digital Consumer Survey, fielded March to April 2024 (n=20,056)

## A search for simpler



<sup>1</sup>Euromonitor International, Voice of the Consumer: Lifestyles Survey, fielded January to February 2024 (n=40,236)

<sup>27</sup>Euromonitor International, Voice of the Consumer: Digital Consumer Survey, fielded March to April 2024 (n=7,312)

<sup>28</sup>Euromonitor International, Voice of the Consumer: Digital Consumer Survey, fielded March to April 2024 (n=20,056)

<sup>29</sup>Euromonitor International, Voice of the Consumer: Digital Consumer Survey, fielded March to April 2024 (n=13,629)

## Streamlined and straightforward

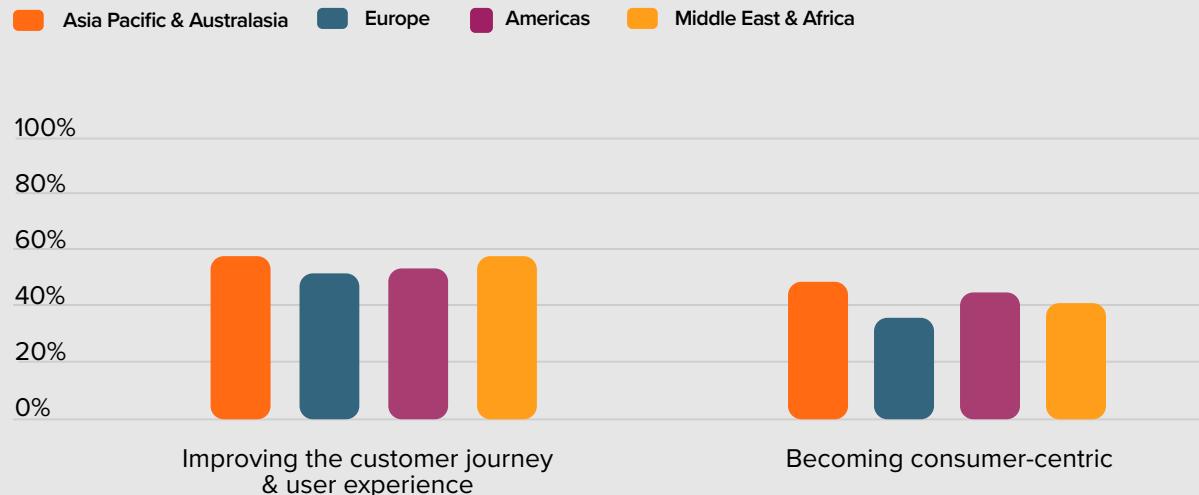
A crowded marketplace creates fierce competition and fragmented attention spans.

Shelves are stocked with goods that offer nearly identical benefits. More than 23,000 new brands were launched online across 54 FMCG categories and 32 countries from January 2024 to August 2024.<sup>10</sup> To make an impact, focus on your messaging and user experience.

Half of professionals said improving the customer journey and user experience are important commerce developments for their organisation in the coming year.<sup>30</sup> This reflects a strategic shift towards strengthening relationships, increasing satisfaction and fostering brand loyalty, which can be achieved through tailored and intuitive solutions.

### Top commerce developments for businesses

% of professionals who selected the following responses as the most important commerce-specific developments for their organisation in the next 12 months



Source: Euromonitor International, Voice of the Industry Survey, fielded September 2024 (n=814)

**37%**  
of professionals said  
their company plans to  
innovate for completely  
new solutions to drive  
growth in the next five  
years<sup>17</sup>

<sup>10</sup>Euromonitor International, Passport Innovation

<sup>17</sup>Euromonitor International, Voice of the Industry Survey, fielded September 2024 (n=819)

<sup>30</sup>Euromonitor International, Voice of the Industry Survey, fielded September 2024 (n=814)

Simplified branding or functional packaging, for example, helps companies capture consumer interest.

