

# Megatrend Analysis

Putting the Consumer at  
the Heart of Business

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# Megatrend Analysis

## Putting the Consumer at the Heart of Business

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A megatrend is a long term shift in behaviour or attitude with global impact across multiple industries. Megatrends are a hot topic but very few understand how to make sense of and apply megatrends to growth strategy. This white paper introduces the importance of megatrend analysis, provides a step-by-step process for conducting megatrend analysis through Euromonitor International's own experience and demonstrates where and how to apply megatrends to achieve growth. Euromonitor International's launch of a megatrends framework and subsequent megatrend report series provides thought leadership on the trends with the strongest influence on the world of tomorrow. In a rapidly changing global environment, megatrend analysis is critical for companies seeking to drive sustainable growth and remain relevant as competition increases and new ideas disrupt entire industries.



# INTRODUCTION



The aim of this white paper is to provide a framework for megatrend analysis, exploring what a megatrend is, how to identify one and what drives them. Our case studies will help manufacturers and retailers identify the benefits of incorporating megatrend analysis into strategic planning and see the potential costs and pitfalls of not meeting these trends head on.

Successfully identifying, analysing and acting on megatrends is essential for success in consumer markets. The world is changing faster than ever, and it is becoming increasingly difficult to keep up with competitors as technology spurs both the rate of and access to innovation. Amidst this change, it is difficult for companies to understand why industries are evolving in the way they are today, much less predict how they will evolve into the future. Megatrend analysis allows companies to build a long-term strategy that is proactive, rather than reactive, making sense of where they stand today, but also ensuring they have a plan to remain relevant moving forward.

With consumer expenditure in developed economies experiencing slow growth, and multinationals facing increasing competition from local business in emerging markets, harnessing megatrends and meeting the requirements of consumers is imperative to gaining market share and expanding the consumer base. Today, consumers are seeking to reassess their values and priorities and focus on obtaining the most out of life, whether this be prioritising experience over possessions, sharing over owning, or time over money. Technology enables new shopping behaviours, allowing consumers to deal directly with other consumers, compare prices and get the best deal at the touch of a button. In a dynamic operating environment such as this, gaining in-depth insight into consumers' lives, attitudes and motivations is a competitive advantage. However, this is easier said than done. Identifying megatrends can be difficult and separating long-term, significant trends from fads and overnight sensations is not always straightforward.

# HOW TO IDENTIFY MEGATRENDS IMPACTING YOUR BUSINESS



To ensure all relevant megatrends are being captured, it is important to think holistically and create an overarching framework. At Euromonitor International, we did this by following a four-step process.

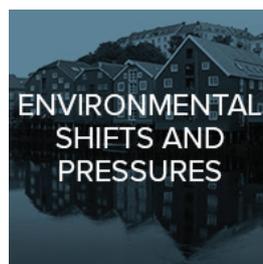
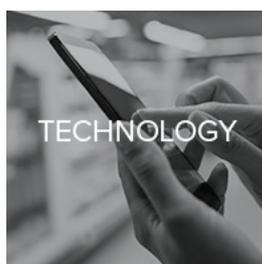
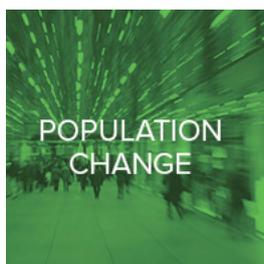
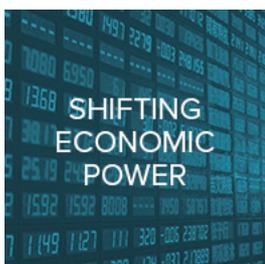
## Step 1: Define a “megatrend”

There is plenty of analysis available on megatrends, but no universal definition. The first step in the successful application is to define what a megatrend is and what it is not. In its simplest form, a megatrend helps answer the question “What is happening?” It is a shift in behaviour or attitudes that has global impact and crosses industries. A megatrend is not a short-term fad; rather it is a trend with longevity, one which represents a fundamental shift in behaviour that is defining consumer markets.

## Step 2: Establish what is driving long-term shifts in behaviour and attitudes

In our own analysis, we asked: What are the underlying forces driving change and how will they shape the world in 2030? What are the existing issues propelling long-term shifts in consumer attitudes and behaviour? This analysis identified five drivers of megatrends:

### Megatrend Drivers

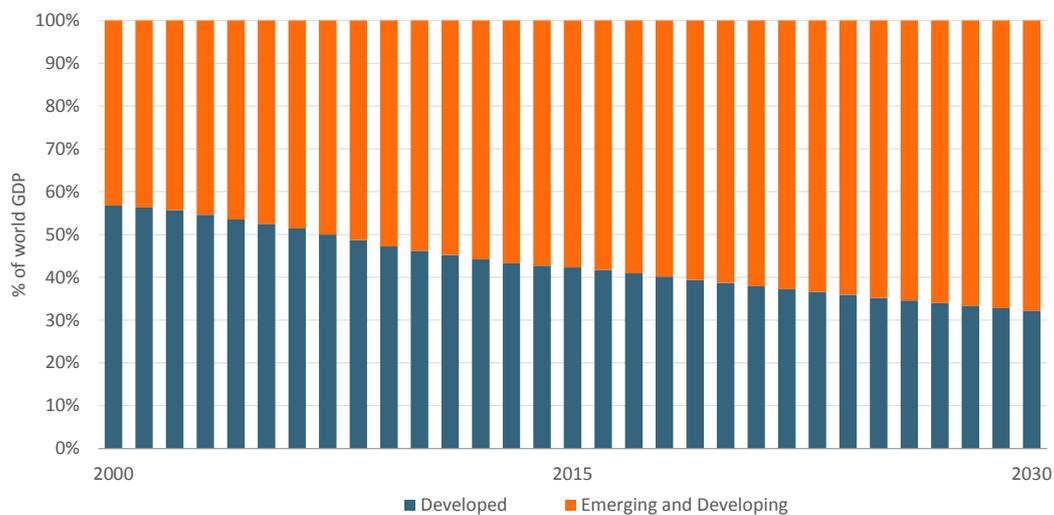


## Shifting economic power

With the rising importance of emerging markets, increasing interest in frontier markets and fears over advanced economy stagnation, the global economy has witnessed a paradigm shift. These changing dynamics are affecting all levels of society, from at-risk-of-default governments to job-insecure workers.

The turning point was in 2008 when emerging markets overtook developed countries for the first time in their contribution to world GDP in PPP terms. Euromonitor International predicts this trend will continue with emerging and developing countries accounting for two-thirds of global output by 2030. There will be three emerging markets in the five largest economies in the world. Back in 1980, there were none.

