

MINTEL

GLOBAL

CONSUMER TRENDS

2023



What consumers
want and why—
now, next
and in
the future



Editors' note

As experts in what consumers want and why, we're best suited to accurately predict the future of consumer behaviour and what that means for brands. And we've been leading the industry for half a century.

More recently, in the autumn of 2019, we took a bold, new approach to predicting the future of global consumer markets and expanded our outlook to 10 years. **Mintel's 2030 Global Consumer Trends** were developed as a living, growing prediction model that will adapt to the unforeseen. Centred around the Mintel Trend Drivers (Wellbeing, Surroundings, Technology, Rights, Identity, Value and Experiences), the model supports the fluid acceleration or deceleration of the trends according to the reality of individual markets, allowing us not only to be more adaptive and reactive to change but also to continue to focus on the future.

As the COVID-19 pandemic unfolded, impacting nearly every industry worldwide, our consumer expertise and prediction model meant we were

well placed to analyse how it would impact markets and how changes would play out over the coming decade. And not only did our 2030 predictions hold true, but the pandemic accelerated many of the shifts we foresaw.

Looking ahead to 2023, our trend analysis and prediction research are grounded in observations of the seven Trend Drivers and backed by Mintel's robust consumer and market data. We then layer economic, demographic, technological, political and sociological (to name a few) data sets to analyse the impact that internal and external environmental change has on consumer motivation and choice and the behaviour that stems from it.

From there, we observe and identify crucial connections between developments, patterns and disruptions in consumer behaviour. The combination of consumer and market data, predictive analytics, action-oriented insights and expert recommendations is an innovative approach that's uniquely Mintel.

We put everything into context to better understand what it means for—and how it could inspire—our clients' business decisions across industries, categories and demographics, and amid global themes and times of uncertainty. By providing implications for the short, medium and long term, we highlight the most important issues that brands need to think about when it comes to engaging with consumers in an ever-changing world.

While extensive, what you'll read here isn't exhaustive. The full and in-depth insight and analysis of Mintel's 2023 Global Consumer Trends are available exclusively to Mintel clients. Please get in touch with your Account Manager for more information. If you're not a Mintel client, **visit [mintel.com](https://www.mintel.com) to get in touch.** We look forward to hearing from you.



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Mintel Trend Drivers

Seven core drivers of consumer behaviour.

Wellbeing

Seeking physical and mental wellness.

Rights

Feeling respected, protected and supported.

Value

Finding tangible and measurable benefits from investments.

Identity

Understanding and expressing oneself and one's place in society.

Experiences

Seeking and discovering stimulation.

Surroundings

Feeling connected to the external environment.

Technology

Finding solutions through technology in the physical and digital worlds.



MINTEL

Mintel Trends

Understand what's new and next in consumer behaviour.

WHAT IT IS

Identify the biggest trends worth paying attention to and dive deep into how brands can benefit.

WHAT IT COVERS

Each trend is backed by observations, statistics and consumer data, examples of how leading brands are already responding and context to understand your market across different demographics and sectors.

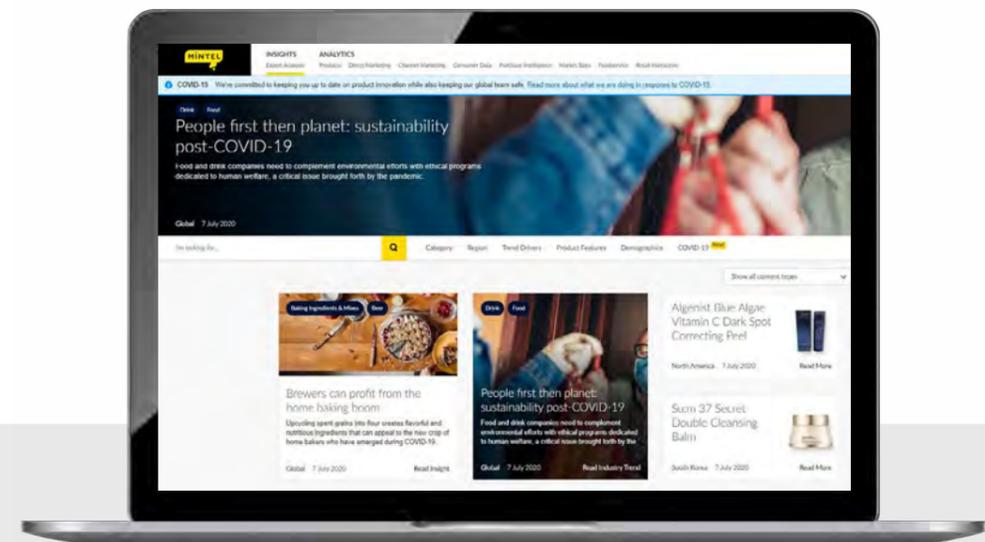
HOW IT HELPS

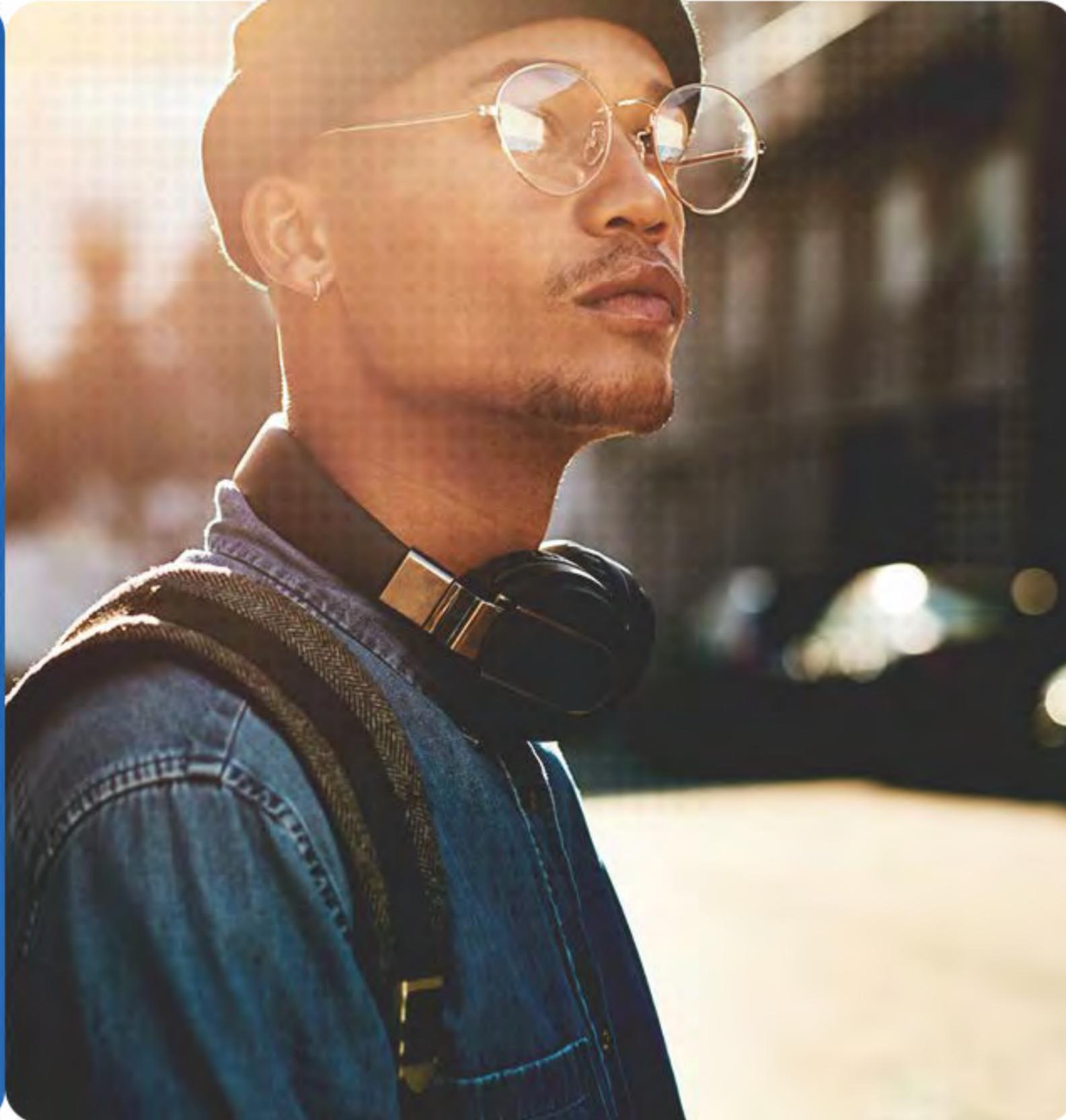
- 01** Inform creative thinking throughout your organisation.
- 02** Future-proof your business by aligning with the changing consumer landscape.
- 03** Understand the macro shifts in society and their implications.

