Allegro234 *Transformation Consultants and Doers*

2025
Trends & Insights

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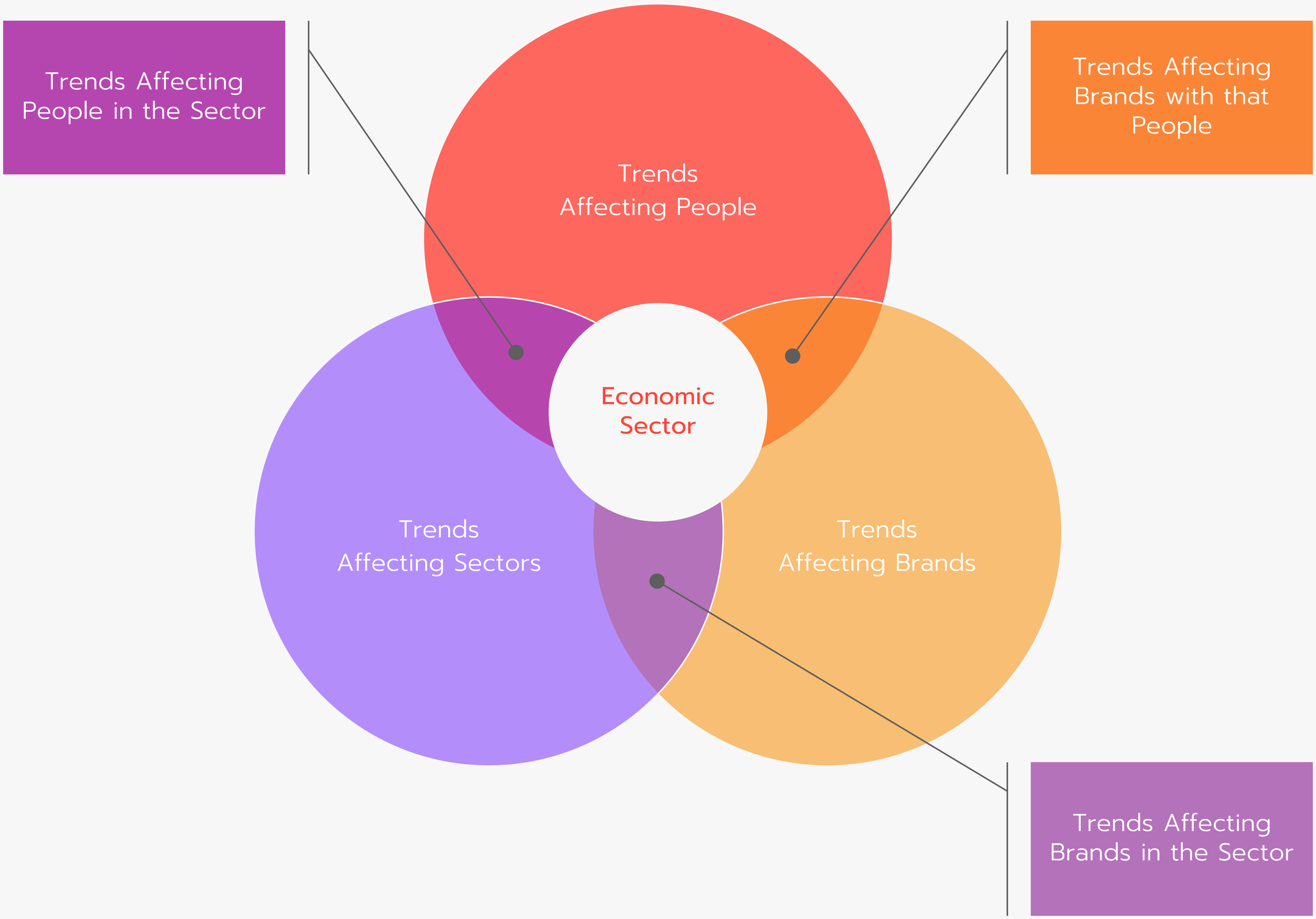
Trends & Insights

are the result
of our research efforts,
aimed at providing our clients
with far-sighted solutions

In each chapter and subchapter, we will introduce you to six different types of trends, along their descriptions and examples



Agenda

- Branding
- B2B
  - B2B and B2B2C –Industry
  - B2B –Services
  - B2B –Design and Architecture
- B2C
  - B2C –Food and Beverages
  - D2C –Direct to Consumer
- P2P –Peer to Peer

Cottonbro, Pexels

Trends on Branding

In the dynamic landscape of branding, the different economic sectors are experiencing significant shifts influenced by technological advancements, evolving consumer behaviours, and the imperative for authenticity.

Professionals in marketing, branding, and communication, particularly those at the C-suite level or business owners with advanced degrees, must navigate these trends to maintain relevance and foster growth.

Trends Affecting People

Advanced Personalization

Consumers and business clients increasingly expect personalized experiences tailored to their specific needs and preferences. Brands are leveraging data analytics and AI to deliver customized content, product recommendations, and marketing messages, enhancing satisfaction and loyalty

Netflix

It utilizes sophisticated algorithms to recommend content based on individual viewing habits, creating a unique experience for each user

Emphasis on Sustainability

There is a growing demand for brands to adopt sustainable practices. People are more inclined to support companies that demonstrate environmental responsibility and ethical sourcing.

Patagonia

It emphasizes its commitment to environmental sustainability, which resonates with eco-conscious consumers.

Trends on Branding

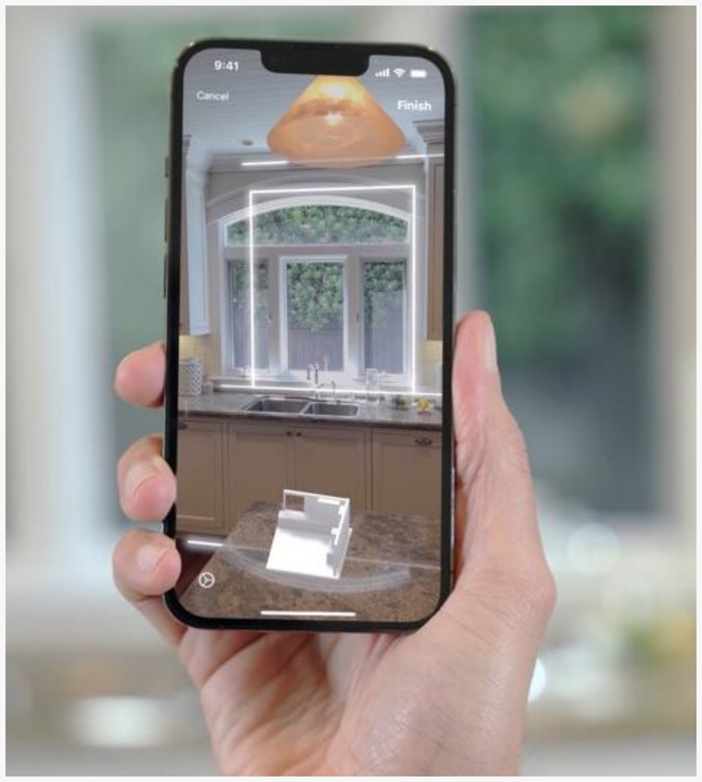
Trends Affecting the Sector

Integration of Advanced Technology

The adoption of technologies such as augmented reality (AR) and virtual reality (VR) is transforming the branding sector. These tools offer immersive experiences that engage consumers in novel ways

IKEA

IKEA's AR app allows customers to visualize furniture in their homes before making a purchase, enhancing the shopping experience



Growth of E-Commerce

The shift towards online shopping has accelerated, prompting brands to enhance their digital presence and e-commerce capabilities. This trend necessitates robust online branding strategies to attract and retain customers

Amazon

It continues to dominate the e-commerce space by offering a vast selection of products and personalized shopping experiences