### World GDP in PPP Terms, 2000–2030



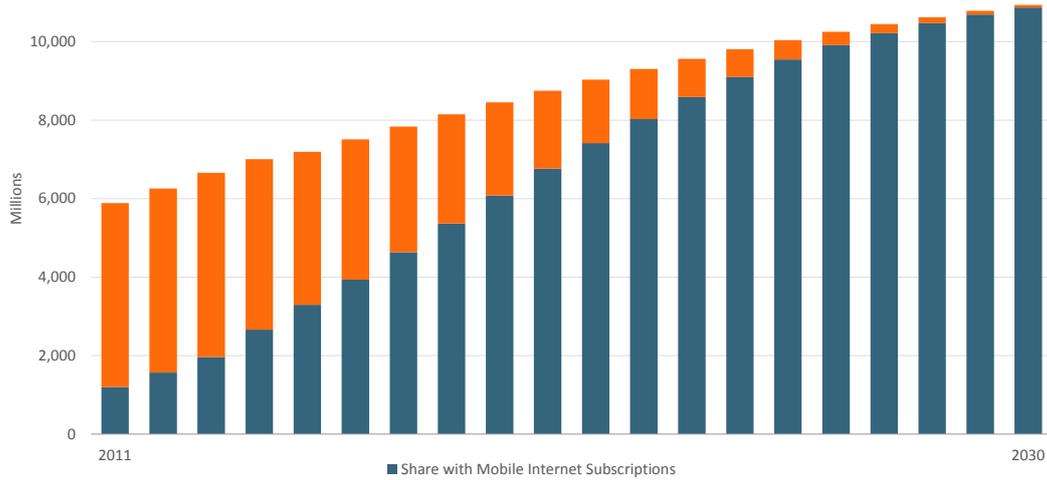
Source: Euromonitor International from national statistics / Eurostat / OECD / UN/IMF

## Technology

Technology plays a pivotal role in consumer decision-making and the ability of manufacturers and retailers to meet the needs of today's consumer. It encompasses everything from the development of mobile internet through to 3D printing and artificial intelligence. The constant innovation within technology and ever-faster technological processes are driving consumer megatrends.

Its impact is global. Asia Pacific was home to more than half of the world's internet users in 2016, a result of a fast-expanding mobile subscriber base. In 2016, more than three-quarters of the global population were covered by a 3G network and 86% of the population in developed economies had mobile internet access.

### Global Mobile Telephone Subscriptions, 2011–2030



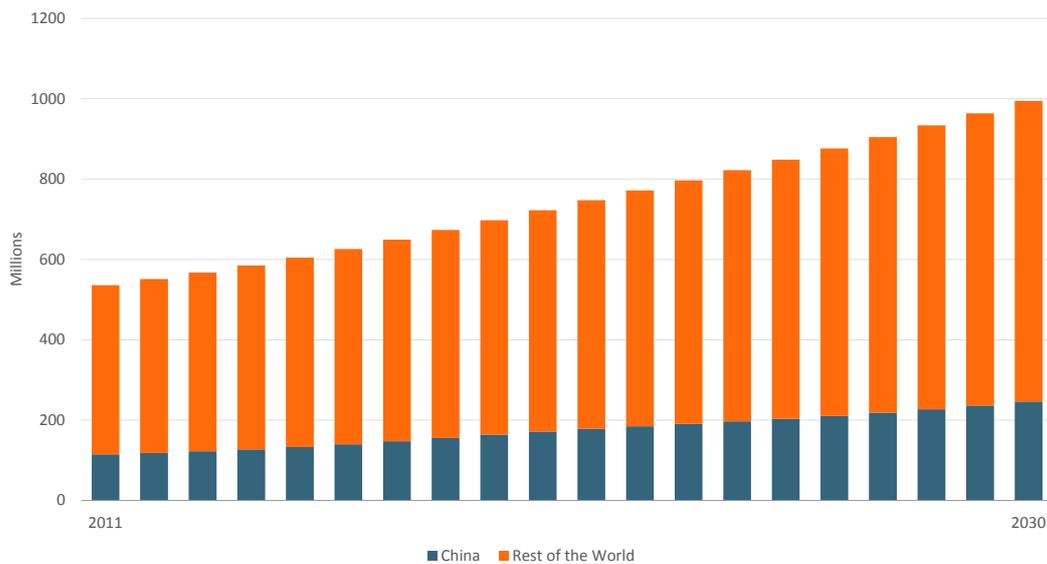
Source: Euromonitor International from International Telecommunications Union / national statistics

### Population change

As the global population approaches 8 billion, demographic shifts such as urbanisation, migration, higher life expectancy, falling birth rates and the increasing population of elderly people, are combining to reshape consumer lifestyles and purchasing decisions.

Today, China is home to a fifth of the world’s urban population and to an even larger proportion of the global population aged 65+. Meanwhile, the fertility rates of all developed countries, with the exception of Israel, have fallen below 2.1 children born per female, the rate needed for a developed nation to hold its population constant. Population dynamics such as these drive consumer behaviour, impacting household formation, purchasing power, tastes and lifestyles.

### Population Aged 65+ in China and the Rest of the World, 2011–2030



Source: Euromonitor International from national statistics / UN

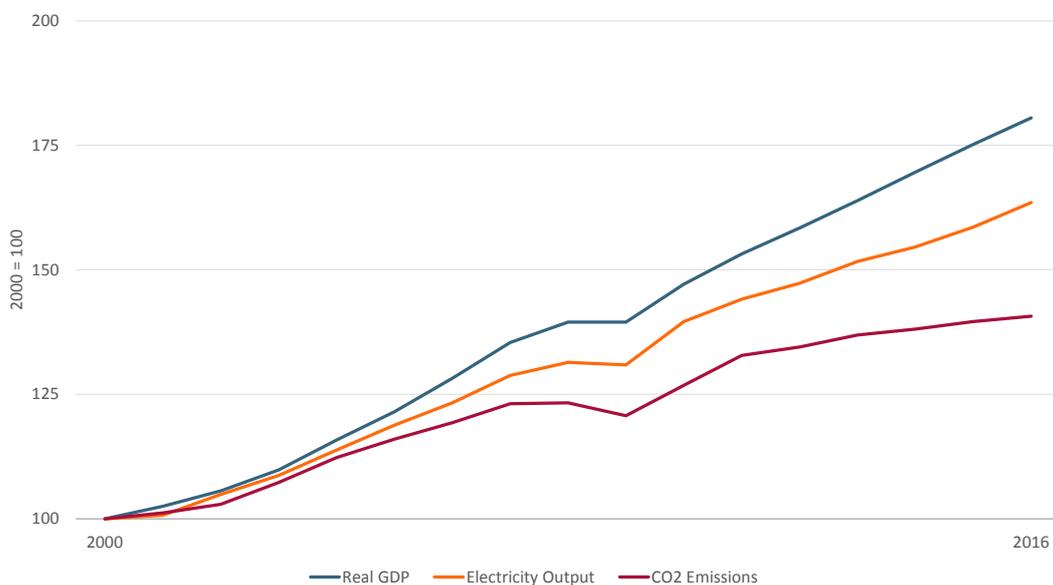
Note: Data for 2017–2030 are forecast

## Environmental shifts and pressures

Competing demands and supply constraints combined with economic, environmental and geo-political risks, create pressures on environmental resources. This results in an increasing focus of international agencies, governments, businesses and wider societies on climate change.