400+ observations every month

15 sectors

14 demographic groups





01

Me Mentality

Consumers will be eager to re-focus on themselves, and brands can help them take centre stage.



For the last two years, consumers have had a community mindset, putting their own needs on the back burner to prioritise public health and safety. People are now emerging from the pandemic eager to re-focus on themselves, and brands can help them take centre stage in the years to come.

What's happening now

Identity is built on the daily routines and habits that accumulate over the years. The pandemic disrupted much of this routine, leaving people with an opportunity to redefine who they are. Brands are recognising this growing need for people to solidify and celebrate their individuality. They are responding by offering new opportunities for experimentation and self-expression. Brands can lean on trial periods to help encourage new routines as consumers begin to act on the idea that they do not need to be the same person they were in the past.

Consumers may want to stand out rather than blend into the crowd but might not know how to do so. By celebrating the interests that make consumers unique, brands can help give consumers the assurance they need to try something new or even help them rethink who they are. Consumers are ready for a confidence boost, and brands can provide this to them in the form of new experiences or products that feed their curiosity as they form new tastes, routines and preferences that align with who they are or who they want to be.



Nike Korea opened a tech-equipped experiential store in Hongdae, South Korea, optimising the store format to enable consumers to explore their style. The fitting rooms are equipped with special screens where consumers can choose their background, filter and stickers to create their own 'look'.

Source: Nike

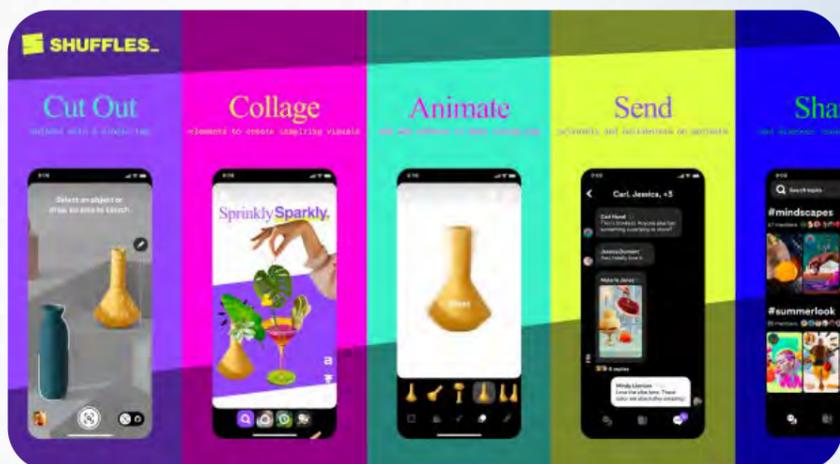


Maal—a winemaker from the Argentine province of Mendoza—launched Desarmado Wine (Disassembled Wine), a box that contains different varieties of Malbec, allowing users to make their own blends.

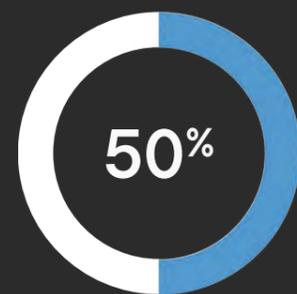
Source: maalwines.com

Shuffles is a new, invite-only app created by Pinterest that allows users to put together collages, or mood boards, using photos, image cutouts and other animated effects.

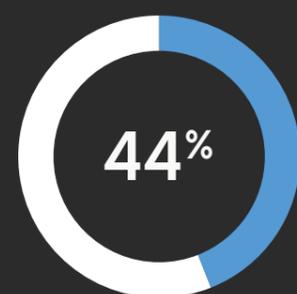
Source: Pinterest



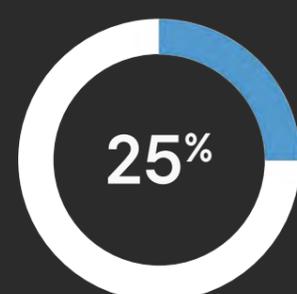
Consumers are putting themselves at the centre of their lives



of Chinese adults who follow fitness culture agree that their interest in fitness culture has affected their life attitude.



of US Gen Zs agree that finding ways to celebrate themselves has become more important to them now than before the COVID-19 pandemic.



of UK consumers who have taken part in any hobby/interest in the past 12 months have pursued these as a form of creative expression.

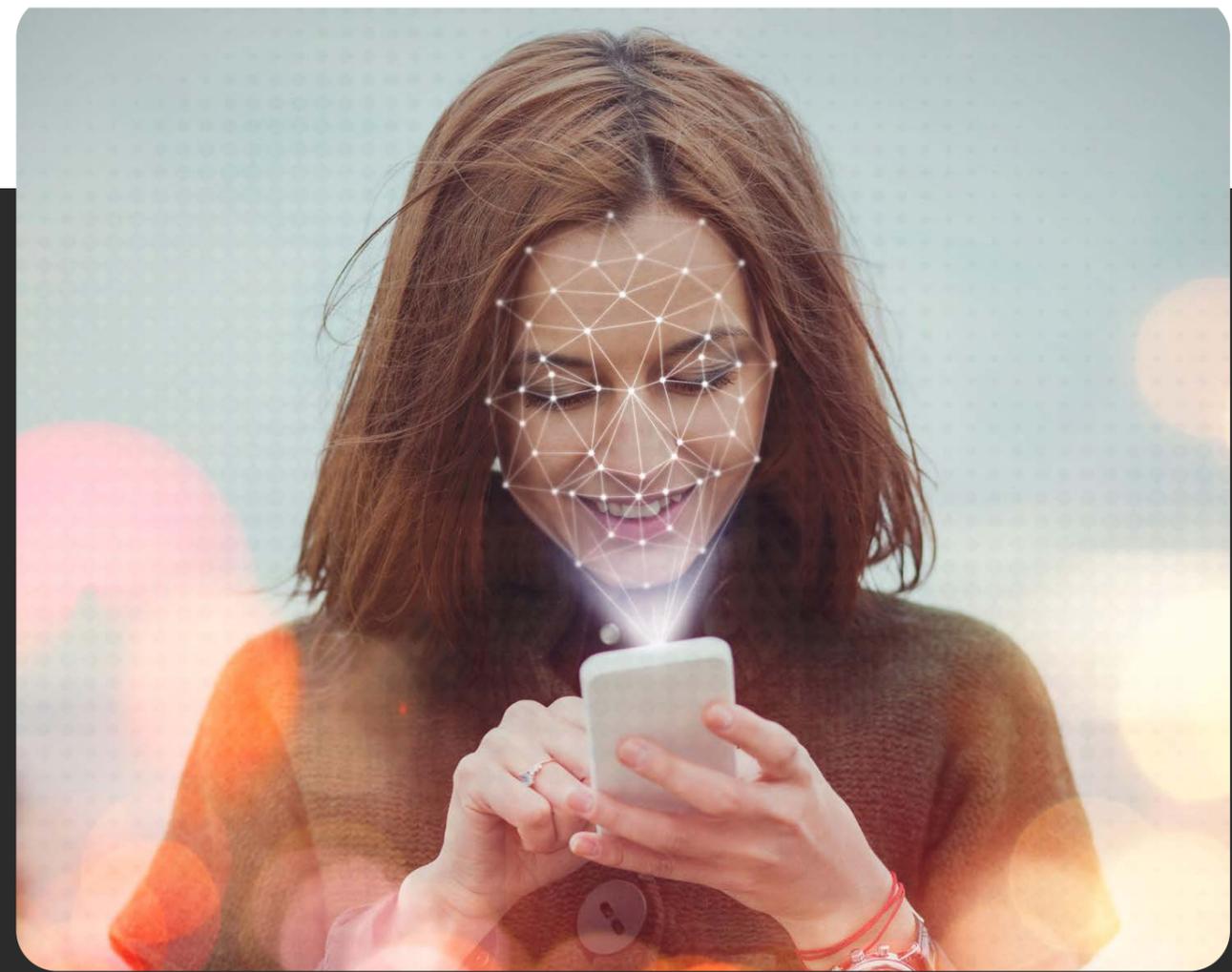
Base: 1,743 Chinese internet users aged 18-59 who follow the topics of fitness culture; 408 US internet users aged 18-25; 1,887 UK internet users aged 16+ who have taken part in any hobby/interest in the last 12 months
Source: Mintel Reports China, Attitudes towards Emerging Culture, 2022; Mintel Reports US, Marketing to Gen Z, 2022; Mintel Reports UK, Hobbies and Interests, 2022

What's happening next

As consumers look to build up new parts of their identity, brands can help fill in the gaps with offerings that help them grow their skills and gain mastery in new areas. Consumers want to quickly move forward and make up for lost time, diving into their preferred pursuits with gusto, seeking personalised products and services that match their skill level.