Emphasise the unique attributes, qualities or formulations of your products and convey those in a clear manner. In 2023, 12% of online home care SKUs carried a natural claim whereas only 1% had a hypoallergenic claim. And non-irritating claims were one of the fastest-growing types for the category from 2022 to 2023.<sup>31</sup>

Try to avoid jargon and swap vague phrases for specifics. Instead of a generic claim about longer-lasting products, define the length of time. Similar logic can be applied to a service that promises quick results—how quick?

Clear, concise communication meets this consumer demand for simplicity at every stage of the decision-making process. Authenticity and relatability will also drive engagement.

Tech can be a critical asset. Companies should leverage digital integrations to analyse extensive customer data for personalisation. Use this information to improve search functionality with virtual shopping assistants (more on this in the [AI Ambivalent](#) trend) or optimise filtering options in your e-commerce store. A fashion retailer might curate products and campaigns for occasions like winter wedding attire or beach holidays, for example.

## Which product attributes contribute to long-term brand success?



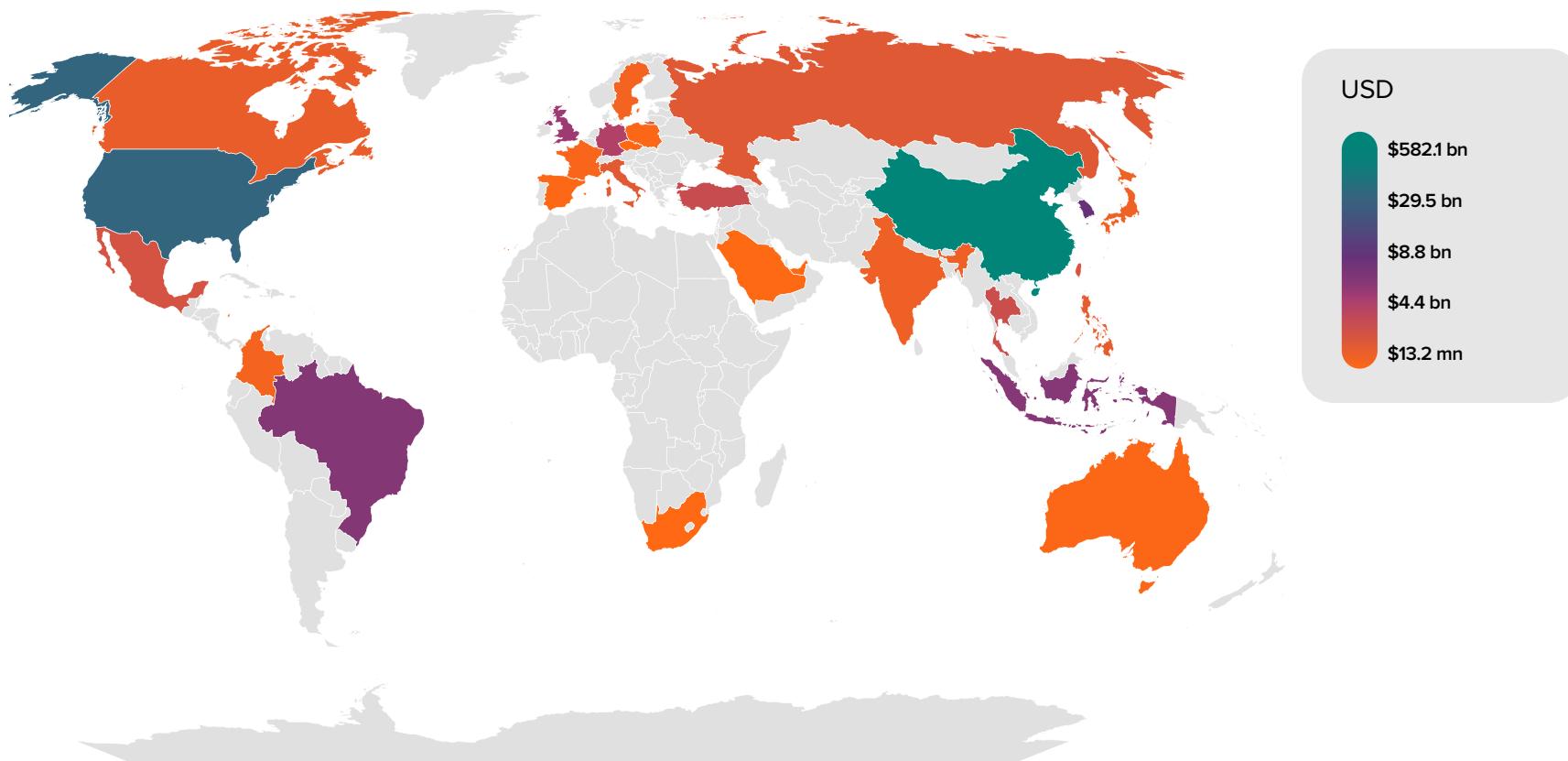
Find out now



<sup>31</sup>Euromonitor International, Passport Product Claims and Positioning

Explore retail channels that allow you to connect and interact directly with your target audience. Direct-to-consumer (D2C) models give you control over the user experience and data. Livestreaming events offer real-time feedback where shoppers are able to ask questions and get immediate answers.

### Projected livestreaming e-commerce sales in 2025



Source: Euromonitor International, Passport Digital Consumer

Product discovery is one part of the equation. Omnichannel fulfilment also plays an important role. Build capabilities or strategic partnerships to offer hassle-free options like delivery and click-and-collect services—both of which are expected to record double-digit sales growth globally from 2024 to 2026.<sup>32</sup>