Global demand for natural resources has grown along with world GDP, driven by population expansion and emerging market demand. This has resulted in corresponding growth in electricity demand and CO<sub>2</sub> emissions. With new technology, the relationship between GDP and energy use decouples, but also brings fresh demands for diverse commodities.

### Growth Index of Global Output and Emissions, 2000–2016



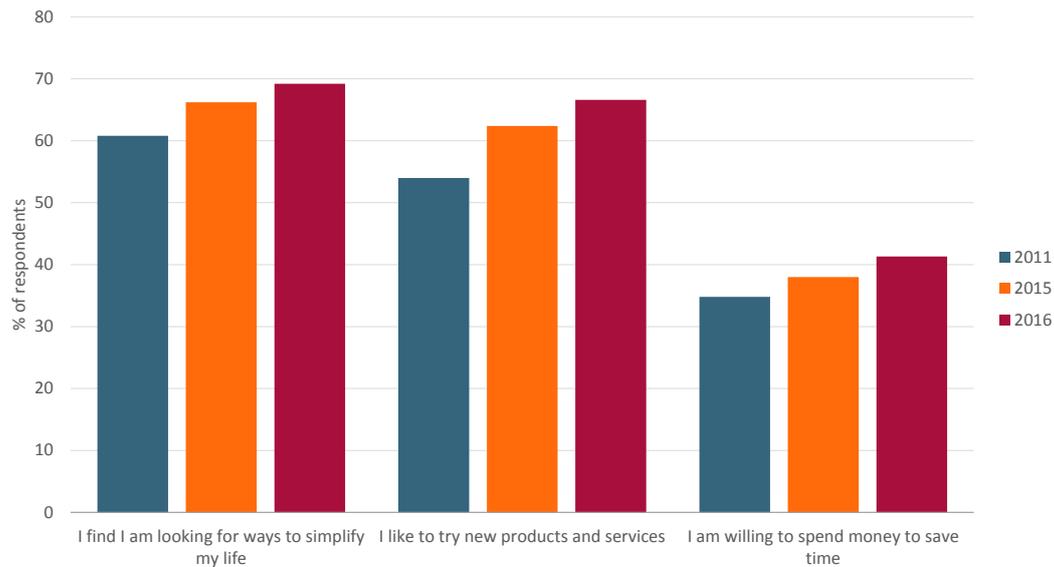
Source: Euromonitor International from EIA / IEA / national statistics / Eurostat / OECD / UN / IMF / BP Amoco

Note: CO<sub>2</sub> emissions from the consumption and flaring of fossil fuels

## Changing values

In addition to the more material drivers we have explored, ideological drivers help feed and shape megatrends. From consumers to governments, beliefs about the world constantly evolve, shaping priorities, perceptions, attitudes and motivations. In concert with the other drivers, these changing values then shape decision-making, from policy to purchases.

Generational shifts and cultural factors, as well as changing political scenarios such as the rise of populism, will continue shaping the way consumers think, perceive and behave in 2030.

**Global Consumer Values: Status and Consumerism (2011, 2015, 2016)**

Source: Euromonitor International's Global Consumer Trends Survey

## Step 3: Build an exhaustive list of megatrends

Going further, it is important to understand how these high-level drivers impact consumer behaviour and purchasing decisions. This is where megatrends come into play. Megatrends are generated and shaped by drivers; they are a second level phenomena and an unstoppable force in the world explained by other influences, namely the drivers identified in step 2.

Megatrends may evolve in different ways across industries or take different shapes across time, but differ from industry trends or local instantiations in that they are solidly established, expected to endure and have common elements across multiple industries. To be considered a megatrend, it must be around for an expected five, 10 and 15 years and impact most industries. Otherwise, it is simply a powerful category or industry trend of the moment.

Therefore, to take a rigorous approach to megatrend analysis, a broad line of attack is needed. It is imperative to look beyond the immediate interests of the business's target market across all aspects of consumer lifestyles, even those that on the surface seem irrelevant.

**Full List of Megatrends through 2030**

Drivers



Megatrends

Smart Cities and Smart Homes	Premiumisation	Circular Economy	Shopping Reinvented	Personalisation
Healthy Living	Reinvention of Gender Roles	Ethical Living	Changing Family Dynamics	Connected Consumers
Sharing Economy	Experience More	Striving for Authenticity	Middle Class Retreat	Multiculturalism
Generation Gaps	Buying Time	Shifting Market Frontiers	New Ways of Working	Searching for Simplicity

*Euromonitor International has identified 20 of the most influential megatrends set to shape the world through 2030 and will provide in-depth thought leadership on the eight megatrends with the furthest-reaching impact on industries and consumers in the years to come.*

Armed with Euromonitor International’s driver-based framework and definition of what constitutes a megatrend, our 1,000 industry, country, economic and consumer worldwide experts compiled a list of potential megatrends. These were reviewed for quality, and similarities, overlap and ideas not meeting the criteria were omitted. The result was an authoritative list of 20 megatrends impacting consumers today and in the future.

## Step 4: Pinpoint the megatrends which matter most for your business

Recognising the importance of one trend compared to another is crucial when incorporating megatrend analysis into business strategy. Notwithstanding the need to take a broad approach, the importance assigned to each megatrend will vary depending on industry sector. Some megatrends, such as the “Middle Class Retreat”, have very broad relevance, while others may be of less concern. For instance, a printer manufacturer will have less interest in the “Healthy Living” megatrend than a grocery retailer. The need to pinpoint the most impactful trends for your business is central to successful megatrend analysis.

In our own case, 20 megatrends felt unwieldy. We wanted to ascertain the trends to focus on for impact analysis and thought leadership and ran a second round of research across our network of industry, country, economic and consumer experts. In this round, we asked our team to assign a score indicating the significance of our long list of trends for their industry or country of interest. These scores were compiled and narrowed to eight focus megatrends that will have the furthest-reaching impact on industries and consumers in the future.

## Eight Megatrends through 2030

Featured for 2017



The majority of our team, based in the US, Europe, Asia, Africa or the Middle East, felt these trends were impactful on their own specialist areas, whether that was consumers in Germany or China, or the global market for consumer appliances or travel.