Trends on Branding

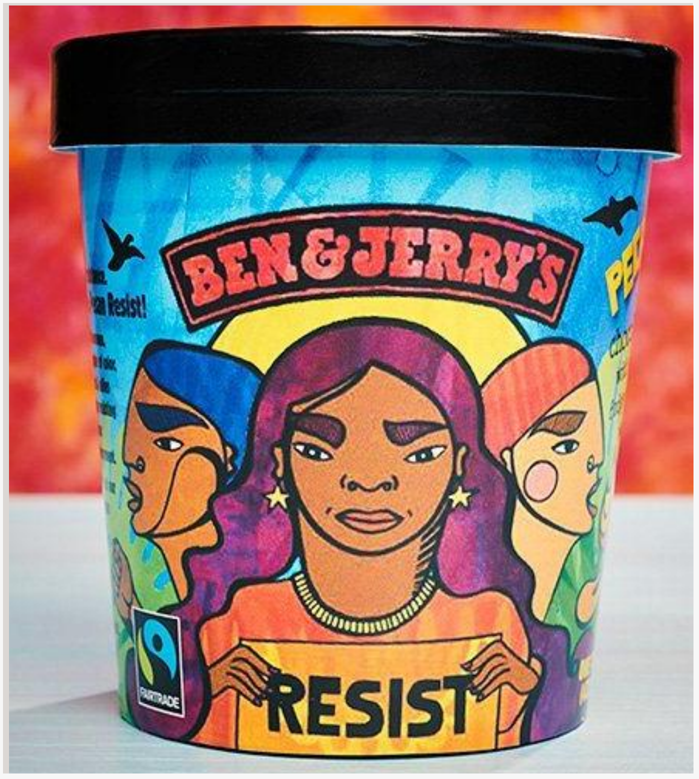
Trends Affecting Brands

Authenticity and Transparency

Brands are increasingly expected to be authentic and transparent in their communications and operations. Consumers value honesty and are quick to disengage from brands perceived as deceptive

Ben & Jerry's

Ben & Jerry's openly shares its social and political stances, which strengthens its connection with like-minded consumers



Strategic Collaborations

Collaborations between brands and influencers or other companies can expand reach and introduce products to new audiences. Strategic partnerships are becoming a common tactic in branding

Nike and Apple

Nike's collaboration with Apple to create fitness tracking products combines expertise from both brands to offer innovative solutions

Trends on Branding

Trends Affecting People in Relation to the Sector

Active Consumer Participation

Consumers are no longer passive recipients of brand messages; they actively engage and co-create content. Brands encourage user-generated content to build community and trust

GoPro

It highlights videos created by its users, highlighting real-life applications of its products, and fostering a sense of community

Preference for Digital Experiences

There is a growing preference for digital interactions, from virtual try-ons to online customer service. Brands are investing in digital tools to meet these expectations

Sephora

It offers virtual makeup try-ons through its app, allowing customers to experiment with products digitally

Trends on Branding

Trends Affecting People in Relation to Brands

Loyalty Based on Shared Values

Consumers are more loyal to brands that share their values and contribute positively to society. Brands that align with consumer beliefs can build stronger relationships

TOMS Shoes

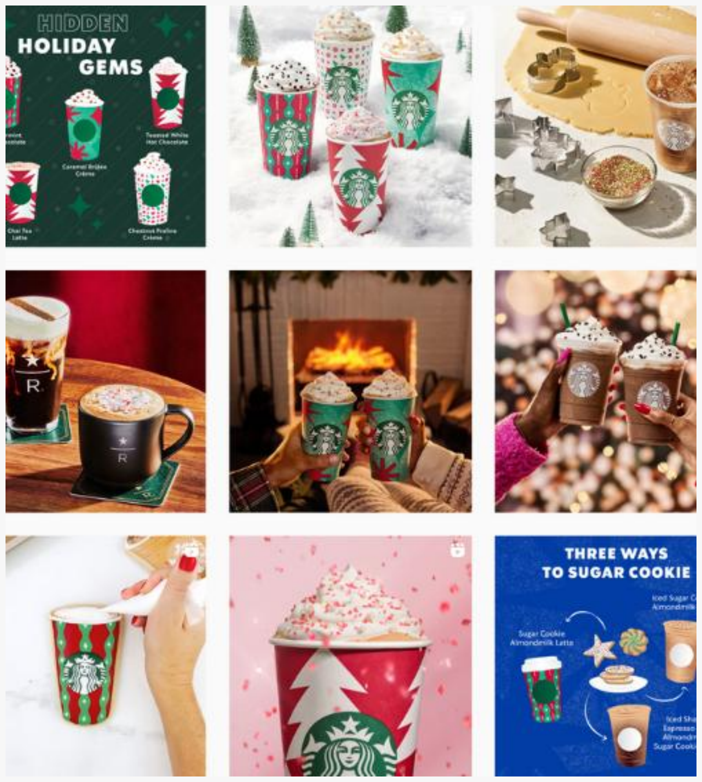
TOMS' one-for-one model appeals to consumers who value social responsibility, fostering brand loyalty

Demand for Two-Way Communication

Consumers expect brands to listen and respond to their feedback. Engaging in meaningful dialogues with customers enhances brand perception and loyalty

Starbucks

Starbucks actively engages with customers on social media, addressing concerns and gathering feedback to improve services



Trends on Branding

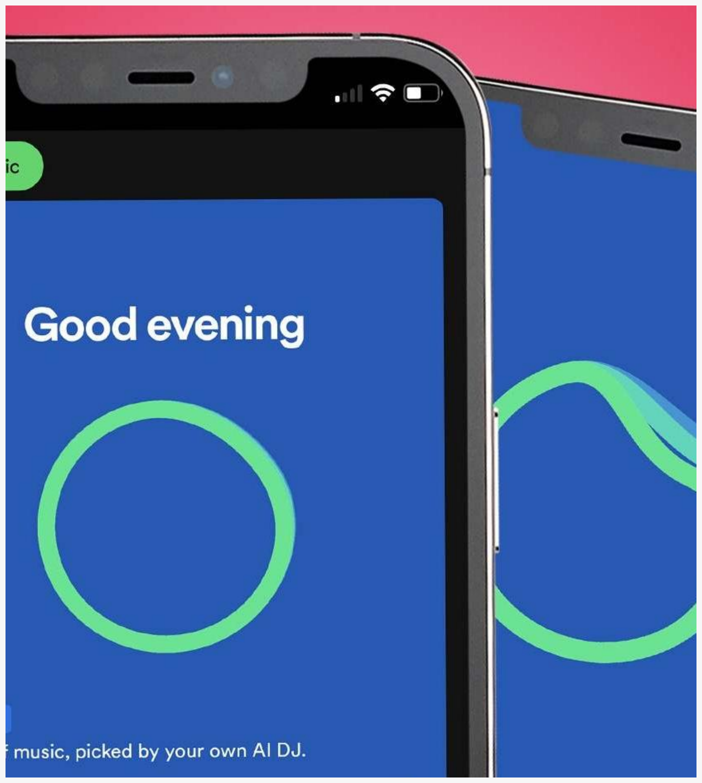
Trends Affecting the Sector in Relation to Brands

Adoption of Artificial Intelligence

Brands are increasingly utilizing AI to analyse consumer data, predict trends, and personalize marketing efforts. This technology enables more efficient and effective branding strategies

Spotify

It uses AI to curate personalized playlists for users, enhancing user engagement and satisfaction



Focus on Customer Experience

There is a heightened focus on delivering exceptional customer experiences across all touchpoints. Brands are investing in customer service and user experience design to differentiate themselves

Zappos

Zappos is renowned for its customer service, which is a core component of its brand identity and success

These trends highlight the evolving nature of branding in both B2B and B2C sectors, emphasizing the importance of personalization, technological integration, authenticity, and consumer engagement.

Brands that adapt to these trends are better positioned to connect with their audiences and achieve sustained success.

Trends on B2B

This synthesis highlights actionable insights and practical examples for B2B industries to adapt to evolving trends and maintain competitive advantages.

Pixabay, Pexels

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Trends on B2B

Trends Affecting Individuals

Omnichannel Engagement

B2B customers demand seamless transitions between in-person, remote, and digital self-service channels. This "rule of thirds" approach has become a key standard for client retention.

Salesforce

Salesforce offers tools that integrate digital and remote support channels, enabling personalized customer journeys

Evolving B2B Buying Journeys

Buying decisions involve diverse teams performing simultaneous tasks. Companies that support collective processes see improved decision-making and efficiency.

Microsoft Teams supports collaborative work environments, streamlining the decision-making processes for B2B professionals

Microsoft Teams

It supports collaborative work environments, streamlining the decision-making processes for B2B professionals

Trends Affecting the Sector

E-commerce as a Revenue Leader

E-commerce now accounts for over a third of B2B revenues, surpassing traditional sales methods. Investing in user-friendly and scalable platforms is essential.