At the same time, consumers will look for ways to become more resilient to change as they prepare for the uncertainties of the future.

Demand for mental health and wellness-focused products will grow as consumers look to understand their blind spots and actively work to overcome them. Brands can address this desire for clarity about the future by tapping into the spiritual practices or moral beliefs that consumers follow and engage with, even turning to the interests of astrology-obsessed consumers for inspiration.



Los Angeles-based cruelty-free and wallet-friendly beauty brand **ColourPop Cosmetics** is helping consumers explore new products based on their zodiac sign, starting with its Pisces Starter Pack.

Source: colourpop.com

Italian luxury brand **Bulgari** has launched a new activation in the Samaritaine department store in Paris allowing shoppers to personalise the brand's fragrances and scarves.

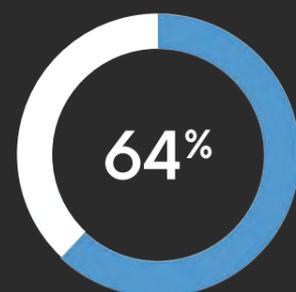
Source: cosmeticsbusiness.com



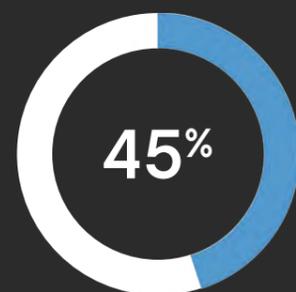
Secondhand luxury eCommerce platform **Idle Fish (Xianyu)** rolled out a programme in China that allowed fresh graduates to try out a new position short-term, even if they have no previous experience.

Source: Alibaba

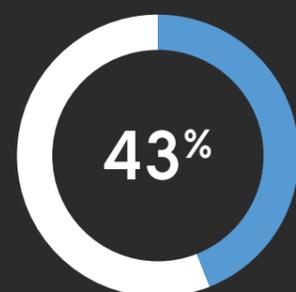
Consumers need help filling in the gaps with offerings that facilitate gaining and growing skills



64% of US Gen Z teens agree that they feel they have lost two years of their lives because of the COVID-19 pandemic.



45% of Thai consumers agree that new technology products/ services that can be incorporated into their daily life would be appealing.



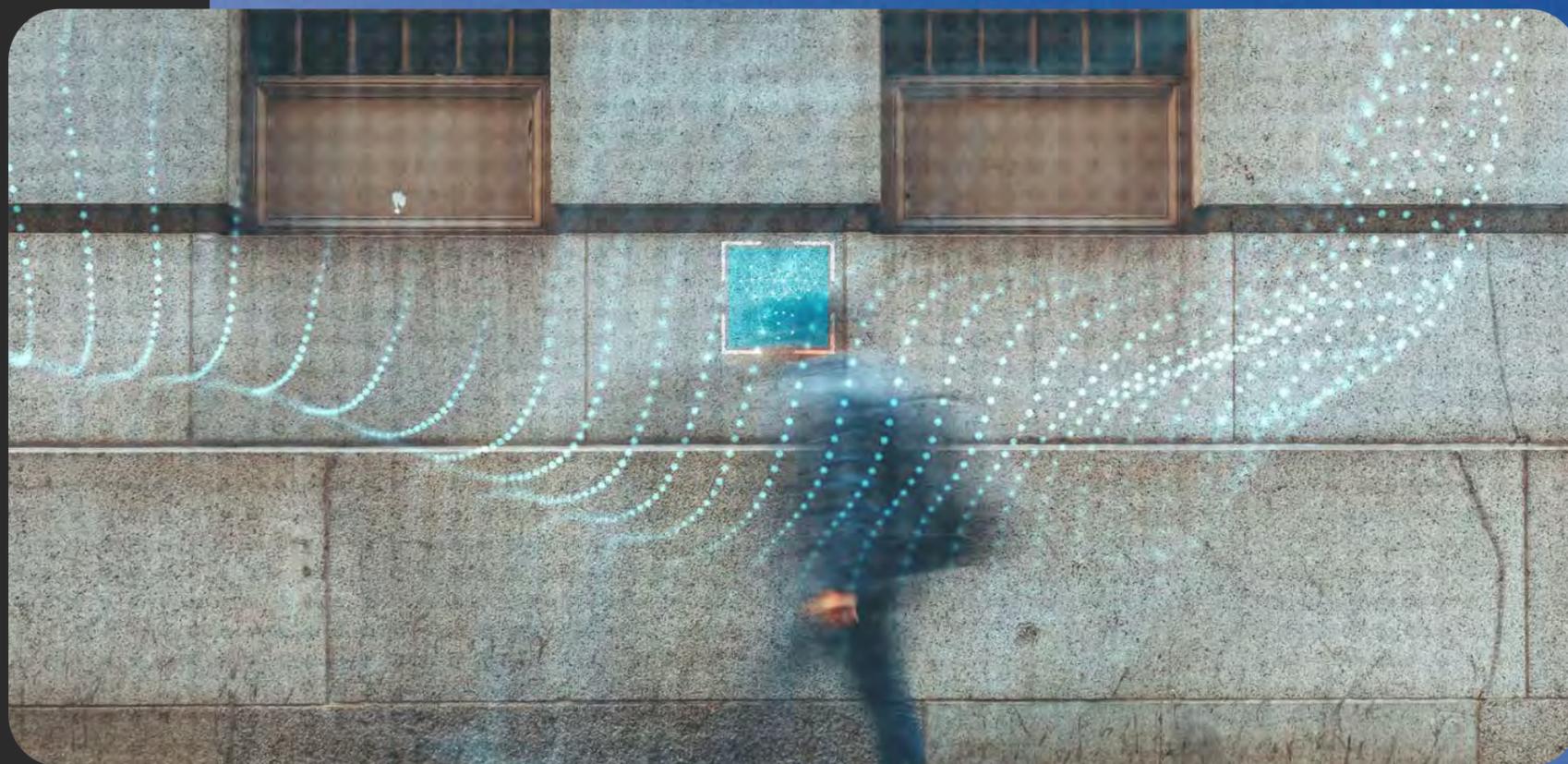
43% of Chinese consumers who are bothered by uncertainties agree that the uncertainties in their lives have led them to pay more attention to the improvement of self-skills (eg work, study).

Base: 761 US internet users aged 12-17; 2,000 Thai internet users aged 18+; 2,937 Chinese internet users aged 18-59 who are bothered with uncertainties
Source: Mintel Reports US, Teen Lifestyles, 2022; Mintel Reports Thailand, Digital Lifestyles, 2022; Mintel Reports China, Attitudes towards Uncertainties, 2022

Future forecast

As consumers build familiarity with virtual technology, they will want to control which parts of themselves live in these digital spaces. Consumers will use the emerging metaverse to develop unique identities that match their digital surroundings.

This will result in fragmented identities, where consumers build out and express different parts of themselves online depending on the platform or context they're working within. With this, there will be a stronger movement towards data privacy and consumer protection as consumers' digital footprints becomes more robust and layered.



Interested in speaking with a Consultant about how this trend applies to your business?

GET IN TOUCH



02

Power to the People

Brands have to make room for a new 'c' in their c-suite: consumers. Brands can step back and allow consumers to be the creative centre of innovation.

Brands have to make room for a new 'c' in their c-suite: consumers. Consumers are shaping brands with their dollars and their voices. This idea goes beyond brands conceding that 'the customer is always right' and is evolving into a model where consumers are investing, co-creating and voting for change alongside brands. Responding to this demand requires brands to listen from the backseat while keeping one foot on the gas to create market innovation.



What's happening now

Companies are adapting to a new model of consumer as co-creator. Popular social platforms like TikTok prioritise self-expression, driving consumers to develop and showcase their creativity across beauty, home and food. Brands are harnessing this creative spirit by inviting outside perspectives into their product development processes. To showcase their commitment to collaboration, many brands are emphasising creative positions within their organisation that are often filled (even if symbolically) by celebrities, influencers, kids or everyday product users.

Brands can encourage consumers to be the creative centre of product innovation and highlight how new products and services are the results of user feedback. Companies can leverage emerging social platforms to interact with brand champions and gather information on how their products are used, perceived and talked about.

In the UK, **IKEA and H&M** have partnered to create an 'ideas factory'—a joint project that invites creatives, designers and small-scale manufacturers to submit ideas across categories for development into marketable products.

Source: James King/Reuters



Kim Kardashian was appointed US-based **Beyond Meat's** 'Chief Taste Consultant' for a sponsored video campaign that highlights recipes across their portfolio of alternative proteins.