# THE IMPORTANCE OF MEGATREND ANALYSIS



Why is gaining an understanding of megatrends so important? The answer is simple: megatrends shape both consumer and B2B industries in the present and will continue to do so into the future. For a business to thrive in a fast-paced market, meet disruptions directly and stay ahead of changes in consumer and customer behaviour, it must embrace the analysis of megatrends and incorporate them into core strategy. The broad, holistic view of megatrend analysis enables businesses to look outside their immediate category, industry, and market(s) to observe change having a direct or indirect impact on their future. A longer-term view allows businesses to ensure sustained innovation success, shift from reactive to proactive strategies and provides an opportunity to disrupt before competitors.

## Applying megatrend analysis to your business

Megatrend analysis is not confined to new product development. Rather, megatrend analysis is a key input to innovating across all areas of a business and can be used for both internal and external innovation. For example, megatrend analysis applies to everything from redefining a company’s long-term vision or mission, to developing new business models better meeting the demands of tomorrow’s consumers, to innovating new production processes.

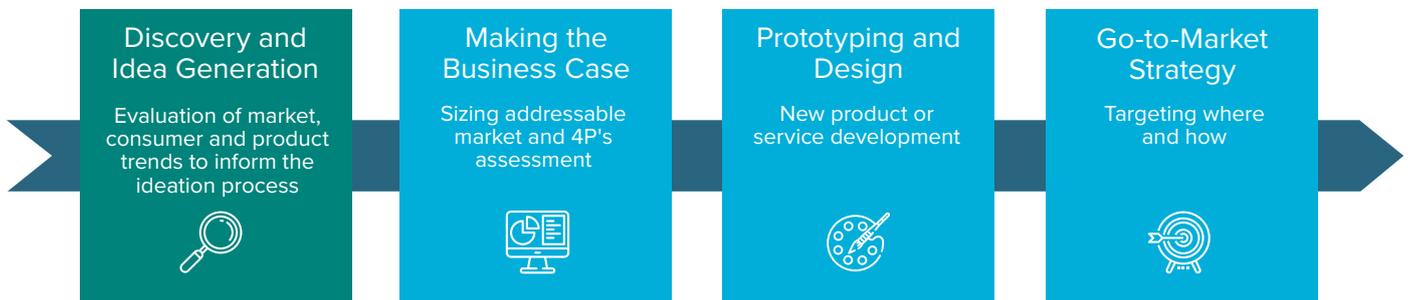
Demonstrated below are some major areas megatrend analysis can be applied to a business:

### How Megatrends Shape a Business Strategy

Megatrends	Innovation Areas	New Strategies
 	<ul style="list-style-type: none"> <li>Business Models</li> <li>Product Portfolios</li> <li>R&amp;D</li> <li>Customer Segments</li> <li>Marketing</li> <li>Human Resources</li> <li>Go-to-Market</li> <li>Production</li> </ul>	<ul style="list-style-type: none"> <li>Business Models</li> <li>Influencers</li> <li>Communication Tools</li> <li>Vision, Mission</li> <li>Products and Services</li> <li>Markets, Geographies</li> <li>Marketing Mix</li> <li>Branding or Positioning</li> <li>Talents and Skills</li> <li>Suppliers</li> <li>Route-to-Market, Channels</li> <li>Production Processes</li> </ul>

A typical innovation process involves four key stages: discovery and idea generation, making the business case, prototyping and design and go-to-market strategy.

### The Standard Innovation Process



Megatrend analysis is an important part of the first phase of the innovation process, discovery and idea generation, as businesses make sense of market and consumer needs and identify whitespace opportunities for growth. Megatrend analysis helps businesses create a framework for innovating, from guiding the highest level strategic decisions to small, tactical renovations. While megatrend analysis should happen during the early stages of innovation to create a strong strategy, key identified megatrends should be discussed during each of the proceeding innovation phases, ensuring the final launch remains in line with the initial vision and goals.

Many companies understand the value of megatrends and their potential for positive impact, but struggle with applying them to their business. First, it is important to understand which megatrends are most relevant to your industry and next, analyse how these megatrends are transpiring in your industry via trends and sub-trends. Relevant case studies and new product or service launch examples help businesses comprehend the impact of megatrends and to ideate potential future implications or new applications. Next, quantifying current and forecasted impact enables businesses to prioritise which megatrends and industry or category level trends they innovate against and on what timeline. While megatrend analysis provides a starting framework, the application requires additional in-depth understanding at the lowest level in order to activate learning.

# EIGHT MEGATRENDS THROUGH 2030

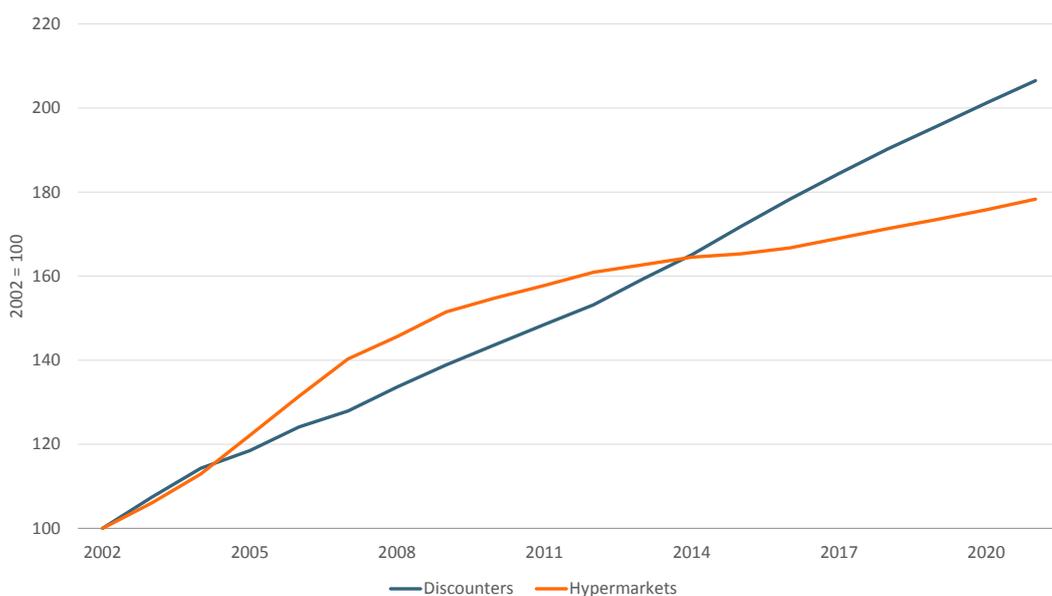


To illustrate the importance of megatrends, their impact and how they improve business strategy, here are examples of how they transform the consumer landscape and case studies demonstrating how businesses connect with consumers.