Amazon Business

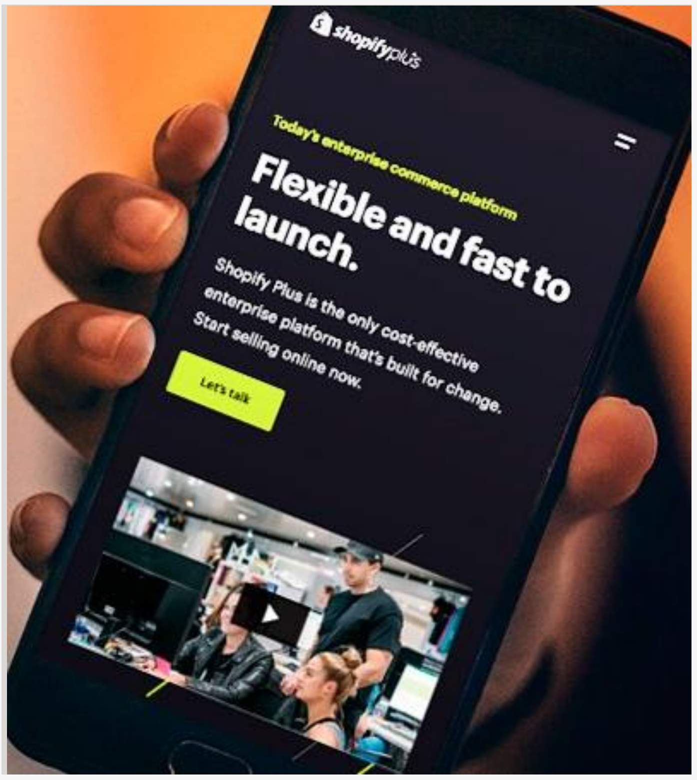
Amazon Business provides an efficient e-commerce platform tailored to organizational purchasing needs

Digital-First Sales Transformation

By 2025, 80% of B2B sales interactions will occur through digital channels. The shift urges businesses to optimize their digital sales capabilities.

Shopify Plus

Shopify Plus empowers B2B companies to establish robust digital-first sales infrastructures



Trends on B2B

Trends Affecting Brands

Adoption of Hybrid Sales Models

Combining remote and in-person interactions enhances engagement and aligns with client preferences. Hybrid models are projected to dominate by 2024.

Cisco's hybrid sales model blends in-person consultations with remote support to drive engagement and sales.

Cisco

Cisco's hybrid sales model blends in-person consultations with remote support to drive engagement and sales

Personalization and Customer-Centricity

Personalized strategies catering to individual customer needs drive significant market share growth.

HubSpot

It provides CRM tools that help businesses create personalized sales and marketing experiences

Trends on B2B

Trends Connecting Individuals to the Sector

Generative AI in Sales

Generative AI enhances personalization and operational efficiency, enabling organizations to grow market share by up to 1.7 times.

Salesforce Einstein

It leverages AI to create tailored sales predictions and automate customer interactions.

Emphasis on Cybersecurity and IoT

Investments in cybersecurity and IoT reflect the sector’s focus on safety and innovation.

Palo Alto Networks

Palo Alto Networks offers integrated cybersecurity solutions tailored for IoT-enabled enterprises.

Trends on B2B

Trends Connecting Individuals to Brands

Demand for Seamless Digital Experiences

Customers expect intuitive and user-friendly platforms. Brands that meet this demand foster trust and loyalty.

Adobe Experience Cloud

Adobe Experience Cloud delivers seamless digital journeys for B2B clients

Focus on Sustainability

B2B professionals increasingly value brands demonstrating environmental and social responsibility, fostering long-term relationships.

Unilever

Unilever's sustainable supply chain practices align with rising expectations for corporate responsibility

Trends on B2B

Trends Connecting the Sector to Brands

Technological Integration

Adoption of AI, IoT, and cloud computing allows brands to innovate and respond to market dynamics effectively.

IBM Watson

IBM's AI-powered Watson platform supports companies in scaling intelligent solutions across industries

Strategic Partnerships

Collaborations between brands and industry players enhance operational strength and market reach.

SAP & Microsoft

The partnership between SAP and Microsoft enables seamless integration of cloud solutions for businesses

Trends on B2B

B2B and B2B2C –Industry

The B2B and B2B2C manufacturing sectors are undergoing significant transformations driven by digitization, sustainability, and advanced technologies.

Trends on B2B and B2B2C –Industry

Trends Affecting People

Digital Expectations and Experiences

With a growing number of business professionals demanding seamless and personalized digital interactions, the gap between B2B and B2C expectations is shrinking. Company owners and managers seek sophisticated, connected platforms that enhance decision-making and offer self-service options.

Cummins

It has prioritized digitizing its sales processes, resulting in smoother customer experiences.

Statistics

They indicate that 61% of B2B transactions begin online, highlighting the need for digital readiness

Increased Awareness of Sustainability

Customers, partners, and stakeholders emphasize the importance of ethical practices and environmentally friendly operations. B2B companies are responding by integrating sustainable materials and reducing their carbon footprints

Interface Flooring

Interface, a global leader in modular flooring. Interface has made sustainability a core part of its business strategy by adopting its "Mission Zero" initiative, which aimed to eliminate its environmental footprint by 2020. Now, the company has shifted to "Climate Take Back," striving to reverse global warming

Trends on B2B and B2B2C –Industry

Trends Affecting the Sector

Technological Transformation

The adoption of technologies like AI and Internet of Things – IoT- is revolutionizing manufacturing processes, making operations smarter, predictive, and more efficient.

McKinsey highlights that companies leveraging AI in manufacturing gain a competitive edge through enhanced productivity

General Electric

.GE uses AI-driven platforms to optimize energy efficiency and streamline industrial processes.

Siemens

Siemens AG leads in industrial automation, helping businesses digitize operations globally

Shift Towards Omni-Channel Models

Platforms like Amazon Business and Alibaba are integrating B2B and B2B2C elements, offering marketplaces that facilitate smooth transactions for industrial goods.

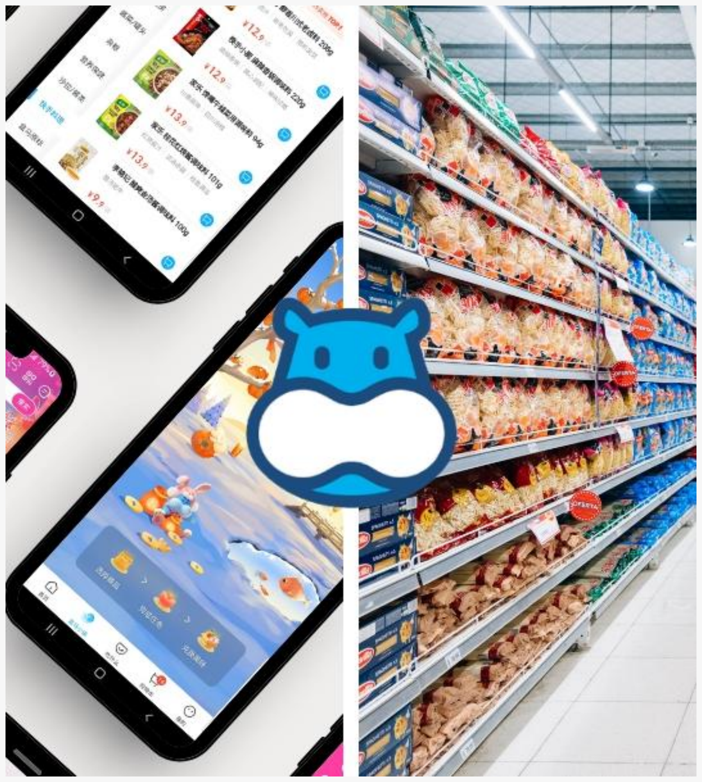
This trend caters to both businesses and end-users, enhancing flexibility

Alibaba

Its "New Retail" strategy, which seamlessly integrates online and offline experiences to enhance customer engagement and streamline operations.

Freshippo supermarkets exemplify this integration.

Data-driven personalisation to individualise and analyse customer behaviour



Trends on B2B and B2B2C –Industry

Trends Affecting Brands

Customer-Centric Strategies

Manufacturers are adopting innovative ways to meet specific client demands through feedback-driven solutions and personalized offerings.