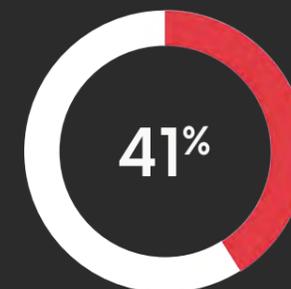
Source: Beyond Meat

Athletic retailer **Decathlon** has developed a data lab in Singapore to combine efforts between its experts, industry partners, entrepreneurs and students to bring new products, practices and processes to its business.

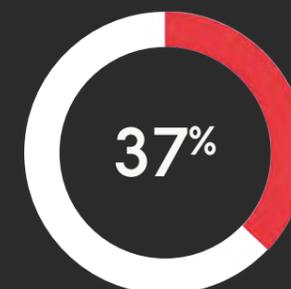
Source: Decathlon



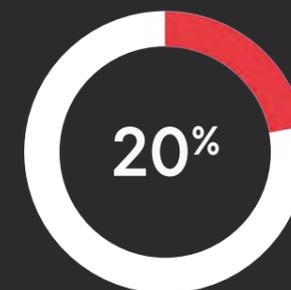
The increasing power of influencer marketing



of UK consumers agree that direct-to-consumer brands have a more personal connection with customers than traditional brands.



of US social media users who follow influencers say they follow niche vloggers and bloggers.



of German social media users follow full-time influencers on social media compared to 5% who follow business leaders.

Base: 2,000 UK internet users aged 16+; 1,148 US internet users aged 18+ who follow social media influencers; 1,765 German internet users aged 16+ who have used social media in the last 3 months
 Source: Mintel Reports UK, Direct to Consumer, 2022; Mintel Reports US, Social Media Influencers, 2022; Mintel Reports Germany, Influencer Marketing, 2022

What's happening next

NFTs (non-fungible tokens) and Web3 communities are opening up new channels for consumers to invest in brands. The novelty of NFTs is waning, but the utility of these digital assets is growing. Brands are using NFTs as a way for consumers to own a piece of a brand and directly connect them with a brand's overall success and growth.

Beyond just collectables, brands are designing NFTs that, when purchased, offer entry into rewards programmes, membership clubs and even profit sharing. NFT holders are given early access to new product information, voting rights and essentially a seat at the table. In these ways, over the next two years, expect to see digital assets become a point of entry for action-oriented consumers who want to help shape the direction of the brands they love.

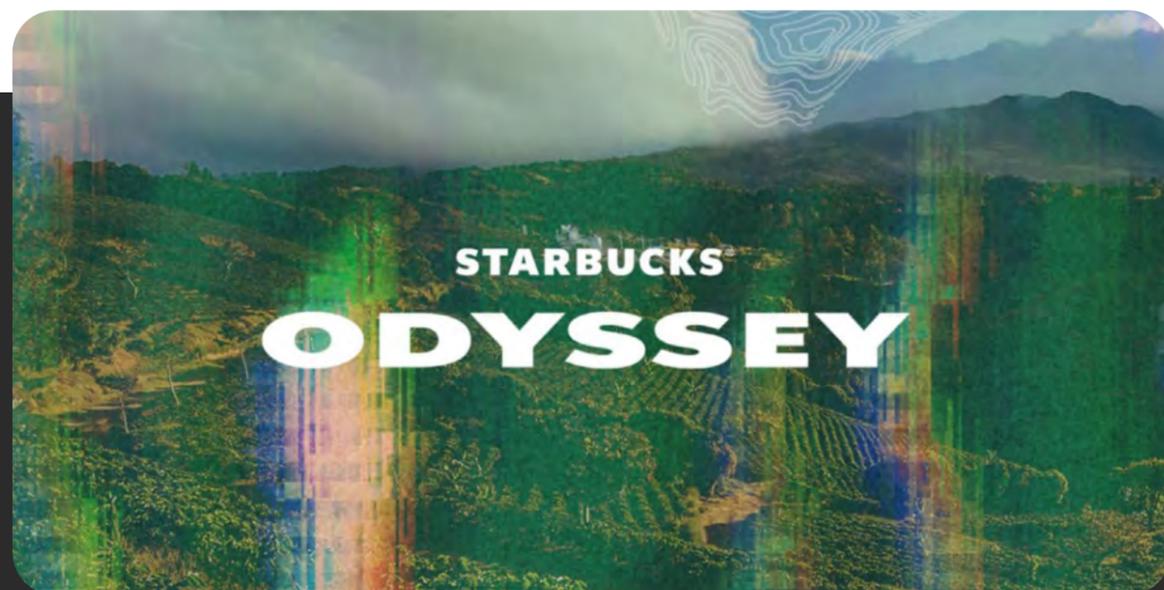
UTILITY

EACH NFT ENTHUSIAST WHO MINTS WILL RECEIVE A TWO BOTTLE ALLOCATION FROM OUR LIBRARY FOR FREE AND EXCLUSIVE ACCESS TO OUR MULTIPLE NAPA VALLEY PROPERTIES.

<p>IRL EVENTS</p> <p>EXCLUSIVE ACCESS TO MEMBERS-ONLY TASTINGS EVENTS ACROSS THE GLOBE, PRIVATE EVENTS AT OUR PROPERTIES IN NAPA VALLEY AND VINTAGE WINE DINNERS.</p>	<p>COMMUNITY</p> <p>ACCESS TO A PRIVATE DISCORD, WITH AN EMPHASIS ON SHARING WINE EXPERIENCES AND EXPRESSING WINE KNOWLEDGE AND THE OPPORTUNITY TO CREATE WINE LABELS FEATURING OUR COMMUNITIES NFT ARTWORK.</p>	<p>GOVERNANCE</p> <p>DAO WILL BE 100% GOVERNED BY THE COMMUNITY.</p> <p>COMMUNITY INPUT FOR FUTURE RELEASES.</p>
<p>PERKS</p> <p>WINE ALLOCATION WHEN NFT IS MINTED, DISCOUNTED PRICE ON WINE LIBRARY, DISCOUNTS ON HOTELS, CONCIERGE SERVICES AND FULL ACCESS TO VIP EXPERIENCES AT OUR PROPERTIES IN NAPA VALLEY.</p>	<p>DIGITAL OFFERINGS</p> <p>ONLINE EDUCATIONAL WINE INSIGHT, VIRTUAL TASTINGS AND ACCESS TO OUR PODCAST WITH THE BIGGEST NAMES IN THE WINE INDUSTRY.</p>	<p>INTERNATIONAL PRIVILEGES</p> <p>WHILE WE ARE BASED IN THE NAPA VALLEY, CA, ALL EVINCO NFT HOLDERS WILL HAVE VIP ACCESS TO EXCLUSIVE EXPERIENCES IN THE FOLLOWING REGIONS: ARGENTINA, BORDEAUX AND BURGUNDY, FRANCE.</p>

Evinco Winery DAO is a Web3 winery—created by an anonymous cryptocurrency expert going by @wizardofsoho on Twitter and a fourth-generation Napa Valley winemaker, Mario Sculatti—where wine enthusiasts purchase club membership through NFTs which grant them voting rights to decide how the club is run and managed.

Source: evinco.wine

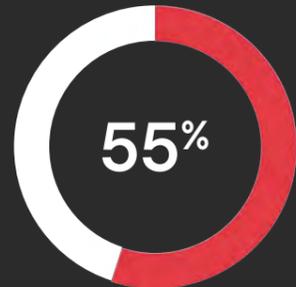


Starbucks is integrating NFTs into their new Web3 experience for rewards members, Starbucks Odyssey. These digital assets will take the form of collectable stamps that programme members can buy and sell within the Odyssey marketplace.

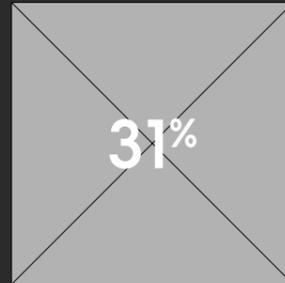
Source: Starbucks



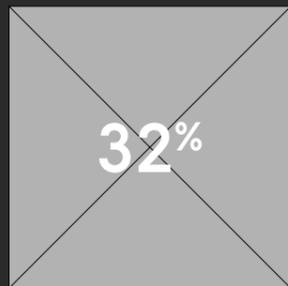
Consumers are embracing new ways to invest in brands



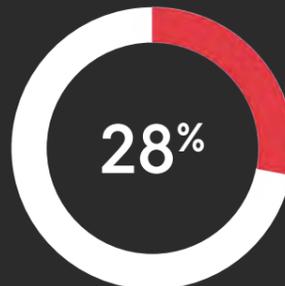
of Thai consumers are aware of, and interested in, NFTs.



of Brazilian Gen Z consumers agree it's more important to buy from brands that support causes they care about than to personally donate to those causes.



of US consumers aged 18-24 are familiar with digital-only items (eg NFTs) and are interested in using them.