## “Middle Class Retreat”

The “Middle Class Retreat” megatrend asserts that whilst the middle classes boom in Asia, the middle classes in developed markets struggle to maintain the economic position they enjoyed for the last half a century. This is exemplified by the growth of discounters in grocery retailing. Since 2010 and the aftermath of the global financial crisis, discounters have seen their sales growth outpace that of hypermarkets. Meanwhile, hypermarkets have underperformed the grocery market performance since 2013, as consumers switch to more frequent shopping trips and demand smaller stores in more convenient locations.

**Real Growth in Sales of Discounters vs. Hypermarkets, 2002–2021**



Source: Euromonitor International from trade sources

Note: Data are in constant prices and from 2017 onwards are forecast

One aspect of this megatrend is the idea of “Glorified Frugality” which sees the middle class consumer celebrating how little something costs, rather than how much, whilst also reducing waste. To win these frugal consumers, businesses must design for longevity, emphasising good quality, re-use and ease of maintenance and look for “revolutionary” takes on value.

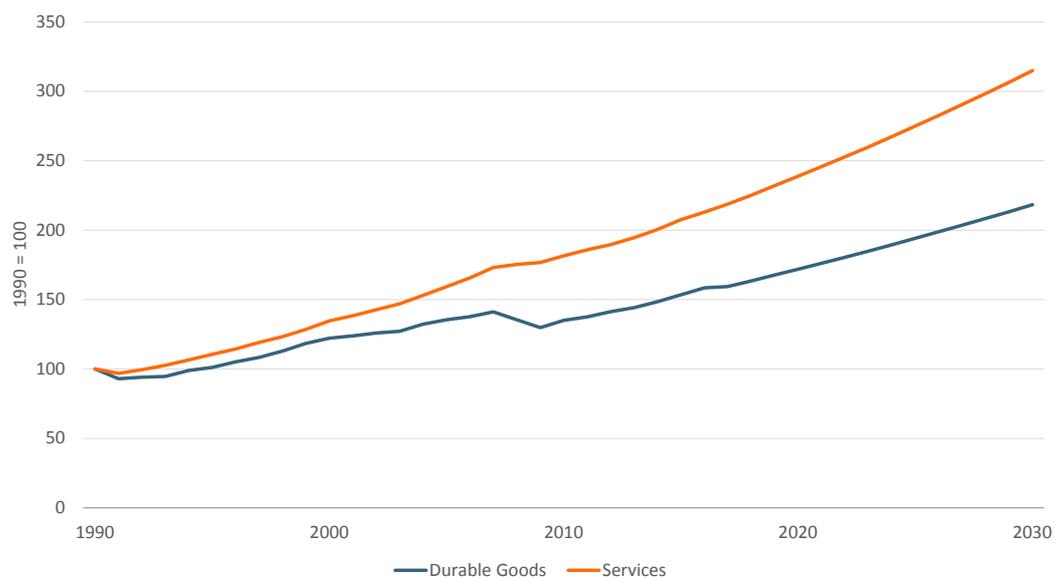
## Case study: UK GameStop re-aligns its business model with “glorified frugality”

GameStop, a video game and consumer electronics retailer, has pushed its Buy-Sell-Trade model into the centre of its business and now considers this its core expertise, rather than sales of new games themselves. The company has also expanded its refurbishment operations into consumer electronics beyond used games and game consoles. About 25% of GameStop’s revenue is estimated to come from sales of used electronic goods.

## “Experience More”

Another shift in behaviour is the increased emphasis on experiences over possessions. We can see the sharp divergence in trends following the global financial crisis when real growth in spending on durable goods fell and spending on services continued to grow. Looking ahead, we expect spending on services to continue to accelerate at a faster pace than spending on durable goods.

### Real Growth in Global Consumer Expenditure on Durable Goods and Services, 1990–2030



Source: Euromonitor International from national statistics

Note: Data are in constant prices and from 2017 onwards are forecast

The “Experience More” megatrend goes further than this though. As well as prioritising experiences over possessions, consumers are also more demanding of experience in the path to purchase. The trend is impacting across sectors, from the value placed on the dine-in experience in consumer foodservice, and the importance of the shopping experience in the retail sector, through to the priority some consumers give to experiences such as holidays, over purchasing the latest tv or latest fashion.

Those at the frontline such as retailers and restaurateurs are tackling this trend head on by placing more emphasis on the consumer experience as a vehicle for boosting sales and margins. This includes creating more intimate experiences with consumers, providing a seamless shopping environment whether online or in-store and personalising their offering.

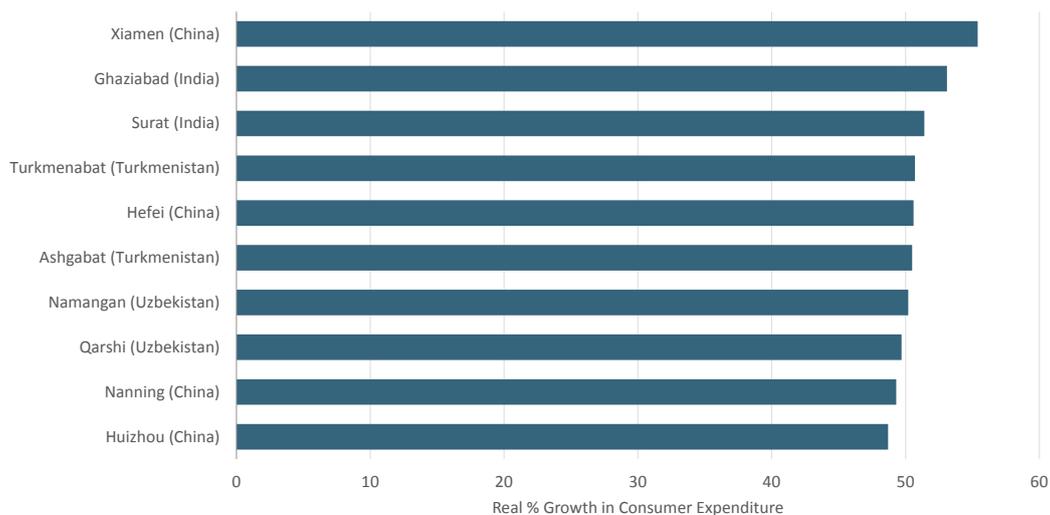
### Case study: Unilever’s Magnum ice cream brand makes consumers part of the production process

For the past three years, Magnum has run a “Make Your Own” pop-up store in London, which allows shoppers to create a Magnum ice cream bar according to their own preferences. Magnum puts a lot of emphasis on shareability, encouraging shoppers to use the #MagnumLDN hashtag. “Make Your Own” lets shoppers become part of the production process of a bespoke, yet familiar, product. While anyone can buy a Magnum in the store, the pop-up concept ensures that consumers have a more immersive and exclusive experience.