Deloitte suggests that businesses aligning strategies with customer expectations outperform competitors in long-term value creation

OmniRetail

It has digitized Nigeria's retail supply chains, connecting over 140,000 retailers with distributors and manufacturers. Its success underlines the potential of customer-focused digital platforms

Trends on B2B and B2B2C –Industry

Trends Affecting People in Relation to the Sector

Demand for Data Transparency

Professionals now expect manufacturers to provide actionable data insights for operational efficiencies. As businesses grow reliant on these datasets, the demand for transparency and accountability increases

Brandwatch

Brandwatch aids manufacturers by analysing customer sentiments and market dynamics, helping executives make data-driven decisions

Trends on B2B and B2B2C –Industry

Trends Affecting People in Relation to Brands

Interactive Experiences via Advanced Technologies

Manufacturers leveraging IoT-enabled systems provide real-time updates to partners, ensuring clarity and operational alignment. Businesses increasingly prioritize brands that streamline their workflows.

Alibaba

Alibaba.com offers tools for manufacturers and businesses to collaborate effectively, creating a global network of industrial suppliers and buyers

Trends on B2B and B2B2C –Industry

Trends Affecting the Sector in Relation to Brands

Integration of E-Commerce in Industrial Sales

The rise of industrial e-commerce platforms allows manufacturers to reach broader markets while maintaining efficiency.

The U.S. B2B e-commerce market, valued at $2.5 trillion, reflects this sector's rapid evolution.

Amazon Business

It enables manufacturers to sell directly to both businesses and consumers, bridging B2B and B2C through a robust B2B2C model.

WGSN

It highlights that companies embracing e-commerce platforms align with modern business demands and improve revenue generation

Companies such as Cummins, General Electric, and OmniRetail exemplify these trends, highlighting the potential for growth and innovation in a rapidly evolving market.

For businesses to remain competitive, embracing these changes is not just an option, it is a necessity.

Trends on B2B
B2B –Services

B2B Services are undergoing transformative shifts driven by digital innovation, data-driven personalization, and a growing emphasis on hybrid sales models. These changes reflect the need to meet the rising expectations of professionals who demand seamless omnichannel experiences, real-time transparency, and tailored solutions

Kaique Rocha, Pexels

Trends Affecting People

Demand for Omnichannel Engagement

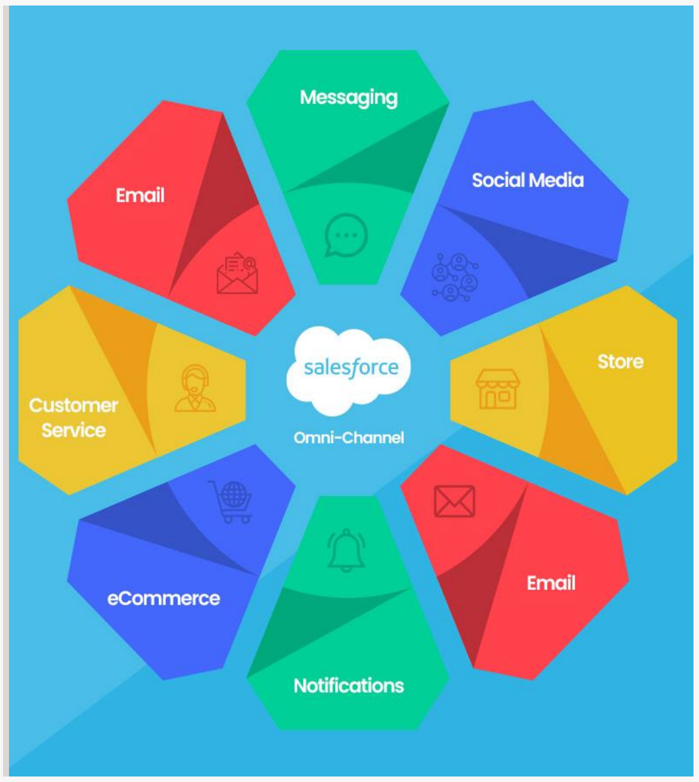
Urban professionals expect seamless interactions across various channels, including in-person, digital, and remote services.

The "rule of thirds" indicates that preferences are split equally among these options, pushing businesses to adopt flexible approaches.

Salesforce

It enables companies to manage omnichannel interactions through a single platform, ensuring smooth transitions between touchpoints.

50% higher satisfaction scores among omnichannel users. (McKinsey)



Prioritization of Data Transparency

Urban professionals increasingly value actionable and transparent data insights from service providers. Transparency influences vendor trust and fosters long-term business relationships

SAP

SAP provides software solutions emphasizing data transparency and real-time analytics.

67% of urban professionals rate data transparency as critical. (Brandwatch)

Trends on B2B –Services

Trends Affecting the Sector

Growth in Hybrid Sales Models

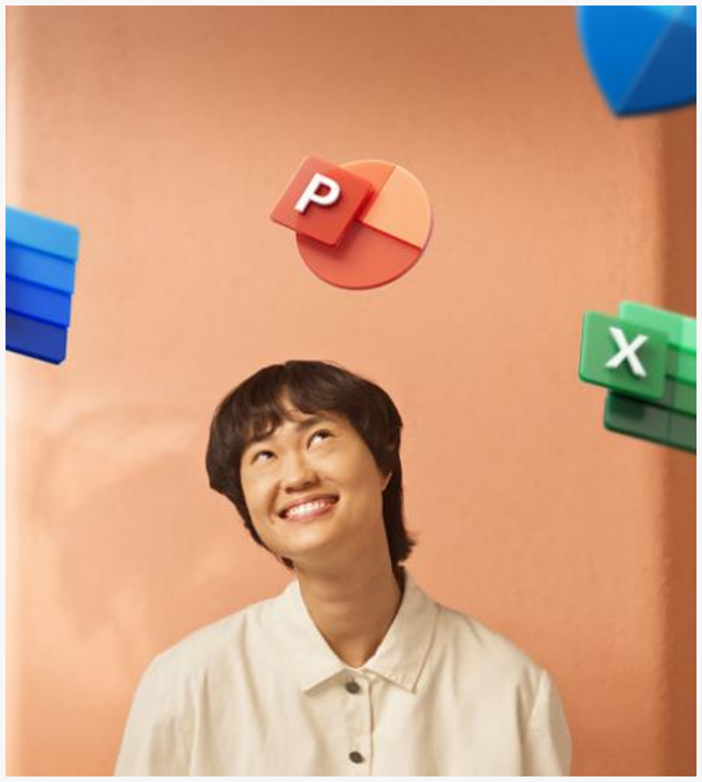
Hybrid sales approaches, blending digital and face-to-face interactions, are becoming vital for professional services and financial institutions.

These models boost revenue potential by accommodating diverse client needs

Microsoft

It effectively integrates hybrid sales strategies, reaching broader audiences.

Hybrid sales strategies lead to 1.7x revenue growth. (McKinsey)



Adoption of API-Driven Solutions in Financial Services

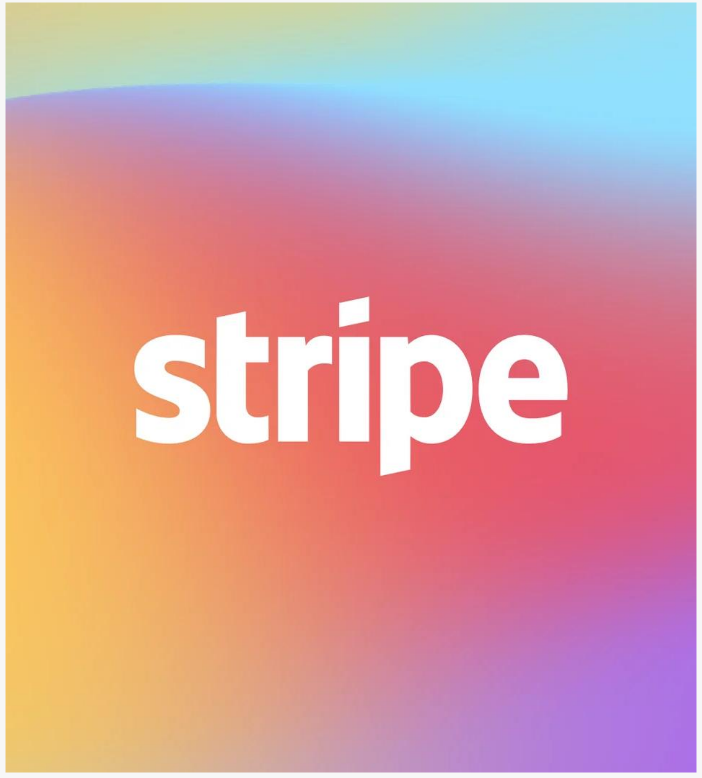
APIs are reshaping financial services by embedding banking functionalities into clients' systems.

This enhances efficiency and integrates workflows

Stripe

Stripe provides APIs enabling seamless payment integration.

