Consumer Businesses
Adapting to the New Normal
Global Consumer Trends – Before and after pandemic?

Soile Ollila / Global Insights
Global consumer trends

Changing customer experience
- Extreme convenience
- Instant access
- Hyper personalization

Changing values

Our global customer
Anytime, Anywhere

Personalisation

Empowerment

TECHNOLOGIES

Disruptions

Weakening

CHANGING CONSUMER VALUES

Experience

More

Instant Gratification

Buying time

Ethical living

Privacy concerns

ENVIRONMENTAL SHIFTS

Circular Economy

Access Economy

Values-Based Buying

SHIFTING ECONOMIC POWER

Gig Economy

Emerging markets

Income Inequality

Urbanization and megacities

Digital Native majority

Living longer

Sources: BF, Futures Platform, Euromonitor
Changing customer experience and technology drivers

- Location awareness
- Mobile-local retailing (Brick and mortar & online)
- **Try virtually before you buy**
- No-touch interfaces
- Me-tail and hyper personalization
- Real time proactive intelligence
- Subscription business models, machine-aided commerce
- Reusing & recycling
- Flexible ordering and pick-ups, automated delivery drivers
- Seamless payments and transactions

**EXPECTATIONS OF CONSUMERS**

- Extreme convenience
- Instant access
- Hyper personalization

**FUTURE WATCH STUDY**
[https://www.marketopportunities.fi/49c60e/contentassets/e589f20c008f4d46ba548366f2a1f7fd/future-watch-studies_the-future-of-seamless-shopping.pdf](https://www.marketopportunities.fi/49c60e/contentassets/e589f20c008f4d46ba548366f2a1f7fd/future-watch-studies_the-future-of-seamless-shopping.pdf)
ETHICAL LIVING

JAPAN

As consumers today are increasingly choosing sustainable products and services, they have a growing power to influence both other consumers and manufacturers due to the rise of social media and the ease of getting information and sharing opinions.

While ethical values are expressed in consumer attitudes towards shopping, those considerations differ by age group and gender. In Japan, this only applies to a small percentage of the population so far, but active advertising campaigns about the upcoming 2020 Tokyo Olympic Games are likely to make ethical living a more prominent concern among Japanese consumers.

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Future Watch – Consumer business

Corona Impact Report to be published in August 2020

BF Scenarios post corona

Future Watch

Power Games in a Divided World

Data Saves and Enslaves

From Crises to Agreements

Digital Patrons of a New Era

BF Scenarios post corona

Future Consumer in South Korea

Future Consumer: Insight into China and Hong Kong

USA

Seamless Shopping Experience Research Project

Japan

Consumer Trends

Lifestyle, Ethical living / Sustainability

More time in home

Connectivity

Symbolic consumption

Healthy living

Expressing themselves

South Korea

Future Consumer

- Shopping Reinvented
- Loner Lifestyle
- Connected Consumers
- Healthy Living
- Ethical Living

BF Scenarios post corona


www.marketopportunities.fi Future Watch
Future Watch: Links to Business Finland foresight material

- https://www.marketopportunities.fi/49c60e/contentassets/e589f20c008f4d46ba548366f2a1f7fd/future-watch-studies_the-future-of-seamless-shopping.pdf