## “Shifting Market Frontiers”

As some areas of the globe become over-farmed, over-populated, or otherwise reach their maximum potential, others gain prominence for their unexploited potential. We call this megatrend “Shifting Market Frontiers”. To ensure future growth, businesses will have to adapt to the changing demographic, economic and technological reality bringing new markets from frontier into the spotlight. China is a case in point, with market saturation and competition intensifying in China’s major cities, businesses must shift their interest to fast growing mid-sized cities. Rising business investment, increasing disposable incomes, better infrastructure and the growing adoption of high-speed internet have laid the foundations for mid-sized city growth in China. For instance, the city of Xiamen on China’s southeast coast will triple its consumer market size in real terms by 2030, making it larger than Rome, Munich or Barcelona.

### Fastest-Growing Cities by Consumer Expenditure, 2016–2021



Source: Euromonitor International from national statistics / Eurostat / UN / OECD

A mid-size city strategy is not without its challenges. The major hurdle for foreign companies will be establishing consumer recognition and distribution channels in areas that were previously underdeveloped.

### Case study: Nestlé re-introduces KitKat via Hsu-Fu-Chi

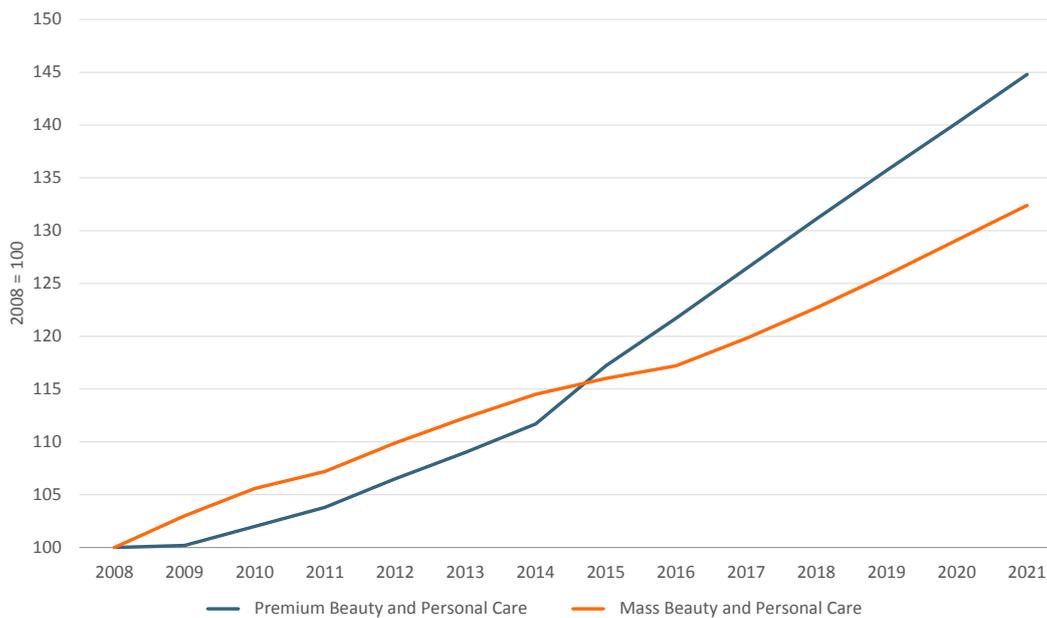
In 2011, Nestlé acquired Hsu-Fu-Chi, a Hong Kong based confectionery manufacturer with considerable shares in the China market, primarily for the sake of the latter's impressively wide channels in lower tier cities. In December 2015, Nestlé re-introduced its chocolate brand KitKat to access more consumers and explore great market potential in mid-size cities.

**6.3%**  
Nestlé's share of  
China's confectionery  
market in 2016

## “Premiumisation”

“Premiumisation” is another of our focus megatrends, whilst many will see this as nothing new, what has changed is the motivation behind consumers' purchasing decisions. At its core, premiumisation is about *priorities*. With more products available at more price points than ever before, consumers can spend more on the things that matter to them, while cutting back—often significantly—on those that do not.

### Real Growth in Global Retail Sales of Premium vs. Mass Beauty and Personal Care, 2008–2021



Source: Euromonitor International from trade sources / national statistics

When consumers spend more—on high-end travel experiences, for instance—they are “funding” that expenditure by economising elsewhere, such as flying low-cost air carriers. Our research has shown that more consumers than ever are turning inward, investing in becoming better—better-organised, healthier, more responsible, more relaxed—in an uncertain global environment.

### Case study: Freshpet taps into consumers’ willingness to splurge on their pets

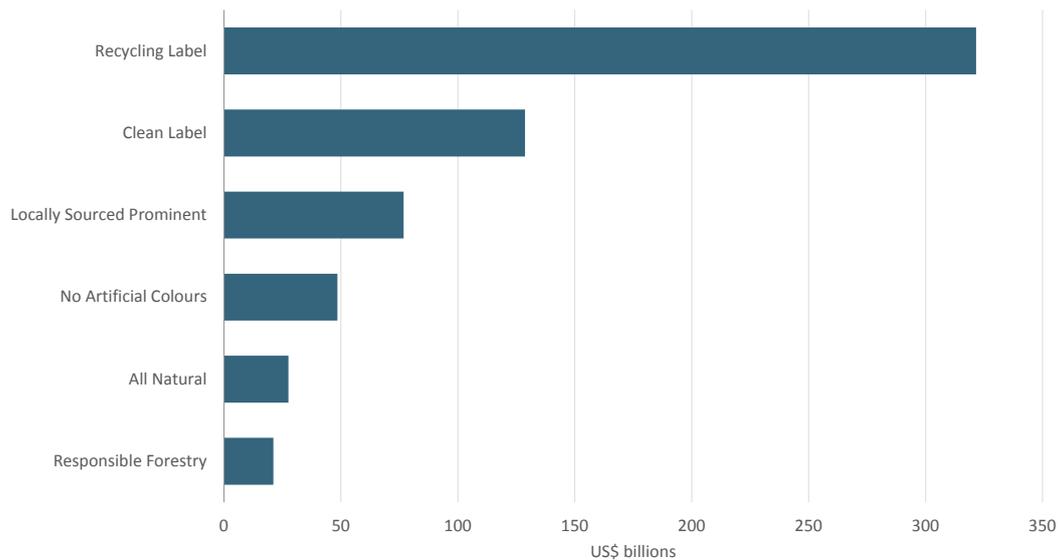
Premiumisation has taken command of US retail pet food, with “premium” priced offerings accounting for 61% of value sales in dog and cat food in 2016. Launched in 2006, Freshpet accounted for 8% of the premium wet dog food segment in 2016. The brand’s USP is its perishable, chilled dog food which is merchandised in refrigerated coolers. Despite a substantial price premium, Freshpet doubled retail value sales between 2012–2016.



## “Ethical Living”

Among consumers and business, increasing attention is paid to ethics and moral values. This translates into decisions framed by concerns about the environment, sustainability, animal welfare, production and labour practices, as well as desires to positively impact communities and people. The “Ethical Living” trend is driven by three factors: awareness, availability and affordability.