84% of financial institutions prioritize API implementation. (McKinsey)



Trends on B2B –Services

Trends Affecting Brands

E-Commerce Transformation in B2B

The integration of e-commerce within B2B services provides opportunities to scale globally. Online platforms facilitate direct interactions between service providers and buyers.

Alibaba

Alibaba connects businesses worldwide through its B2B e-commerce platform.

The B2B e-commerce market is valued at $2.5 trillion. (FinancesOnline)

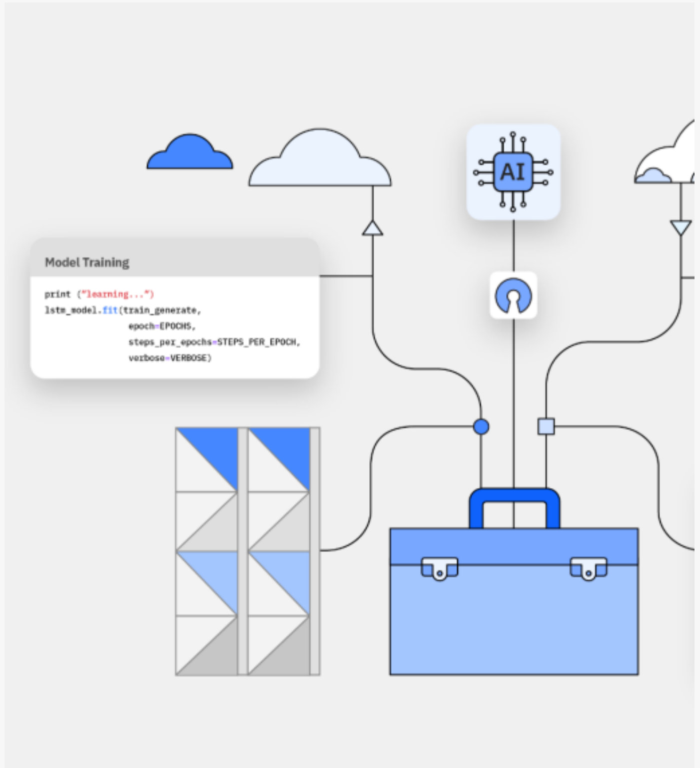
Personalization Through AI

AI-powered tools allow brands to deliver tailored solutions to urban professionals, improving engagement and satisfaction.

IBM

IBM offers advanced AI tools for predictive analytics and process automation.

AI improves lead conversion rates by 32%. (Deloitte)



Trends on B2B –Services

Trends Affecting People in Relation to the Sector

Interactive Technology for Urban Users

IoT and real-time solutions are reshaping how urban professionals interact with brands. Live updates and advanced analytics ensure clarity in operations.

Siemens

It employs IoT technology to enhance service reliability and efficiency.

IoT adoption is set to grow by 45% by 2025 (WGSN)

Rising Expectations for Responsiveness

Service users expect faster responses and proactive support from providers. Brands need to invest in technologies that ensure round-the-clock service availability.

Zendesk

Zendesk offers robust customer service tools for real-time issue resolution

Trends on B2B –Services

Trends Affecting People in Relation to Brands

Sustainable and Ethical Practices

Urban demographics value brands prioritizing sustainability and ethical practices. These elements are essential for building long-term brand loyalty.

PwC

PwC incorporates sustainable practices into its advisory services, helping clients align with ESG goals

Shift Toward Digital-First Solutions

Urban professionals favour digital-first interactions for convenience and efficiency. Businesses embracing such solutions build stronger

Adobe

It provides cloud-based tools enabling seamless digital collaboration

Trends on B2B –Services

Trends Affecting the Sector in Relation to Brands

Enhanced Collaboration via Digital Platforms

Digital platforms like CRMs and cloud-based collaboration tools enable brands to connect with clients more effectively, improving operational efficiency.

Google Workspace

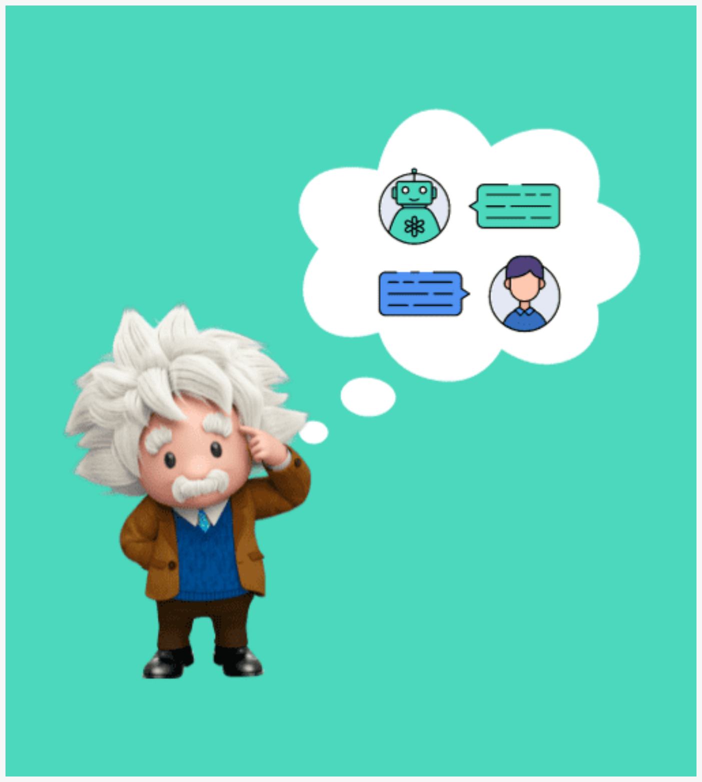
Google Workspace helps businesses streamline internal and client communications

Evolution of AI-Driven Services

AI is becoming indispensable in providing predictive analytics, which helps businesses anticipate client needs and optimize service delivery.

Salesforce Einstein

Salesforce Einstein integrates AI for smarter customer relationship management



Companies that embrace these trends are better positioned to maintain a competitive edge, enhance customer loyalty, and achieve sustainable growth.

The integration of AI, IoT, and e-commerce platforms not only streamlines operations but also fosters deeper client relationships, ensuring businesses can adapt to the dynamic market landscape.

The convergence of sustainability, ethical practices, and technological advancements further underscores the importance of aligning business strategies with evolving consumer and market demands.

Organizations leveraging these insights are poised for long-term success in a competitive global economy.

Trends on B2B

B2B –Design and Architecture

The architecture and design industry are undergoing rapid transformations, driven by sustainability, technology, and changing workforce dynamics.

Companies like Cosentino, JLL, Arup, and Porcelanosa are leading the way, demonstrating how innovation and strategic planning can address evolving demands

Aleksandar Pasaric, Pexels

B2B –Design and Architecture

Trends Affecting People

Emphasis on Sustainability and Efficiency

Sustainability and efficiency are priorities for professionals aiming to comply with environmental regulations and meet client demands.

Dekton

Cosentino's Dekton range of sustainable surfaces reduces carbon footprints in construction projects.

Buildings account for 30% of global energy consumption and 26% of energy-related emissions. Adopting energy-efficient materials could significantly lower this footprint

Adoption of Digitalization and Generative AI

Digital technologies like BIM, IoT, and generative AI are transforming project delivery and resource allocation.

Arup

It integrates AI into urban planning to enhance predictive modelling for resilient infrastructure.

A Deloitte survey indicates that 55% of COOs see the identification of AI use cases as a barrier to creating business value

B2B –Design and Architecture

Trends Affecting the Sector

Navigating Market Dynamics

The E&C industry faces growth variations due to inflation, interest rates, and changing demands.

JLL

JLL reports an 8% increase in U.S. construction spending in 2022, driven by energy projects and data centres.