<sup>32</sup>Euromonitor International, Passport Digital Consumer

# Filtered Focus: Trend applications

## General Mills

General Mills redesigned the packaging of its Good Measure brand—a line of blood sugar-friendly snacks—to emphasise unique product qualities and stand out on shelves. The new packaging contains a blood sugar-friendly seal and an easy, concise overview of nutritional information.



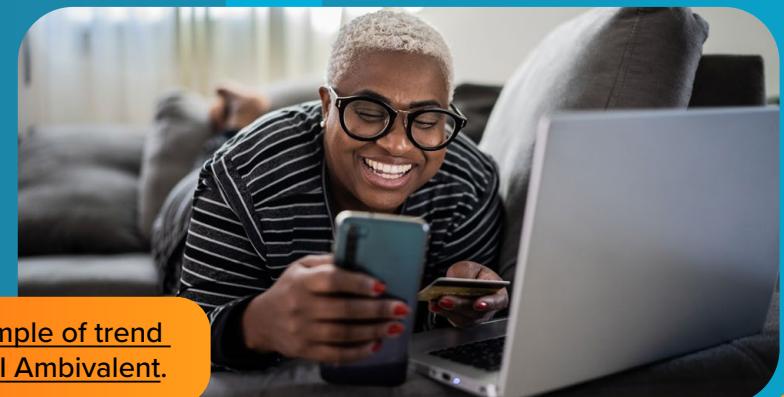
## Ten Little

Ten Little is a children's brand in the US that simplifies shopping. Parents enter their child's birth month and year to receive a curated list of age-appropriate products—from clothing to toys to feeding.

## Amazon

Amazon launched Rufus, an AI-powered shopping assistant, to help consumers navigate the retailer's wide range of goods. Shoppers can ask the chatbot for product comparisons and recommendations.

Here's an example of trend overlap with AI Ambivalent.





# Filtered Focus

## Three tactics for 2025

- 1 Use clear, honest and relatable messaging to communicate the unique benefits of your products and services.
- 2 Personalise touchpoints or interactions where possible to deliver relevant information and foster meaningful customer relationships.
- 3 Optimise the user experience to streamline product discovery and remove friction from the shopping journey with the right tech integrations.

# AI Ambivalent

Generative AI was put on a pedestal these past few years. Expectations were high—perhaps too high. And as reality set in, consumers started to witness the current limitations of this technology.

Integrations and advancements aren't slowing down. Companies must be transparent and purposeful in their use of generative AI to maintain trust.



## Imperfect intelligence

All the hype around generative AI created a constant flow of new applications in recent years.