### Global Retail Sales of Ethical Labels, 2015



Source: Euromonitor International from trade sources / national statistics

More companies are looking to authentic environmental strategies and moving beyond simple “greenwashing”, and in doing this they carve out a path of innovative, profitable green business for others to follow. Increasing interest in water conservation is one way this plays out, with big names across industries like the Ford Motor Company, Nestlé, Levi Strauss & Co and Heineken focusing on water conservation to niche players entering markets with products whose central aim is to be ethical targeting “deep-green” consumers.

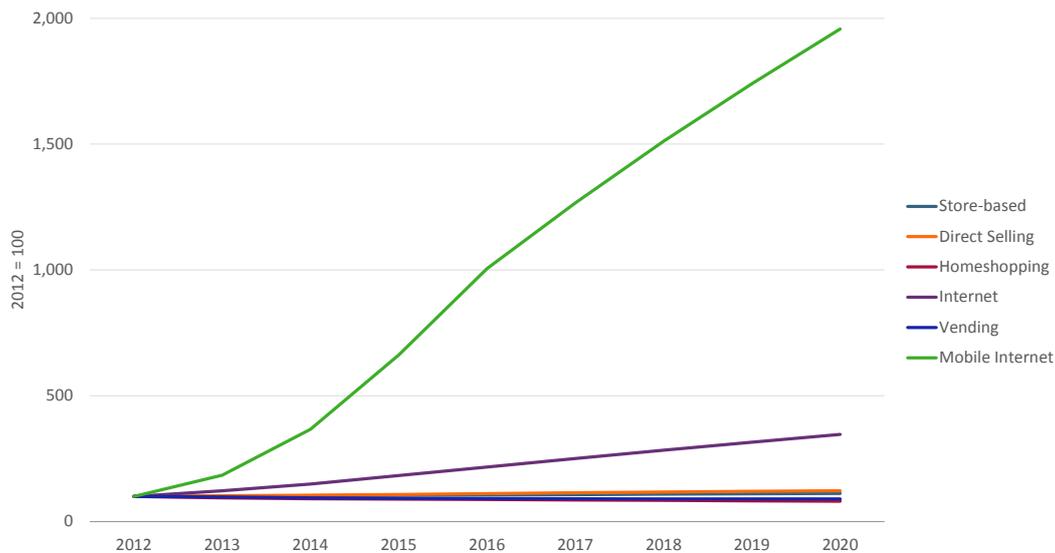
### Case study: US-based Pinch of Colour delivers beauty with a cause

Established in 2016, Pinch of Colour states on their website that they are the first waterless beauty brand in the US, delivering colourless cosmetics while conserving water. Waterless products, in both form and function, present opportunities to target environmentally-conscious consumers as well as generate a favourable brand image.

## “Shopping Reinvented”

How we buy goods and services is constantly in flux as economic and technological realities change every day for businesses and consumers. Shifting values and access to the internet have created a great deal of new competition for customers. Consumers make purchases across many different platforms and merchants must be prepared to engage anytime and anywhere, especially as buying habits shift from goods to services.

### Real Growth in Global Retail Sales by Type, 2012–2020



Source: Euromonitor International from trade sources / national statistics

The ideal customer journey weaves a brand into the entire experience, providing value before, during, and after the purchase, converting a transaction into a relationship. Consumers are increasingly expecting retailers to engage with them in ways that suit their interests and lifestyle. Selling via social media and social messaging (s-commerce), internet-enabled subscription programmes, pop-up shops and other innovative methods offer ways to tailor the transaction to the product being sold and the consumer.

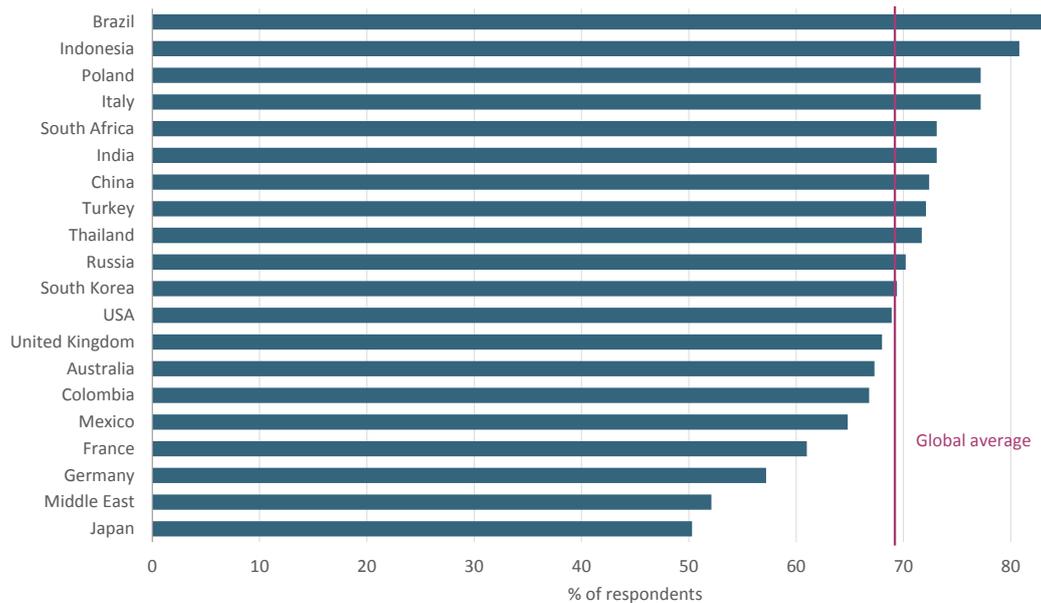
### Case study: Megane SUPER and Line make optical sales through unusual models

Japanese optical goods chain Megane SUPER has been one of the early adopters of s-commerce. The company allows customers to complete their purchases through chat-style shopping using the messaging app Line. S-commerce is one application of innovative retail models that allow companies to provide creative transactions with consumers in ways that suit their lifestyles and needs.

## “Healthy Living”

Healthy lifestyle habits are becoming the normal way of life as concerns over obesity, food sensitivity and people affected from disease continues to rise. Consumers are demonstrating a more holistic approach to wellness encompassing spiritual and mental wellbeing, alongside physical health. This continued focus on health and wellbeing entails a wider lifestyle shift and evolving attitudes towards health care, nutrition, beauty, physical activity and overall self-improvement.