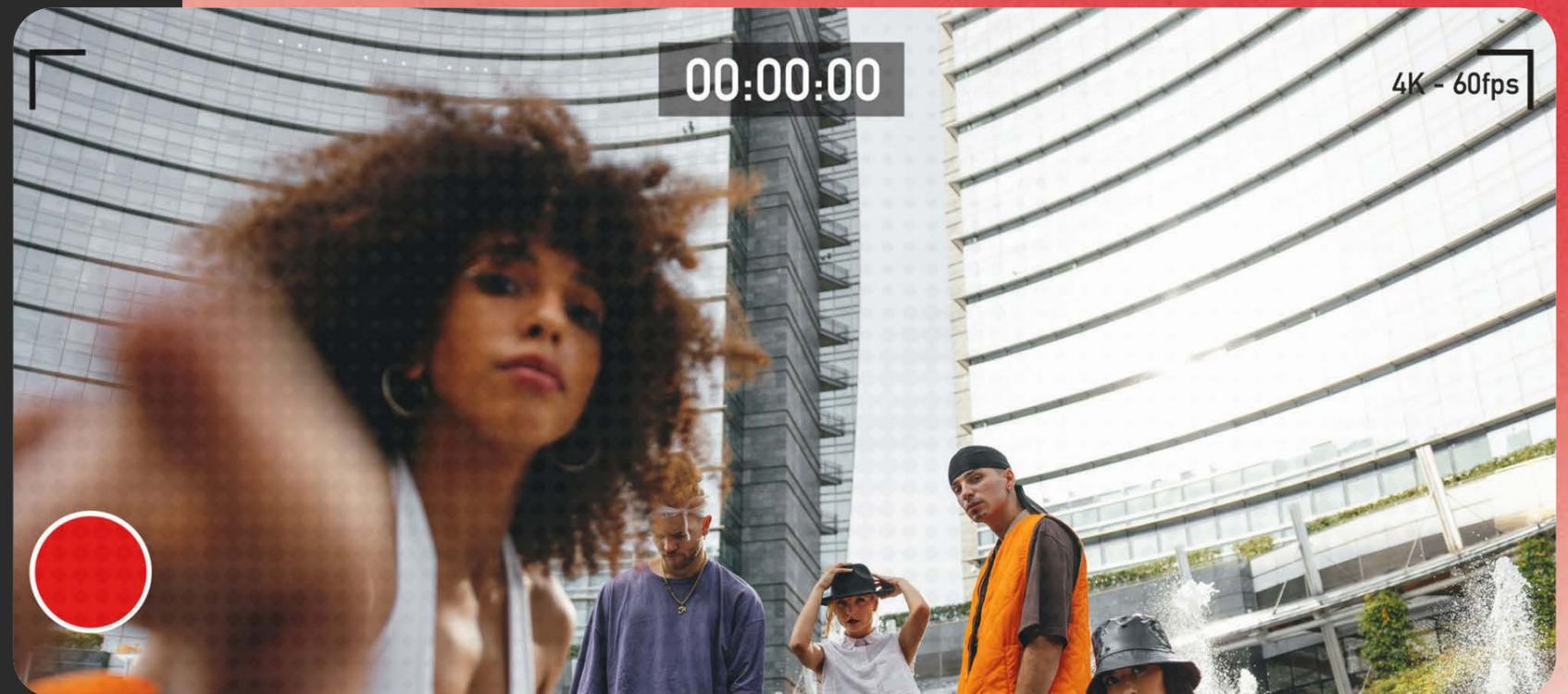
of UK consumers say a drawback of a cashless society is that it creates a reduced meaning of money (eg harder to comprehend the value of money without a physical format).

Base: 2,000 Thai internet users aged 18+; 250 Brazilian internet users aged 16-23; 2,000 US internet users aged 18+; 2,000 UK internet users aged 16+
Source: Mintel Reports Thailand, Digital Lifestyles, 2022; Mintel Reports Brazil, Marketing to Young Adults: The Older Gen Z, 2022; Mintel Reports US, Role of Tech in eCommerce, 2022; Mintel Reports UK, Future of Money, 2022

Future forecast

In the next five years, brands will increasingly cater to the niche identities of loyal consumer investors, fragmenting large, legacy brands into smaller, more targeted business units. For consumers, a new era of social signalling will emerge as they feel more intertwined with the ethics of the brands in which they're invested. What people wear, eat and drive won't just signal status, but will be a detailed account of their attitudes and beliefs.

Advances in technology that allow for extreme personalisation across categories will leave less room for mass market products to drive collective appeal. When brands find themselves navigating controversial issues, they will have a roadmap to follow, guided by the activist consumers they serve.



Interested in speaking with a Consultant about how this trend applies to your business?

GET IN TOUCH



03

Hyper Fatigue

Consumers will try to cut through the noise and connect with what matters to them.

Moving from crisis to crisis, consumers are being stretched in many directions while being bombarded with media stories and digital content. The pandemic, rising cost of living, energy crisis, geopolitical unrest and the climate crisis have all taken their toll on consumers and will continue to do so, causing fatigue and a sense of being overwhelmed.



What's happening now

The pandemic impacted—and continues to impact—consumers differently, causing uncertainty, stress, financial issues, and major life shifts. At the same time, reduced FOMO ('fear of missing out') and being forced to slow down gave some consumers the chance to re-evaluate their lives. The pause on new content creation, the comfort of returning to old favourites and having time to appreciate the tactile experience and dimensionality of products were among the highlights of spending more time at home. But, of course, no two consumer experiences were the same.

Technology has grown to play a large role in consumers' lives, and some are concerned about how increased usage impacts their lives, with many seeing it affecting their mental well-being negatively and wishing to reduce their screen time. Technology is also advancing at a fast pace, but people remain unconvinced of its actual benefits in spaces like the metaverse, NFTs or cryptocurrencies, which can make them feel disengaged.

In many regions, consumers are emerging from the pandemic into the cost-of-living crisis, with many experiencing financial strain over inflation and rising energy prices. As the economic forecast appears negative in many regions, lower-income and even financially secure consumers will want to prepare for impending changes.

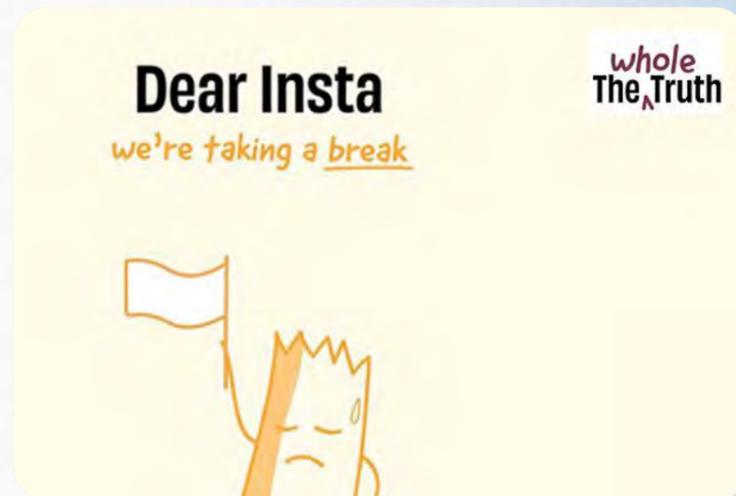


Amid increasing inflation rates, UK supermarket **Iceland** is offering its customers interest-free loans to help them with their food shopping.

Source: Getty Images

India-based clean food brand **The Whole Truth Foods (TWT)** announced an indefinite break from Instagram, stating it does not serve the brand's purpose and citing reasons of burnout and the issues it faced due to the constantly changing trends.

Source: @thewholetruthfoods/Instagram

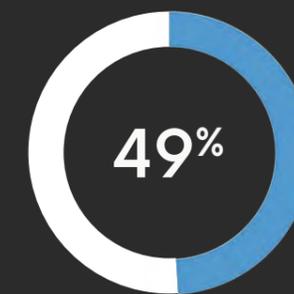


A **café** in the Nagoya neighbourhood of Arimatsu in central Japan provides a private space for consumers to meditate while enjoying teas and sweets in a quiet and dark environment.