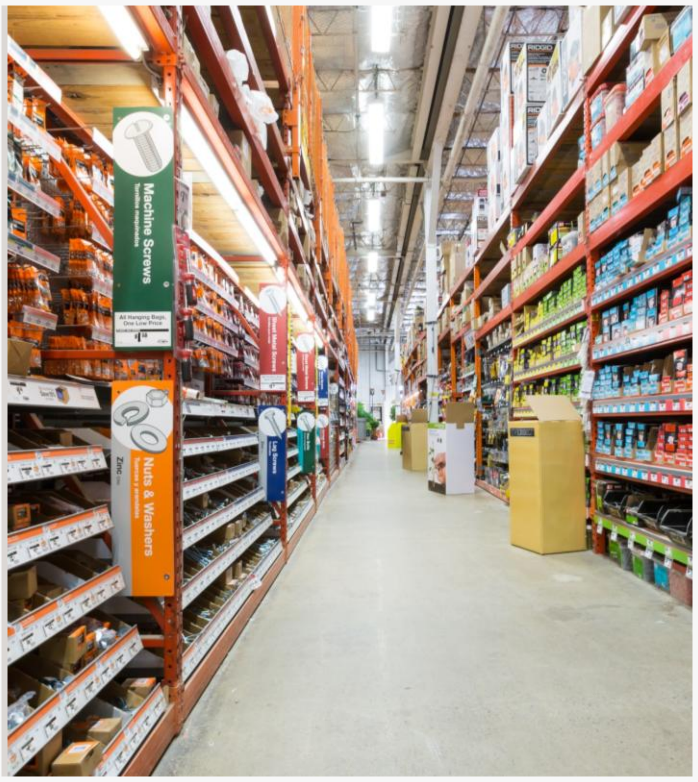
Addressing Supply Chain Challenges

Supply chain disruptions prompt the adoption of innovative solutions and ecosystem partnerships.

Home Depot

It sources from multiple suppliers and adopts flexible inventory strategies to mitigate disruptions.

The pandemic exposed critical vulnerabilities, leading firms to diversify supply chains.



B2B –Design and Architecture

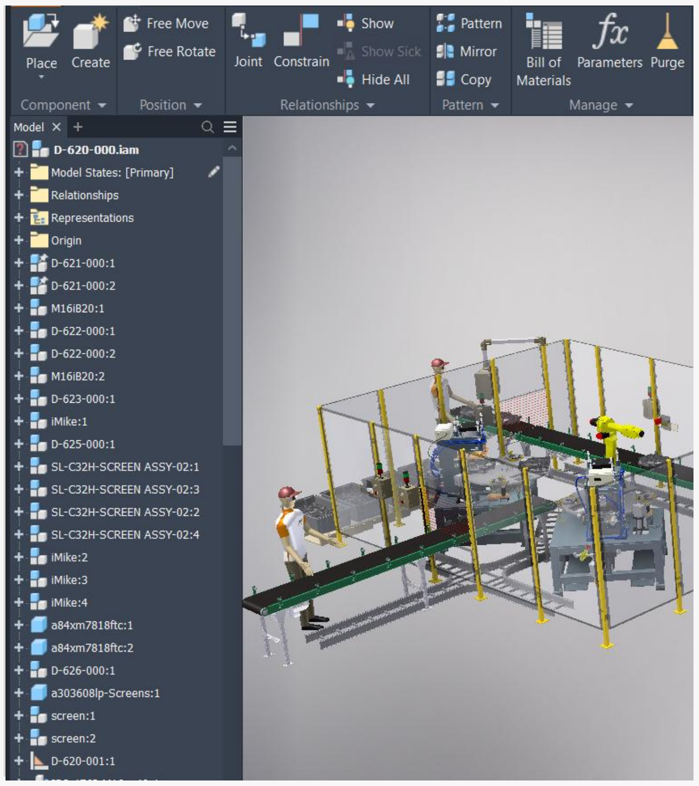
Trends Affecting Brands

Integration of Emerging Technologies

Brands increasingly invest in digital tools and AI to streamline operations and reduce costs.

Autodesk

Autodesk provides cutting-edge design software, enabling real-time collaboration for architects and engineers.



Commitment to ESG and Sustainability

Firms are adopting ESG strategies to align with client demands for lower carbon emissions.

WorldGBC

The World Green Building Council sets benchmarks for sustainable practices across construction.

ESG integration is a growing requirement in government and private-sector projects

B2B –Design and Architecture

Trends Affecting Professionals in Relation to the Sector

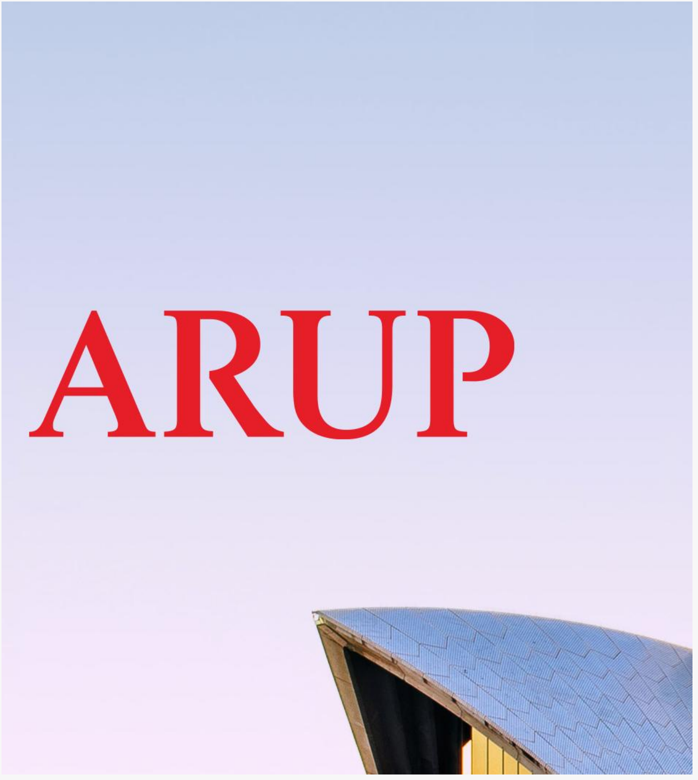
Managing Labor Shortages

The industry faces severe labour shortages, with over 382,000 monthly job openings in 2023–2024.

Arup

Arup uses automation and AI-driven scheduling tools to optimize workforce utilization.

By 2030, the average age of craft workers is projected to be 46, highlighting the need for skilled replacements



Evolving Workforce Skills

Attracting younger talent requires aligning job roles with new generational expectations.

JLL

JLL incorporates hybrid work models and training programs to attract and retain talent

B2B –Design and Architecture

Trends Affecting Professionals in Relation to Brands

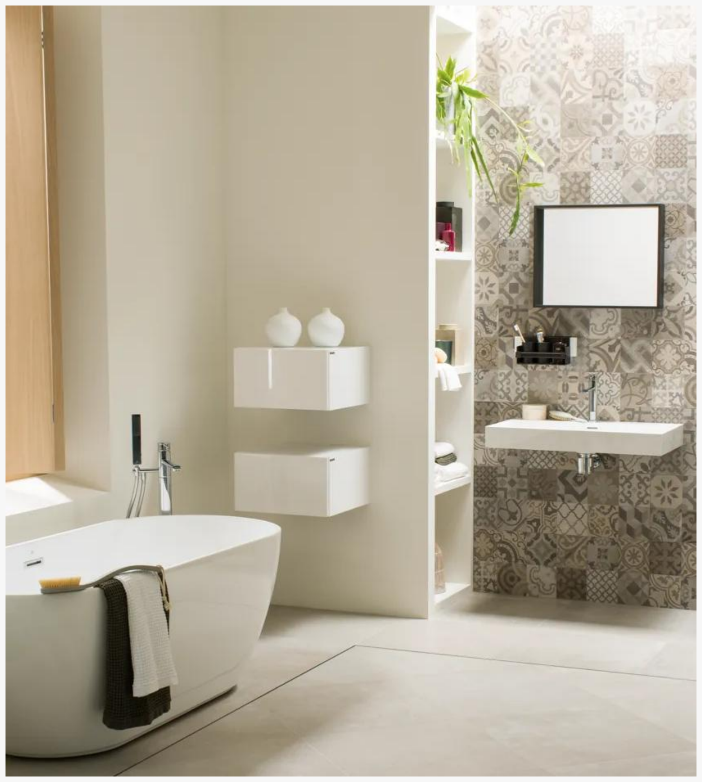
Emphasis on Sustainable Design

Early integration of sustainable principles in project design can significantly reduce emissions.

Porcelanosa

It promotes eco-friendly tiles made from recycled materials.

The International Energy Agency's Net Zero by 2050 target requires 20% of existing buildings to be zero-carbon-ready by 2030



Adoption of Circular Economy Principles

Circular design ensures resources are reused, minimizing waste during construction.