More than 40% of consumers considered generative AI a trustworthy source of information in 2024.<sup>33</sup> And approximately one in four said relevant product recommendations were the top advantage of using generative AI in their shopping process.<sup>34</sup>

**43%**  
of consumers considered  
generative AI a trustworthy  
source of information<sup>33</sup>

### Shopping with generative AI

% of consumers who said the following were advantages of incorporating generative AI into the shopping experience



**Source:** Euromonitor International, Voice of the Consumer: Digital Consumer Survey, fielded March to April 2024 (n=18,956); note: survey respondents are internet-connected consumers in 20 countries.

<sup>33</sup>Euromonitor International, Voice of the Consumer: Lifestyles Survey, fielded January to February 2024 (n=39,717)

<sup>34</sup>Euromonitor International, Voice of the Consumer: Digital Consumer Survey, fielded March to April 2024 (n=18,956)



Increased adoption also raised scepticism as consumers and regulators pointed to flaws in output. But people aren't turning their backs on this tech. Rather, evaluating the pros and cons.

They're starting to understand its limitations but also acknowledge its potential—an evolution from the Ask AI trend in 2024.

Generative AI can create inaccurate responses, infringe on copyright, plagiarise work or reinforce biases. Chatbot hallucinations contribute to the spread of misinformation. And the rise of AI-generated content on social media—without being labelled as such—can distort reality. People are also worried about how this tech could impact job security and the economy.

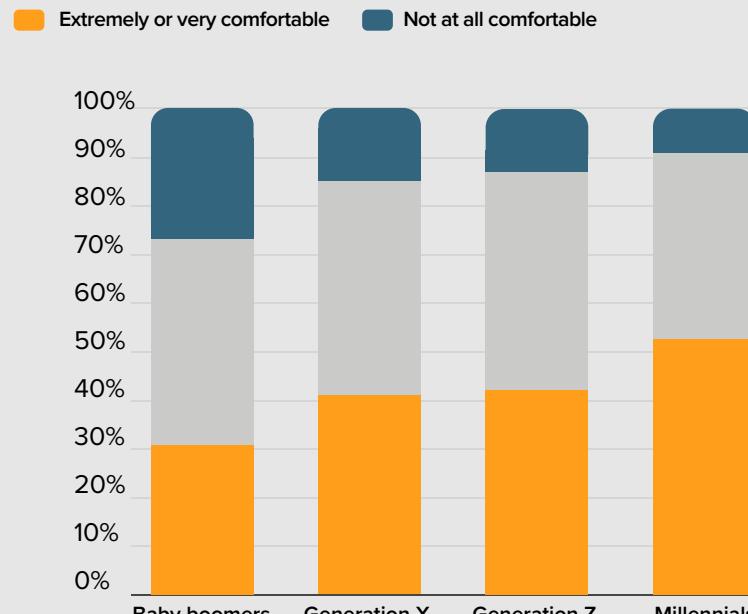
Consumer sentiment could hinge on their perceived level of control or comfort in tech-enabled interactions. Let's compare voice assistants to autonomous vehicles as a proxy.



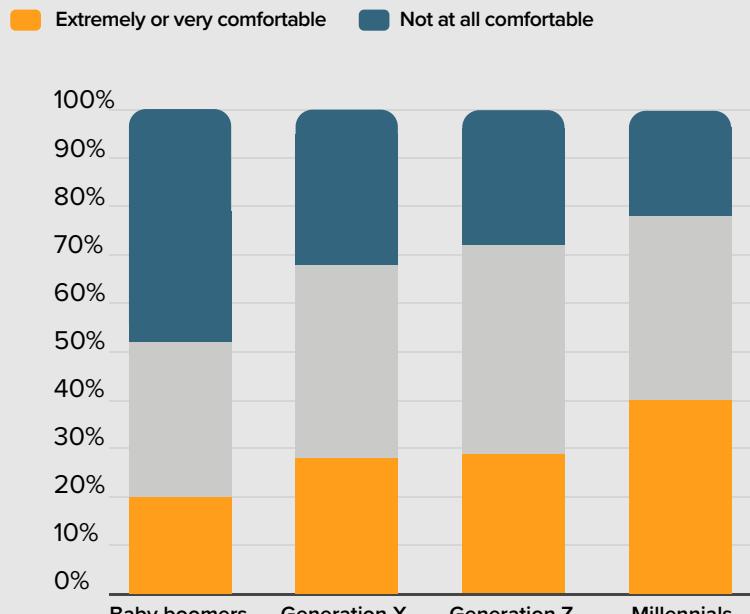
Baby boomers showed the most hesitation. Roughly one quarter aren't comfortable with voice assistants providing personalised recommendations—jumping to 48% when asked about riding in a vehicle without a human driver—while millennials expressed the highest level of comfort across both applications.<sup>28</sup>