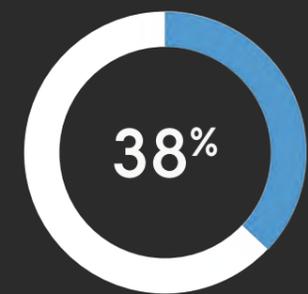
Source: Yuki Shirai/soranews24.com

More consumers are experiencing stress and seeking new ways to meet their mental well-being needs

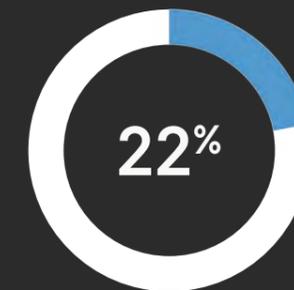
In the past year, US consumers say they have experienced:



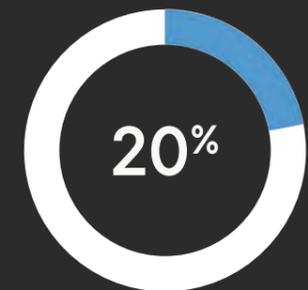
Stress



Anxiety



Mental exhaustion



Burnout

Base: 2,000 US internet users aged 18+
Source: Mintel Reports US, Managing Stress and Mental Wellbeing, 2022

What's happening next

Consumers will find meaning, solace and a restored sense of purpose in reconnecting with their surroundings, their communities and themselves. Over the next two years, expect to see a polarised response to relaxation and unwinding in the wellness space; retreats that offer a digital detox and the opportunity for consumers to immerse themselves in nature will appeal to some, while others navigate their well-being through wellness apps. Charitable initiatives and community-based projects born out of inspiring brand collaborations will play an intrinsic part in countering fatigue levels, empowering people to take control, and helping them build a positive outlook amid financial adversity.

In response to consumers' financial pressures, brands should continue to offer solutions to manage costs and tap into their demand for escapism, offering them opportunities to collaborate and establish new connections. While mental health led the wellness trajectory, particularly after the pandemic, moving forward, consumers will want to discover more about how to protect their minds and bodies, developing a curiosity for spiritual and ritual practices as well as emerging wellness solutions that are on the horizon.



Eateries and cafeterias around **Selangor, Malaysia**, started offering economical 'nasi inflasi' ('inflation rice') meals—consisting of rice, vegetables and protein and ranging from MYR3.50–MYR5 (US\$0.80–US\$1.10) per plate—to help consumers struggling with the rising cost of food.

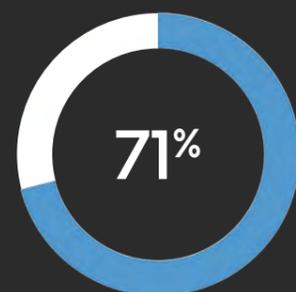
Source: straitstimes.com



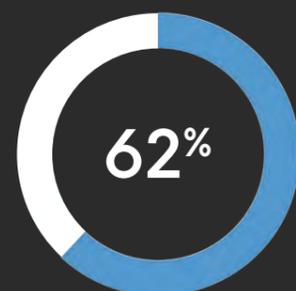
Baidu launched the first AI emotional healers, Lin Kaikai and Ye Youyou, to provide 24-hour online companionship and functional services and to assist the app's 600 million users with mental health issues.

Source: Baidu

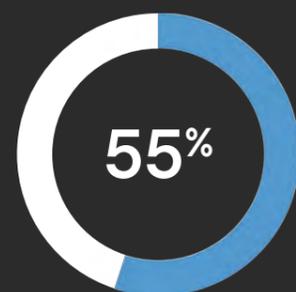
UK customers who have experienced stress require more support



say managing diet/exercise is important to manage stress.



say daily rituals are an important way to lift their mood.



say they spend time outside to tackle stress.

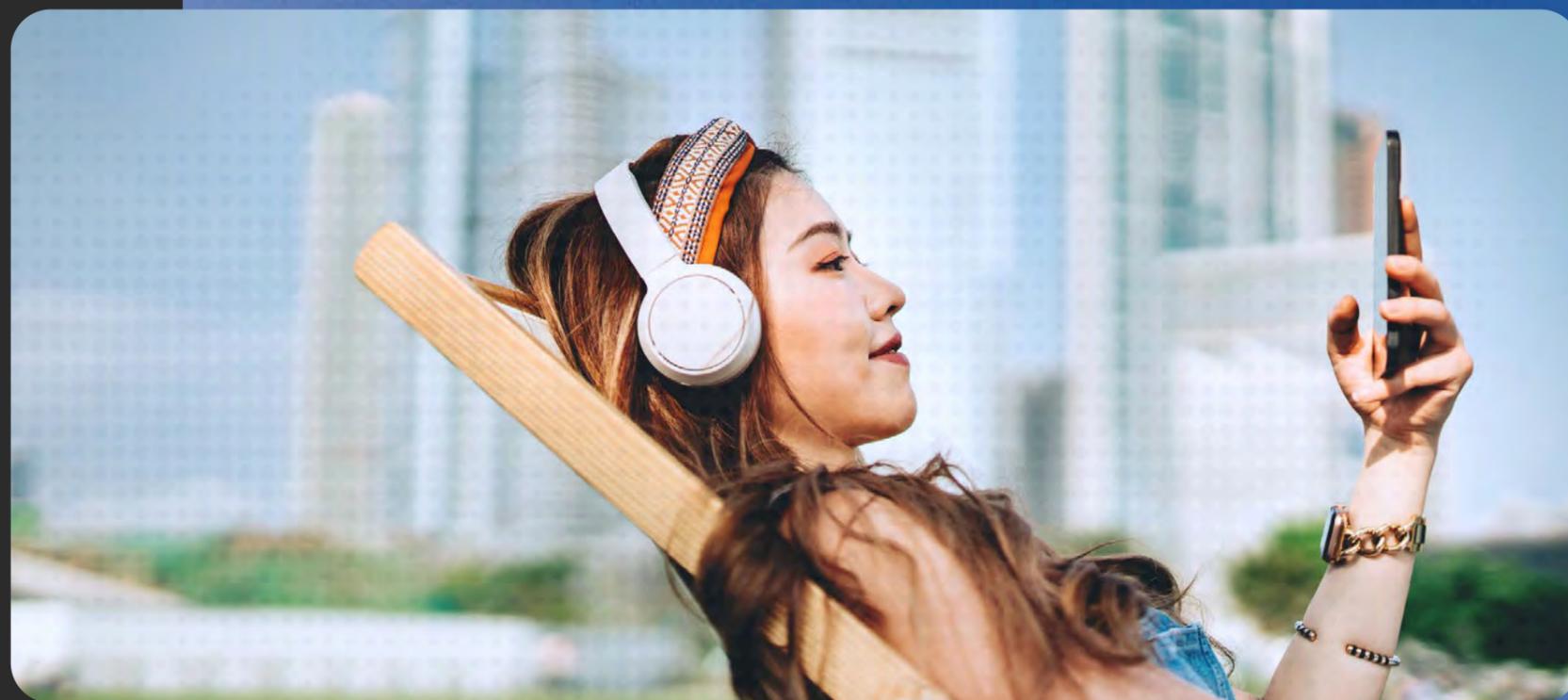
Base: 1,537 internet users aged 18+ who have experienced stress in the last 12 months

Source: Mintel Reports UK, Managing Stress and Wellbeing, 2021

Future forecast

The demand for convenient options and interactive experiences will only continue to grow, meaning that technology will continue to play a vital and influential part in consumer experiences. However, in five years, brands will need to establish boundaries to bring order to the influx of information and initiatives to enable consumers to form healthy connections with resources in the technology, wellness and leisure spaces.

Moving forward, functionality will go a long way in serving the underserved. Digital advancements have already made an impact and carved out a space in the tech segment, which we will see increase as many consumers are looking to brands to offer practical solutions.



Interested in speaking with a Consultant about how this trend applies to your business?

GET IN TOUCH



04

International Localism

Buying local will be a way consumers can protect themselves financially, environmentally and psychologically, and feel that they are giving back.



With so much global uncertainty (eg surrounding the economy, sustainability, supply chains and conflict), there will be a greater movement to protect local resources and boost local business. This is a hangover from the pandemic, but also a reflection of consumers' changing attitudes towards what's important to them—a reconnection with 'local' is also a way for consumers to protect themselves financially, environmentally and psychologically, and feel that they are giving back in some way.

What's happening now

'Local' has traditionally meant one of two things: domestic brands highlighting their locally-sourced ingredients, such as French butter made with milk from Normandy, and global brands trying to appeal to local tastes, such as fast-food made with local recipes. But brands have moved beyond this simplistic reading of what it means to be 'local'.

While taking inspiration from local favourites is still popular, brands are increasingly linking localism with sustainability and transparency. Many consumers associate local products with more sustainable practices, leading to retailers cultivating that connection by playing up the shorter distances their local produce has to travel. Alongside that, brands are being more transparent about where and how their products are made by letting consumers look behind the scenes via livestreams, social media posts and QR codes.

'Local' increasingly means 'beneficial to the local community'. This is why dark stores—delivery-only stores located in residential areas—have sparked controversy in many cities. While they offer the convenience of super-fast delivery, they may also cause a nuisance to residents.



