

Top 10 global consumer trends for 2021 - Euromonitor

Global market research company Euromonitor International has released its '[Top 10 Global Consumer Trends 2020](#)' report. The annual report reveals the trends that the company believes will define consumer behaviour and influence business strategies in the year ahead.



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The Covid-19 pandemic created, influenced or accelerated each of these trends.

1. Build back better: In 2021, consumers expect purpose-driven initiatives that support the triple bottom line – people, planet and profits. Nearly 70% of professionals expect consumers to be more concerned about sustainability than before Covid-19.

2. Craving convenience: There's a growing desire for the ease of on-the-go, impulse and spontaneous occasions and simplicities of pre-pandemic life.

3. Outdoor oasis: Consumers will reconnect with nature and turn to open-air venues for leisure and to safely socialise.

4. Phygital reality: People will use digital tools to stay connected at home and to facilitate safer procedures in brick-and-mortar outlets.

5. Playing with time: Consumers are gaining newfound flexibility, scheduling activities in a non-conventional order to suit individual time demands.

6. Restless and rebellious: With a distrust in media and governments, people are defying misinformation and putting their needs first. In 2020, 29% of global consumers were actively involved in political and social issues.

7. Safety obsessed: There's a rising demand for contactless services, exceptional sanitation standards and products that enhance hygiene and immunity.

8. Shaken and stirred: Consumers will reassess priorities and identities in pursuit of a more fulfilled life and improved mental resilience. Depression and mental health had a moderate or severe impact on 73% of global consumers' everyday lives last year.

9. Thoughtful thrifters: Consumers are budgeting more cautiously and purchasing value-added and affordable products and services.

10. Workplaces in new spaces: People are finding a new work-life balance, as remote collaboration redefines the traditional office environment. More than half of global consumers previously had a strict boundary between work or school and personal life.

"2021 will be a pivotal year," says Alison Angus, head of lifestyles at Euromonitor International. "Tailoring strategies to these emerging consumer trends will empower businesses to endure the unexpected and overcome adversities."

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