Cosentino

Cosentino's recycling programs reclaim materials for their surface products

B2B –Design and Architecture

Trends Affecting the Sector in Relation to Brands

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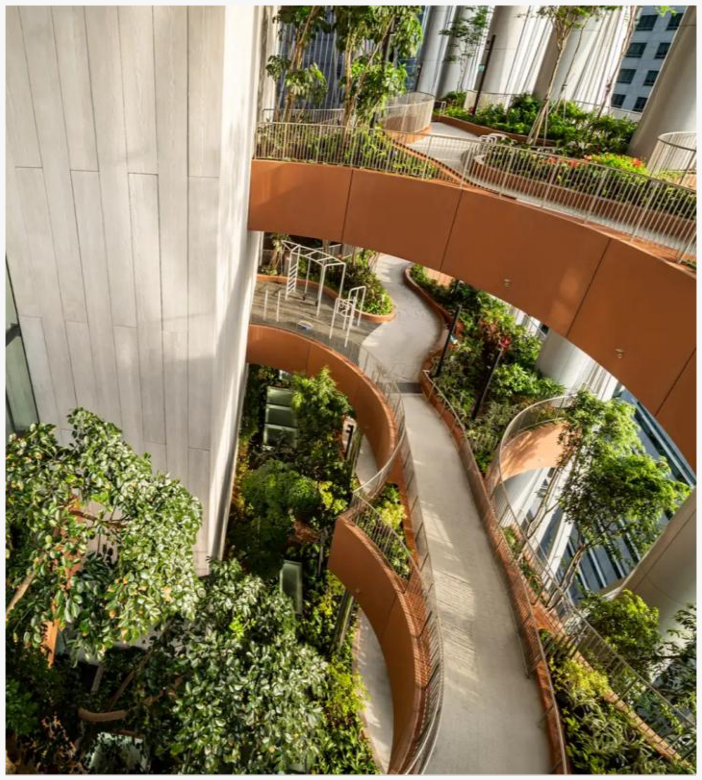
Focus on Resilient Design

With climate change driving extreme weather, resilient infrastructure is essential.

Arup

Arup designs resilient urban projects, focusing on flood defences and renewable energy integration.



Exploration of New Materials

Innovative materials like treated wood and low-carbon concrete address sustainability challenges.

Home Depot

The Home Depot promotes low-carbon building materials to support green projects.

Trends on B2C

The B2C landscape is undergoing rapid evolution, particularly in the Fast-Moving Consumer Goods and durable goods sectors like home appliances.

Urban consumers, who represent a significant market segment, are reshaping industry priorities with their increasing focus on health, sustainability, digital convenience, and premium experiences.

Andrea Piacquadio, Pexels

Trends Affecting Consumers

Health and Wellness Emphasis

Urban consumers increasingly prioritize health and wellness, driving demand for products that promote healthier lifestyles.

Ninja air fryers

Ninja air fryers promote healthier cooking with less oil.

The global wellness market is valued at over $1.8 trillion, growing by 5–10% annually.

Sustainability and Eco-Consciousness

Eco-conscious urban consumers are demanding sustainable products and practices from brands.

Seventh Generation

Seventh Generation produces eco-friendly household goods.

Unilever pledged to cut its environmental footprint in half by 2030.

Also, 73% of global consumers view sustainability as a key factor in purchase decisions.

Trends on B2C

Trends Affecting the Sector

Digital Transformation and E-commerce Growth

The digitalization of the B2C sector has accelerated, with online shopping becoming a key channel.

Amazon, Alibaba and HelloFresh

Amazon and Alibaba continue to dominate online FMCG sales.

Also, subscription models like HelloFresh are thriving due to their convenience.

Global e-commerce sales reached $5.2 trillion in 2021 and are expected to hit $8.1 trillion by 2026.

Personalization and Customization

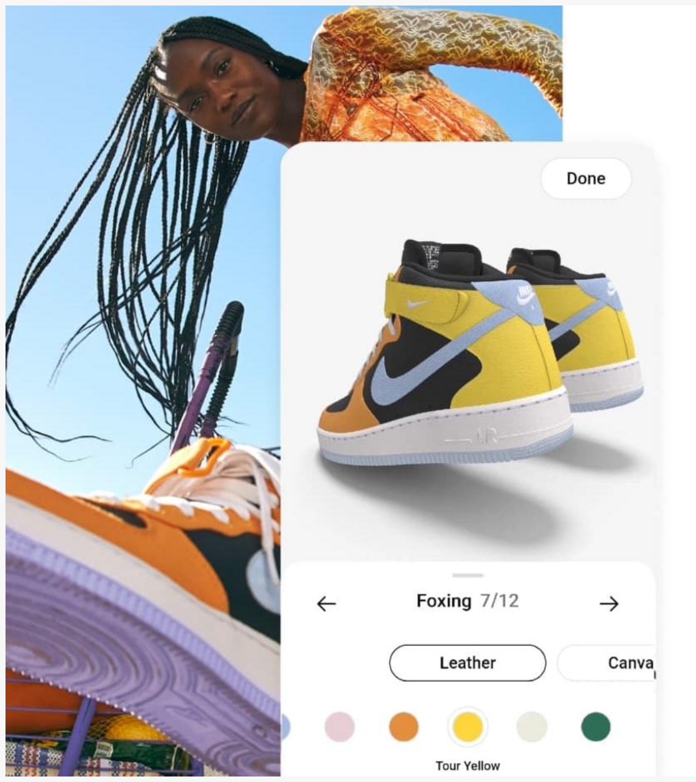
Consumers expect products and experiences tailored to their unique needs and preferences. This trend has gained traction due to advancements in technology, such as data analytics AI, and machine learning, enabling brands to offer highly targeted solutions.

Nike and Coca-Cola

Nike allows customers to design custom shoes through Nike by You.

Coca-Cola's "Share a Coke" campaign personalized bottles with consumer names, boosting sales.

75% of consumers want brands to understand their unique needs.



Trends on B2C

Trends Affecting Brands

Direct-to-Consumer D2C Models

D2C strategies are helping brands engage directly with consumers, bypassing traditional retail channels.

Warby Parker

Warby Parker sells glasses directly to customers, leveraging virtual try-on technology.

D2C sales in the FMCG market grew 19% annually from 2020 to 2022.

Omnichannel Presence

Brands with integrated online and offline strategies outperform competitors. McKinsey reports that 73% of consumers use multiple channels during a single shopping journey

Apple and Zara

Apple combines physical stores with an extensive digital presence.

Zara offers seamless returns and exchanges across both platforms

Trends on B2C

Trends Affecting Consumers in Relation to the Sector

Demand for Smart Home Appliances

Urban households are adopting smart appliances to improve convenience and efficiency.

Google Nest and Samsung

Google Nest and Samsung SmartThings dominate the smart thermostat and appliance markets.

Smart home market could reach $317 billion by 2027, driven by urban adoption.

Preference for Premium Products

Urban consumers are gravitating toward premium FMCG and durable goods, seeking quality and innovation.

Dyson

It has seen significant growth with its high-end vacuum cleaners and hair styling tools.

44% of global consumers are willing to splurge on premium products post-pandemic.

Trends on B2C

Trends Affecting Consumers in Relation to Brands

Brand Loyalty and Trust

Consumers are loyal to brands that align with their values and demonstrate ethical practices.

Patagonia

It has built a loyal following through sustainable practices.

65% of consumers say they actively support brands with a clear purpose.

Engagement through Social Media

Brands that actively engage consumers on platforms like Instagram and TikTok are gaining traction.

Glossier

Glossier leverages user-generated content to build community trust.

90% of consumers say social media helps them connect with brands.

Trends Affecting the Sector in Relation to Brands

Innovation in Product Development

The FMCG and durable goods sector is heavily investing in innovation to meet changing consumer demands.

Tesla

Tesla's approach to electric vehicles has inspired innovation across sectors.

62% of executives believe innovation is key to future growth in consumer goods.