German discounter **Netto Marken-Discount** has launched a private-label range of fruit and vegetables sourced from local producers. A QR code on the product packaging allows consumers to find out more about where an item comes from.

Source: esmmagazine.com

Express delivery companies in the Netherlands, including **Gorillas**, Flink, Getir and Zapp, are aiming to make their dark stores more 'neighbourhood-friendly' with a shared code of conduct to cooperate more closely with local municipalities, residents and entrepreneurs.



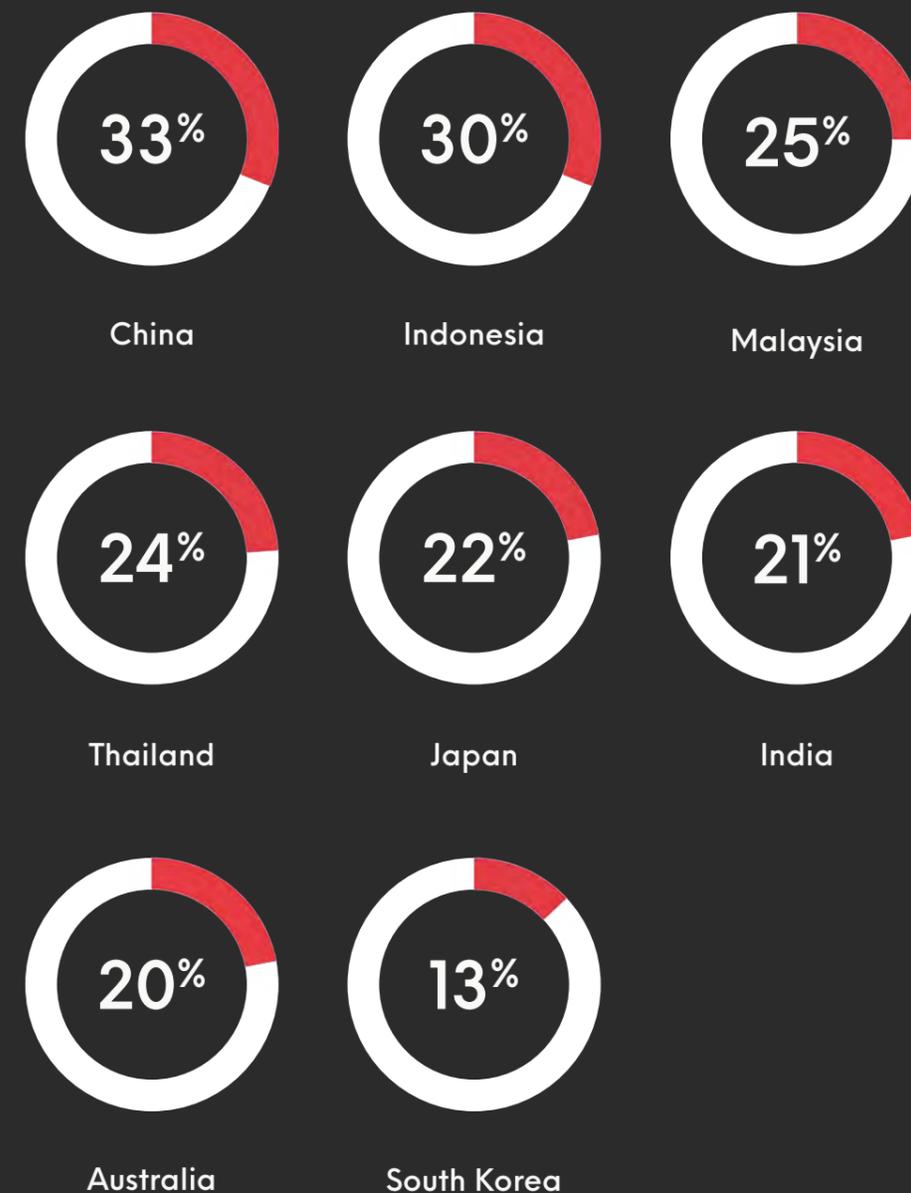
Source: Decathlon



Los Angeles-based sewing and production shop **Suay Sew Shop**—aimed at creating a culture of community and reuse—started putting on monthly clothes-dyeing events to extend the life of clothes.

Source: suaysewshop/Instagram

Environmental and social issues APAC consumers are most interested in: Local production and consumption



Base: China; Indonesia; Malaysia; Thailand; Japan; India; Australia; South Korea: 1,000 internet users aged 18+
Source: Mintel Global Consumer, The Holistic Consumer, September 2022

What's happening next

Over the next two years, consumers will continue to grow more bonded to the local environment as the world faces rising geopolitical and financial insecurity. Many will continue to support local economies and communities and seek ways to connect locally—deepening the spirit of shared identity.

Consumers will respond instinctively to home-grown innovators and brands that stamp their authenticity on the items they produce and sell. With this in mind, both international and local brands could benefit from collaborating with local artists or coming up with schemes to support the specific needs and behaviours of local communities. To do this authentically, brands will need to let local communities and creators not only participate in, but also take charge of projects.

Additionally, protecting local businesses and products will no longer be limited to those located geographically nearby and could likely evolve into a global sense of international localism. 'Localism' will come to mean supporting communities where the product is manufactured rather than where the consumer is located. Indeed, empowering communities across the world will play a significant role in consumers' interest and brand loyalty. Global brands can capitalise on this by highlighting how their local stores, employees or profits are being used to better each of the communities in which they are present.



Sportswear brand **Umbro** Argentina invited fans of the football team Rosario Central to show off their team-related tattoos for the chance to have their tattoo featured on a limited edition version of the team's football shirt.

Source: marcaenzona.com

Adidas has launched limited edition sneakers with Dubai Pakistani restaurant Ravi. The collaboration is part of Adidas' collaborative project with 11 small and local restaurants in 11 cities around the world to recognise the community spirit created in and around local restaurants.

Source: @adidasdxb/Instagram

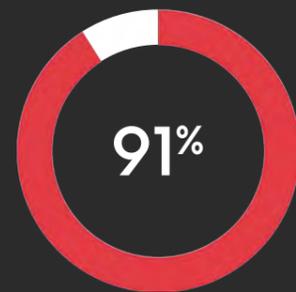


McDonald's Spain invited customers to support Spanish farmers affected by wildfires by adding a 'burger that couldn't be' to their order.

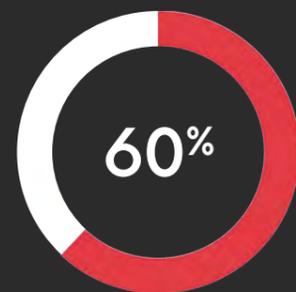
Source: mcdonalds.es



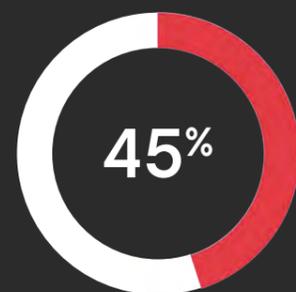
Consumers prefer socially responsible companies and brands



91% of Chinese consumers say they are likely to buy from a brand that demonstrates social responsibilities (eg donate to public welfare).



60% of US consumers prefer to be associated with companies/brands that align with their values.



45% of UK consumers say they prefer to be involved with institutions/companies that promote equality.

Base: 3,000 Chinese internet users aged 18-59; 1,000 US internet users aged 18+; 1,000 UK internet users aged 16+
Source: Mintel Reports China, The Chinese Consumer: Adjusting to Uncertainties, 2022; Mintel Global Consumer, The Holistic Consumer, March 2022

Future forecast

Brands will re-evaluate their supply chains and reliance on other countries. For instance, the conflict in Ukraine has highlighted the vulnerabilities of supply chains and potential disruptions to global food security. In the longer term, this will lead brands to explore strategic shifts towards the use of domestic raw materials, if available, or at least to a more diversified sourcing structure—and not just in the food and drink category.

Global supply chains will not go away, though. As the impact of global warming will increasingly be felt, more consumers will be scrutinising whether global brands take their local commitments seriously. For example, eco-conscious consumers will demand the traceability of raw materials and more transparency around how brands are conserving local resources, especially in the developing world. Consumers will want proof of a brand’s ethical credentials, which could go beyond environment-friendly positioning and include corporate practices too.



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05

Intentional Spending

Factors like flexibility, durability and sustainability will play increasingly important roles in consumers' value equation.

Moving through uncertainty requires wise use of resources. Consumers are re-focusing on what value means to them and spending more intentionally as a result. In a tough economic environment, consumers want to make smart financial choices without sacrificing their quality of life. This goes beyond making budget-friendly choices to considering how factors like flexibility, durability, and sustainability will play increasingly important roles in the value equation.