### Perceptions of emerging technologies

% of consumers who selected their comfort level with the following technologies



Voice assistants providing personalised product information and suggested products



Riding in an automobile without a human driver

Source: Euromonitor International, Voice of the Consumer: Digital Consumer Survey, fielded March to April 2024 (n=20,056); note: survey respondents are internet-connected consumers in 20 countries.

<sup>28</sup>Euromonitor International, Voice of the Consumer: Digital Consumer Survey, fielded March to April 2024 (n=20,056)

Similarly, talking to a human to address customer service questions was preferred to using a bot for a majority of consumers. Only 19% expressed comfort with using a bot to resolve complex queries in 2024.<sup>28</sup>

Consumers are more discerning but will keep leveraging generative AI to a degree. Human oversight is expected, and interpersonal touchpoints remain an integral part of brand interactions. As development progresses, transparent, intentional and ethical use become an absolute necessity.

## Transparent and intentional

Generative AI is already proving to be a powerful tool for businesses. In the next few years, nearly two thirds of professionals said their company plans to invest in this technology.<sup>35</sup>

**41%**  
of professionals said their company increased digital investments in recent years to respond to changing consumer trends<sup>36</sup>

**65%**  
of professionals said their company plans to invest in generative AI in the next five years<sup>35</sup>



<sup>28</sup>Euromonitor International, Voice of the Consumer: Digital Consumer Survey, fielded March to April 2024 (n=20,056)

<sup>35</sup>Euromonitor International, Voice of the Industry Survey, fielded September 2024 (n=650)

<sup>36</sup>Euromonitor International, Voice of the Industry Survey, fielded September 2024 (n=816)

<sup>37</sup>Euromonitor International, Voice of the Industry Survey, fielded September 2024 (n=767)

Consumer appliances are one example of this quick adoption. In 2024 alone, several companies launched generative AI capabilities like Haier's HomeGPT and Samsung's Bespoke AI. The number of smart appliances has steadily increased from 17% of units sold at retail in 2020 to 23% in 2023—which is expected to continue growing alongside tech advancements.<sup>38</sup>

The customer experience has also been a top focus area thus far, especially for retailers. Smarter virtual assistants like Taobao Wenwen from Alibaba, Beauty Genius from L'Oréal Paris or IKEA's AI Assistant help enhance search capabilities and product recommendations, for example.

### Global share of smart appliances

% share of smart appliances from selected appliance categories



Source: Euromonitor International, Passport Consumer Appliances

**46%**

of professionals expect generative AI to allow their company to create more intelligent shopping suggestions in the next 12 months<sup>39</sup>

Be cautious about overreliance, though. Chatbots can support customer queries and serve as the first point of contact, but human interactions remain critical—especially for intricate requests. You should continuously test and train these models because incorrect or unhelpful responses will result in end-user frustration.

AI-generated content from brands has also sparked backlash in some instances. Identify the right use cases before you invest in this tech and openly disclose applications for transparency.

Explore integrations that benefit your customers beyond consumer-facing features. Fraud protection in the financial services industry is a prime example. Generative AI can analyse transaction data to spot anomalies for quicker scam detection or simulate fraud attempts to help financial institutions improve security measures.

Looking ahead, 42% of professionals expect generative AI to help optimise supply chains with automated order and vendor management in the coming years.<sup>40</sup>

In the workforce, generative AI can be seen as a threat that creates redundancies instead of a tool to empower productivity. Set clear governance standards and use this tech to upskill or support employees. Sustained business success relies on human intelligence.

