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## Top 10 Global Consumer Trends for 2020

By Gina Westbrook  
Director of Consumer Trends

Every year, Euromonitor International identifies emerging and fast-moving trends that we expect to gain traction in the year ahead. These trends provide insight into changing consumer values, exploring how consumer behavior is shifting and causing disruption for businesses globally.

### What are we in 2020?

Two main themes are evident in 2020's top consumer trends - convenience and personal control. Consumers must strike a balance between the two and that's not always easy.

### We are starting to embrace robots

The *Beyond Human* trend shows how people are beginning to accept that robots or other artificial intelligence (AI) can perform certain tasks traditionally done by humans. Though complete trust of, and universal access to, this technology will take more time, we are embracing the concept of AI-driven robots for our own welfare, convenience and comfort. Growing up with technology as an integral part of their lives, Generation Alpha will not distinguish between digital and physical.

### We want flexible and personalized transportation

Consumers want the freedom to move around increasingly congested cities as they please. *Frictionless Mobility* is now the expectation as consumers use navigation apps to plan their journey and want real-time updates on the best way to get from A to B, whether it is by train, taxi, electric bike, scooter, helicopter or a combination of them all. Consumers want their transportation across cities

to be modular and personalized to their individual needs in 2020 as they embrace a crowded world that is no longer seen as car-first.

### We want more content in less time

Swipe, click, and scroll are now the main reflexes to search for information among *Catch Me in Seconds* consumers. With improved technology, accessibility and usage, consumers can find immense amounts of information with fewer barriers. Consumers have the same capacity to process information as before but now contend with much more information to process, needing to identify the most relevant bits quickly. They are constantly seeking personalized, authentic and appealing channels. *Catch Me in Seconds* consumers want brands to make their information, product or service as accessible as possible in a short timeframe to compete with other demands.

### We want tailored experiences but at what cost?

*Private Personalization* consumers expect brands to tailor products and services to them, yet they must surrender their personal information to optimize their experience. Companies are investing in algorithms and data collection methods to achieve more precise marketing. In return, consumers spend less time researching product options. Yet, consumers are growing concerned about who has access to their data and how it is used. While some brands are pushing the boundaries on the type of information they collect, others are attempting to set new standards and appeal to consumers who prefer to remain off the grid. The *Private Personalization* consumers trend means consumers will likely opt out of those digitally manufactured experiences they do not see as adding value to their lives.



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### We never need to leave home

During times of economic, political or personal uncertainty, consumers are drawn to the comforts of home. In seeking to unwind and get back on track, consumers retreat to their personal safe spaces, where they are free from the distractions of the world around them. While this tendency is nothing new, for the first time, consumers don't want to leave their homes, but also don't have to. Thanks to high-speed internet access and innovative goods and services, global consumers are able to exercise, shop, work and play, all from the comfort of their *Multifunctional Homes*. The impact on government, distribution, and industries is profound and far-reaching.

### We are opening up to other abilities

Brands are catering to individuals with physical or mental disabilities, unlocking the potential for an *Inclusive for All* business model. Companies are reframing their products and services to be more accessible to everyone, representing individuals beyond the mainstream and helping to reduce prejudice around diversity and differences. Brands are responding to a societal push for change. Businesses are making steps towards authenticity and inclusion, putting accessibility at the core of new product developments.

### We want to go back to our roots

*Proudly Local, Going Global* will become more sharply defined and relevant in 2020. It captures global consumer desire to adopt and appeal to a sense of individuality and growing national identity from local inspiration. There is also a growing expectation of multinationals to respond appropriately and creatively to local culture, social norms, and consumer habits. Niche brands start their global route to success by accentuating their local credentials, keeping this at the forefront of consumers' minds. At the same time, multinationals are becoming more sophisticated in shaping their products to local tastes and preferences without losing their core brand identity. Tuning into the

*Proudly Local, Going Global* trend is a compelling business strategy to win and retain consumer loyalty.

### We want to use our resources better

Today's sustainability leaders are tapping into new circular business models that aim to offer more with less through sharing, reusing, refilling, and renting. Increased environmental awareness is driving the *Reuse Revolutionaries* trend, especially for younger generations who are prioritizing experiences over ownership. This is creating sustainable business opportunities. New business models that avoid waste generation are appealing to more ethical consumers who are embracing sustainability through longer-lasting products.

### We are fighting for clean air

Growing concern for personal wellbeing and the environment is putting air quality in the limelight. Mounting pressure on governments to avert rising temperatures is manifesting consumer activism. From travel backlash to going vegan, these measures aim to save the planet from potential ecological disaster. The *We Want Clean Air Everywhere* trend highlights how awareness of air pollution is impacting consumer choice and how brands are positioning themselves to target environmentally conscious consumers.

### We are focusing on our mental needs

*Minding Myself* is bringing mental wellbeing to the forefront of consumer concerns in 2020. One in four adults in the developed world suffers from anxiety. Yet, under half receives treatment. At the same time, consumption of self-medicating stress-relief products, such as cigarettes and alcohol, is declining. Instead, consumers are seeking outcome-based goods to address specific mental wellbeing needs and prevent the physiological effects of stress, worry, and sleeplessness. The future of socializing will be redrawn. Responsible stimulation and mental wellbeing will be the new normal as consumers seek their "holistic happy." ■

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