What's happening now

In response to price increases across all categories, consumers are forced to continually re-evaluate their priorities and their budgets. From 'Let's try this brand instead, it's a little cheaper' to 'Let's see if I can go without it this month', consumers are exploring, comparing, and removing items from their carts to ensure their needs for today and goals for tomorrow can be met. The next 12 months will be intensely competitive as brands seek to gain new or retain existing consumers through value-for-money propositions.

From bulk discounts and price freezes to more mass brands stepping up with premium cues (eg aesthetics, scents, effectiveness of ingredients or sustainability), consumers will be drawn to the products that provide the best bang for their buck.



Australian supermarket chain **Coles** introduced a super-sized 'Big Pack Value' range of 44 popular foods and snacks at discount prices for consumers confronting a rise in living costs.

Source: Supplied



French multinational retailer **Carrefour** froze the prices of 100 of its own-brand products in its French stores for 100 days to soften the impact of inflation on consumers.

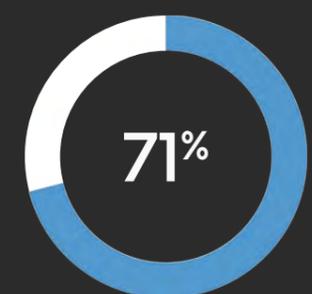
Source: carrefour.com



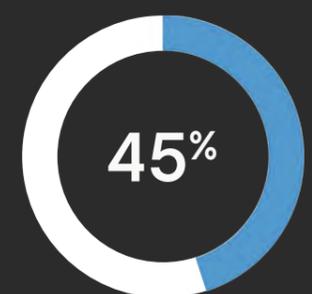
US-based **Method's** US\$7 Vetiver and Amber hand wash went viral on TikTok in 2022 for being comparable to luxury perfume brand Le Labo's Santal 33 fragrance, which costs US\$198 a bottle.

Source: @allthingsanniehayes/TikTok

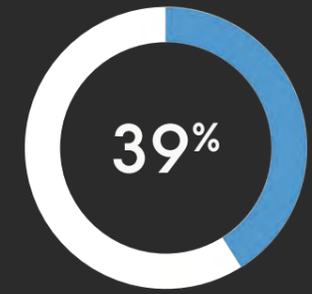
How consumers are handling price increases



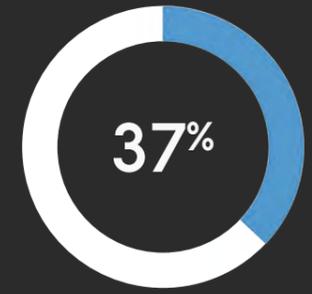
of Thai consumers say spending less on groceries has become more of a priority since the start of the pandemic.



of US consumers who buy select personal care products say they have chosen an alternative product/brand due to price increases in the last year.



of UK consumers say they have bought fashion items in the last 12 months that can be used for multiple occasions (e.g. work and casual).



of Chinese consumers who are grocery shoppers spent less on eating out in September 2022 compared with the previous month.

Base: 2,000 Thai internet users aged 18+; 1,973 US internet users aged 18+ who buy select personal care products; 2,000 UK internet users aged 16+; 1,178 Chinese internet users aged 18-59 who are grocery shoppers
Source: Mintel Reports Thailand, Attitudes to Grocery Shopping, 2022; Mintel Reports US, The Personal Care Consumer, 2022; Mintel Reports UK, Fashion & Sustainability, 2022; Mintel Reports China, Chinese Consumer Monthly Tracker, September 2022

What's happening next

Over the next 18-months-to-two-years, expect changes in circumstances to lead to changes in habits and lifestyles. For example, consuming less meat, purchasing near-expired products or purchasing ugly, locally-grown produce because it's cheaper will have ripple effects, changing consumers' views on nutrition and the sustainability of food, as well as how they shop in other categories. The experiences they've been through, the sacrifices they've made, and the skills they've gained will guide perceptions of value even when they've regained their foothold financially.

Expect a stronger focus on durability, flexibility and timelessness as consumers seek to buy less and own products that last longer and serve multiple purposes. As the market becomes further saturated with added-value claims (eg environmentally friendly, local benefits or free delivery), consumers will grow more sceptical and discerning. Claims will be put to the test and brands' transparency will be evaluated far more strictly as consumers continue honing in on the qualities they value the most.

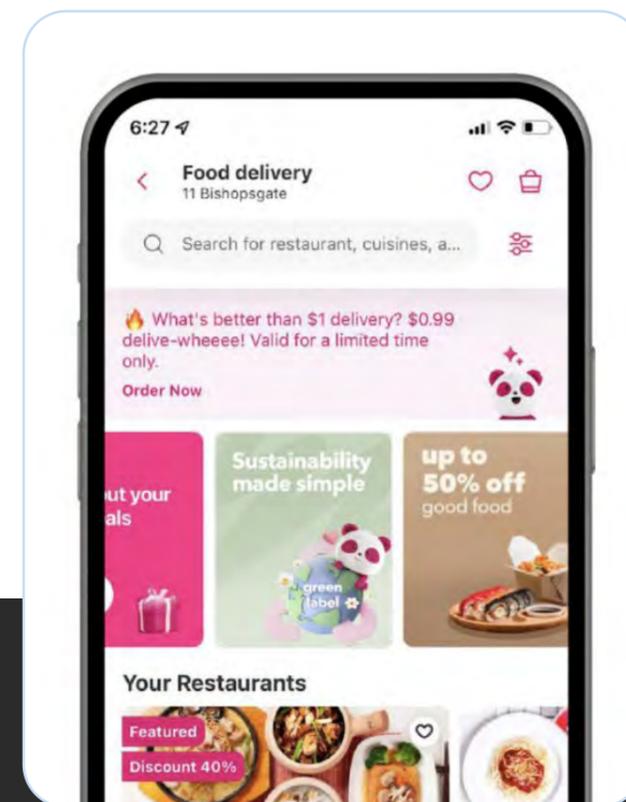


Chinese shopping site **Taobao Juhuasuan** launched an online sale of food and household cleaning products that were close to their expiration dates, with discounts of up to 70%. Around 2.1 million consumers purchased near-expired food through Taobao in the past year, according to the company.

Source: iStock

Singapore-based food delivery company **Foodpanda** aims to help users easily identify and support sustainable brands on its platform through its 'Green Label' restaurant certification programme.

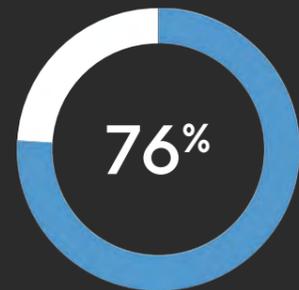
Source: @adidasdx/Instagram



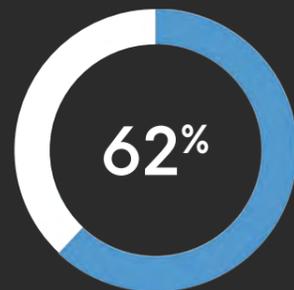
Discount chain **REMA 1000** in Norway has launched three new craft breads, baked at local Norwegian bakeries, to offer customers bakery-quality loaves at low prices.

Source: REMA 1000 Garnesveien/Facebook

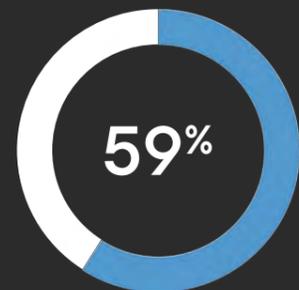
Consumer perceptions of the future impact of sustainability action/inaction



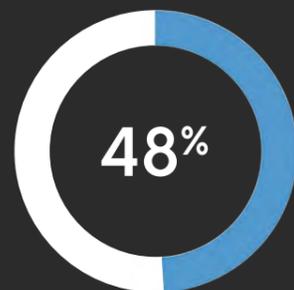
of Indonesian consumers agree that climate change will affect the foods/drinks they buy.



of Brazilian consumers agree that if they act now, there's still time to save the planet.



of German consumers agree their behaviour can make a positive difference to the environment.



of Indian consumers agree that companies can do more than governments to change the world.

Base: 1,000 Indonesian internet users aged 18+; 1,000 Brazilian internet users aged 16+; 1,000 German internet users aged 16+; 1,000 Indian internet users aged 18+
Source: Mintel Global Consumer, Food & Drink, March 2022; Mintel Consulting 2022 Sustainability Barometer

Future forecast

Recent events have shown consumers how interconnected the world is and more are increasingly concerned about the future, the environment and the communities impacted by their everyday choices and habits. In five years and beyond, expect to see purpose-driven brands emerge with tangible plans and innovations that address long-term challenges faced by the

industries, nations and communities they're a part of (and those that have remained unaddressed for too long). Consumers will seek value in purpose, supporting trustworthy brands that make a difference as they make a profit, to ensure their everyday consumption choices align with the future they aspire for.



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