<sup>38</sup>Euromonitor International, Passport Consumer Appliances

<sup>39</sup>Euromonitor International, Voice of the Industry Survey, fielded September 2024 (n=347)

<sup>40</sup>Euromonitor International, Voice of the Industry Survey, fielded September 2024 (n=305)

# AI Ambivalent: Trend applications

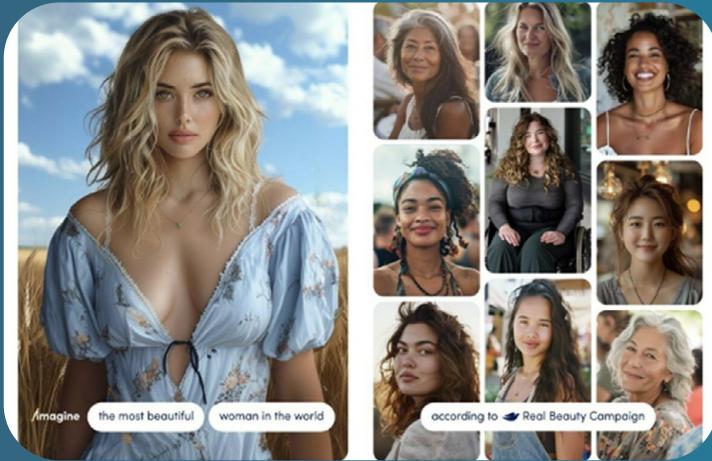


Image source: Dove

## Dove

Dove pledged to never use AI-generated images of women in ads as part of its ongoing efforts to combat biases—a stance that reinforces the brand’s commitment towards promoting real, inclusive beauty. Dove also created a Real Beauty Prompt Playbook with information and tips for using generative AI to produce representative images.

## Target

Target announced the rollout of Store Companion, a new generative AI tool for associates to help answer questions, train new members and improve store operations. The chatbot is designed to assist retail employees and improve efficiencies.



Image source: Target

# AI Ambivalent: Trend applications



Image source: LG

## LG

LG is bringing its vision for AI to life. The company redefined AI to ‘affectionate intelligence,’ showcasing how this technology and LG innovations create smarter homes while simplifying daily routines.

One solution is LG’s Self-Driving AI Home Hub that moves, communicates and interacts with users. The robot understands various emotions and can adjust responses accordingly. The hub also uses generative AI to turn images drawn by users into unique stories.

## Mastercard

Mastercard uses generative AI to expedite and enhance fraud detection. The company’s tool scans transaction data and flags patterns to spot compromised cards. Mastercard’s technology increases the speed at which scams can be identified while protecting customers.



Image source: Mastercard



# AI Ambivalent

## Three tactics for 2025

- 1** Be transparent about the use of generative AI across channels and content.
- 2** Analyse consumer sentiment to inform decisions about integrations or applications.
- 3** Evaluate which touchpoints could leverage this tech vs human expertise; find the right balance.



# What if your smartest decision is just a question away?

Unleash the power of Passport AI and supercharge your market intelligence.

Ask complex questions in your natural language and receive concise summaries that combine insights sourced from our trusted content.

Use Passport AI to uncover hidden connections and trends.

Get a preview

The image shows a tablet screen displaying the Passport AI web application. The top navigation bar includes the Passport logo and links for Industries, Channels, Companies, Products, Consumers, and Economies. On the left, a sidebar features a 'New Passport AI query' button and a 'Recent queries' section with two entries: 'Today how is the Chinese economy performing' and 'what are the key pillars of Nestle's health and wellness strategy globally'. The main content area is titled 'Welcome to Passport AI How can I help you today?' and lists four recent queries: 'What will limit the growth of salty snacks in the United Kingdom 2024 to 2029?', 'What is the size and projected growth of the sunscreen market in UAE and Saudi Arabia?', 'how are Turkish consumers changing their beauty routines?', and 'what are the key pillars of Nestle's health and wellness strategy globally?'. Below this are two sections: 'How Passport AI Works' (with links to 'Learn more about how Passport AI works.' and 'Passport AI Explainer') and 'Limitations' (with links to 'Learn more about Passport AI's limitations.' and 'Passport AI limitations'). At the bottom of the screen is a search bar with the placeholder text 'Ask a question to find market insights'.