### Consumers Rating Limited Daily Stress Levels as Very or Extremely Important, 2016

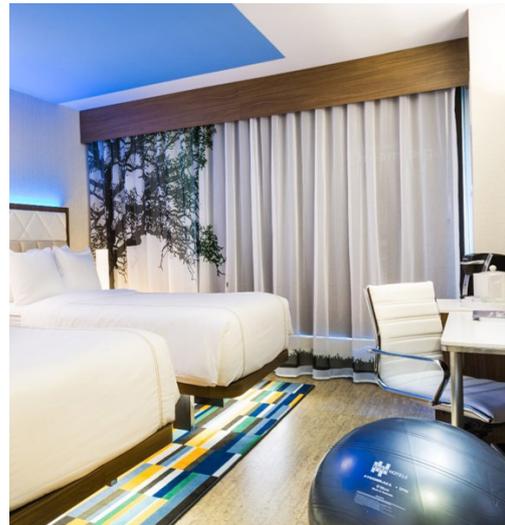


Source: Euromonitor International Global Consumer Trends Survey 2016

Consumers are increasingly looking for personalised health, mental wellbeing, clean label, botanicals, athleisure and home-tech health. This provides opportunities for business to diversify, tailor and differentiate their brands by weaving health into product and service concepts. One example is travel. Health and travel are closely connected, most obviously there are resort and hotel spas which cater to travellers’ mental and physical health. Yet more and more we see health and wellness becoming an integral part of all travel as consumers seek to get away from mundane lives, spend time in nature and with family and friends, and possibly even take the opportunity to have a “digital detox”.

## Case Study: InterContinental Hotels Group opens EVEN as the answer to travel stress

InterContinental Hotels Group opened its first upscale select-service hotel brand, EVEN, in 2014 and now has six hotels open in the US. Increasingly, travellers are looking to balance their health and reduce the stresses of travel. The brand focuses on conscientious travellers and offers exercise equipment in the room, a large fitness centre and healthy eating options. Future design concepts of living and hospitality spaces will continue to weave in wellbeing as a key attribute.



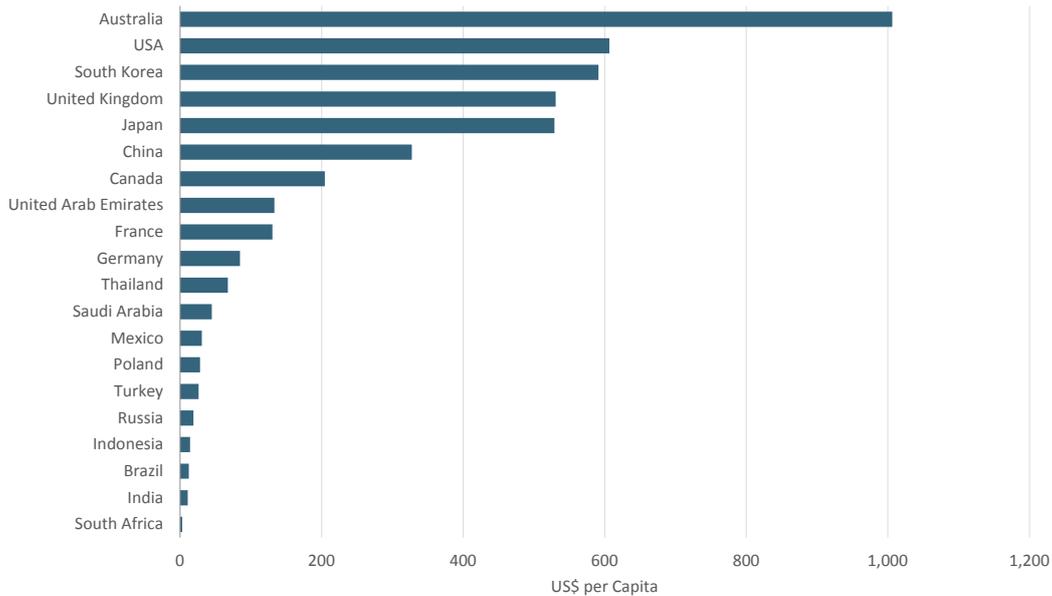
Source: IHG.com

## “Connected Consumers”

Connected consumers use computers, smart phones, tablets, navigation devices, media players, e-readers, imaging and gaming devices and other audio and visual devices that connect to the internet, in order to experience and interact with digital content with “experience” being one of the most important words relating to the needs of the connected consumer. This is done mainly for the purposes of shopping, education, entertainment, research, accessing services as well as socialising, and is disrupting and arguably improving upon many traditional structures for doing these things.

This is a growing phenomenon, with penetration of devices and connected infrastructure spreading first through developed markets and now also growing rapidly in emerging markets. These digital connections are underpinning shifts in how consumers live, work, shop and play through a nervous system charged with supplying the key benefits of convenience, simplicity and knowledge.

## Mobile Digital Purchases in Selected Countries, 2016



Source: Euromonitor International from trade sources / national statistics

The rapid increase in connections has ushered in speed, convenience and instant access across life. Connected consumers can summon a taxi, book a flight, browse products, order food, listen to music, play a game, watch a film or chat with others using internet connectivity. Connectivity is so intertwined into the daily lives of connected consumers that over half say they would be lost without it, according to Euromonitor International's 2016 Global Consumer Trends Survey.

## Case Study: Netflix changing how viewers consume media

When Netflix launched in 1997, its initial mail-order service appealed to namely movie buffs who were willing to wait. Eventually, new technologies gave way to Netflix streaming video over the internet, forever changing the way viewers consumed media. Netflix inspired the cultural phenomenon known as binge watching. For example, according to company estimates, Netflix subscribers watched 12 days, or 288 hours, more of Netflix than they did in 2011, and this figure is likely to increase.

**50%**  
of global connected  
consumers watch video on  
a mobile device weekly

# CONCLUSION



Today's environment of fast-paced change makes it more challenging than ever to keep up with competitors. Megatrends represent long term shifts in behaviour or attitude that have a global impact, cross multiple industries and explain the fast-paced change taking place. Megatrend analysis helps businesses map and understand the changes occurring now and predict those occurring in the future and is a critical tool for innovators seeking to shift strategy from reactive to proactive.

Megatrend analysis helps businesses better anticipate market developments and lead both incremental and disruptive change for their industries. In addition to new product development, megatrend analysis can and should be leveraged as a key input to innovating all areas of a business, including both internal and external change.

# HOW CAN EUROMONITOR INTERNATIONAL HELP?



Euromonitor International's global footprint, cross-industry view and internal expertise of 1,000 industry, country, economic and consumer experts help us identify and track megatrends. Through our own megatrend analysis, we identified 20 of the most influential megatrends set to shape the world through 2030, providing thought leadership on the eight megatrends for 2017 with the furthest-reaching impact on industries and consumers in the years to come.

In addition to education and awareness, Euromonitor International partners with businesses to quantify the current and forecasted impact of megatrends, prioritising which megatrends and industry / category level trends to innovate against and define next steps towards growth.

[Purchase our report series](#) to learn more about each megatrend or [contact us](#) to hear more about Euromonitor Consulting and our custom research opportunities.

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