# About Euromonitor International

## Unlocking worlds of opportunity

Euromonitor leads the world in data analytics and research into markets, industries, economies and consumers. We provide truly global insight and data on thousands of products and services; we are the first destination for organisations seeking growth. With our guidance, you can make bold, strategic decisions with confidence.

We are an independent provider of global business intelligence, market analysis and consumer insights. From local to global and tactical to strategic, our market research solutions support decisions on how, where and when to grow your business. With offices around the world, analysts in over 100 countries, the latest data science techniques and market research on every key trend and driver, we help you make sense of global markets.



# About the team

## Stella Vatcheva

Senior Head of Practice – Innovation



Stella oversees Euromonitor's innovation portfolio of custom research solutions and Passport Innovation.

She works with strategy- and growth-focused clients across the innovation stage-gate process. This collaboration extends from identifying key pillars for future innovation, assessing market potential, making the business case for new product development, evaluating alternative business models and tailoring a go-to-market strategy for product launch.

Stella's experience spans 200+ custom projects for multinationals and dynamic startups alike. The breadth of her cross-industry knowledge and broad geographic experience enables her to identify early signals of threats, understand strategic thinking across the organisational chart and partner with clients to address these issues proactively.

## Katharina Kunze

Project Manager – Innovation



Katharina plans, executes and delivers large-scale quantitative and qualitative innovation, new product development and consumer trends projects, spearheading a collaborative effort among experts in research, content, analytics and data science.

She has more than 20 years of experience in market research and consulting across consumer goods and services industries for a global client base, applying diverse methodologies. Katharina uses her expertise for the final delivery and integrity of new, best-in-class research datasets and high-profile trend analysis.

### Healthspan Plans

Giedre Guskove – Senior Consultant  
Karolina Grigorjevaite – Team Lead, Innovation  
Quinn Mai – Senior Research Analyst

### Wiser Wallets

Amna Abbas – Senior Consultant  
Natasha Cazin – Senior Consultant

### Eco Logical

Connor Malloy – Associate Consultant  
Olivia Stelmaszczyk – Senior Research Analyst

### Filtered Focus

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Pinar Inan – Consultant

### AI Ambivalent

Linda Lichtmess – Research Consultant  
Somaia Basha – Research Manager

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Bob Hoyler – Industry Manager, Retail & Digital Consumer  
Brianna Peterson – Consulting Practice Manager, Innovation  
Caroline Bremner – Senior Industry Manager, Travel  
Inga Klebanskaja – Senior Consultant, Sustainability  
Irina Barbalova – Global Lead, Health & Beauty Research  
Jana Rude – Senior Insight Manager, Consumers  
Jorge Zuñiga – Senior Insights Consultant, Sustainability  
Maria Bogdanova – Senior Product Manager, Sustainability  
Michelle Evans – Global Lead, Retail & Digital Consumer Research  
Nadejda Popova – Senior Research Manager, Loyalty  
Nathanael Lim – Asia Insights Manager, Beverages  
Rabia Yasmeen – Industry Manager, E-Commerce  
Sarah Boumphrey – Global Research Director  
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Tim Chuah – Industry Manager, Consumer Appliances

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Claire Garvin – Creative Manager

### Editors

Candice Caldwell – Head of Content Marketing & Creative  
Marissa Bosler – Content Marketing Manager

## Methodology

Our network of analysts identifies the annual global consumer trends, making the most of our broad, international coverage in 100 countries across the world.

Our innovation consultants spot and compile emerging trends based on our proprietary research, trade interviews, surveys and input from our industry experts.

Those collective insights are taken into dynamic ideation workshops to pinpoint emerging, short-term trends and identify real-world case studies. We work across our 16 global offices, drawing from research and commercial functions, to rank the top global consumer trends for businesses.

Special thanks to our global analysts and workshop participants who contributed to this report and helped refine our 2025 trends.

All data in this report is from our [market research knowledge hub, Passport.](#) Figures are global unless otherwise stated.