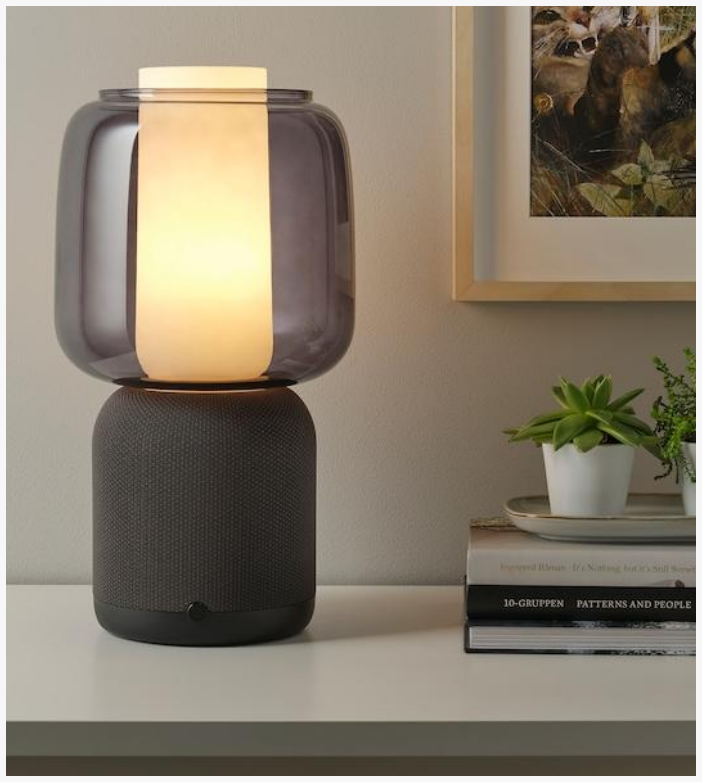
Strategic Partnerships and Collaborations

Collaborations are reshaping the market, as brands join forces to create unique offerings.

IKEA and Sonos

IKEA and Sonos teamed up to create a furniture line with integrated sound systems.

Partnerships like these help brands expand into new markets and cater to diverse consumer needs.



The convergence of consumer demands, technological advancements, and market dynamics is defining the future of the B2C sector.

Urban consumers are pushing for healthier, more sustainable, and personalized products, while brands are responding with innovation, omnichannel strategies, and direct engagement models.

The success of this rapidly transforming industry hinges on the ability to anticipate and adapt to these evolving trends, ensuring both consumer satisfaction and sustainable growth.

Trends on B2C

B2C –Food and Beverages

This analysis highlights the dynamic evolution of the food and beverage sector, driven by consumer demands for health, sustainability, and convenience.

Brands like Nestlé, Target, and Ghia exemplify how industry leaders are meeting these needs through innovation, transparency, and technology

Bruno Cervera, Pexels

B2C –Food and Beverages

Trends Affecting People

Health-Conscious Consumption

Consumers increasingly seek food and beverage products that balance health benefits with indulgence.

The rise of 'food as medicine' reflects this shift, emphasizing nutrient-dense offerings.

Nestlé and Olipop

Nestlé highlights healthier at-home specialty coffees in its 2025 Food Trends report.

Olipop offers prebiotic sodas with low sugar content, catering to health-conscious consumers.

Sales of low/no-sugar products are on the rise, reflecting strong demand for healthier alternatives.

Demand for Transparency and Sustainability

Transparency in ingredient sourcing and production processes is critical to consumers, with a growing focus on sustainability.

Target and Krispy Kreme

Target introduced a range of budget-friendly sustainable items, including mocktails and globally inspired foods.

Krispy Kreme adapted its offerings in France to cater to local tastes while maintaining transparency.

Global consumers regularly check ingredient lists for products they purchase.

B2C –Food and Beverages
Trends Affecting the Sector

Technological Integration

The industry is embracing digital solutions, including AI-driven analytics, to optimize consumer experiences and streamline production.

McDonald’s and Burger King

McDonald’s uses AI to enhance menu optimization and customer satisfaction.

Burger King employs technology to improve operational efficiency and meet changing consumer demands.

39% of food and beverage companies plan to add Product Lifecycle Management systems in 2024 to drive innovation.

Supply Chain Resilience

Brands are diversifying supply chains and investing in local production to address challenges posed by extreme weather and geopolitical events.

Home Depot and Arctic Farms

Home Depot uses flexible sourcing strategies to mitigate supply chain disruptions.

Arctic Farms innovated with freeze-dried candy to overcome ingredient sourcing challenges.

The pandemic exposed vulnerabilities in supply chains, prompting diversification across industries.

B2C –Food and Beverages
Trends Affecting Brands

Innovation in Product Offerings

Brands are experimenting with globally inspired flavours and functional beverages to meet consumer demand for novel experiences.

Ghia and Avec

Ghia introduces non-alcoholic aperitifs targeting sophisticated, alcohol-free drinkers.

Avec offers innovative mixers with unique flavour profiles.

Functional beverage sales, including adaptogen-infused drinks, are expected to grow by 15% in 2024.

Emphasis on Convenience

Convenience remains a priority, with brands delivering ready-to-eat and easy-to-prepare options for time-pressed consumers.

Smearcase and Chechil Cheese

Smearcase launched cottage cheese ice cream as a high-protein, low-fat dessert alternative.

Chechil Cheese Snacks promotes smoky string cheese as a convenient beer pairing.

The U.S. food and non-alcoholic beverage market is projected to reach $889.7 billion in 2024.

Trends Affecting Consumers in Relation to the Sector

Personalized Nutrition

Personalized meal recommendations and nutrition plans are becoming mainstream, enabled by AI and digital platforms.

Nestlé and Aramark

Nestlé develops solutions tailored to individual dietary needs.

Aramark reflects Gen Z food preferences with personalized campus dining options.

One in three global consumers check for personalized dietary information on product labels.

Experiential Dining

Unique dining experiences, such as immersive pop-ups and interactive events, are attracting consumers looking for novelty.

Pop-up restaurants

Pop-up restaurants offering regional or themed dining experiences.

Multi-sensory dining events that integrate technology and cuisine.

B2C –Food and Beverages

Trends Affecting Consumers in Relation to Brands

Ethical Consumption

Ethical considerations, including fair trade and environmental responsibility, are influencing purchasing decisions.

Fair Trade and Ben & Jerry's

Fair Trade certified brands are gaining traction with ethically minded consumers.

Ben & Jerry’s continues to lead in social and environmental advocacy.

Brands with strong ethical commitments experience higher consumer loyalty.

Digital Engagement

Brands leverage digital platforms to engage directly with consumers, building loyalty and brand awareness.

TikTok

Interactive campaigns on TikTok and Instagram.

Augmented reality –AR- packaging that enhances consumer engagement.

Over 70% of food and beverage brands report increased ROI from digital marketing efforts.

Trends on B2C

D2C –Direct to Consumer

This chapter analyses the key Direct-to-Consumer (D2C) trends in the consumer products and services sector, focusing on urban, middle to upper-middle-class consumers aged above 18 who own vehicles and smartphones.

It highlights how brands are adapting to changing consumer behaviours and market conditions

Tima Miroshnichenko, Pexels

Trends on D2C –Direct to Consumer

Trends Affecting People

Adaptation to Higher Living Costs

Urban and suburban consumers are modifying their purchasing behaviour to cope with rising living expenses, shifting their loyalty to cost-effective brands and essential goods.

Danone and Nestlé

Global food giants like Danone and Nestlé have implemented price cuts in regions like China to cater to cautious consumer spending.

In 2024, Indian consumer stocks rose by 18%, although lower-income growth and inflation slowed demand

Demand for Sustainable and Ethical Products

Consumers increasingly favour brands that emphasize sustainability and ethical sourcing.

Nestlé

Nestlé aims to achieve net-zero emissions by 2050 and 100% recyclable or reusable

A rising proportion of consumers are engaging in second-hand purchases and repair services, reflecting a sustainability-driven shift in behaviours

Trends on D2C –Direct to Consumer

Trends Affecting the Sector

Digital Transformation and E-commerce Growth

The FMCG sector is rapidly digitalizing, with e-commerce emerging as a dominant channel.

Amazon Business, Walmart Business, and Alibaba

Platforms like Amazon Business, Walmart Business, and Alibaba facilitate accessible FMCG B2B marketplaces.

Global online grocery and FMCG sales grew over 15% in 2021, spurred by pandemic-driven digital adoption.

Emphasis on Personalized Customer Experiences

Data analytics and AI are enabling FMCG brands to personalize interactions and product recommendations, boosting consumer engagement.

Procter & Gamble and Unilever

Procter & Gamble and Unilever use advanced analytics to customize marketing campaigns and improve customer satisfaction.

Personalized experiences have shown to improve lead conversion rates by 32%.

Trends on D2C –Direct to Consumer

Trends Affecting Brands

Integration of Omnichannel Strategies

Brands are merging online and offline platforms to deliver consistent consumer experiences.

LEGO

LEGO employs "retailtainment," combining physical stores and interactive online tools to enhance brand engagement.

Omnichannel integration is becoming a crucial factor in meeting consumer expectations.

Focus on Data Privacy and Security

Consumers demand transparency in data handling, pushing brands to prioritize data privacy.

Coca-Cola

It has revamped its digital infrastructure to ensure secure data practices while improving user experience.

67% of urban professionals prioritize data transparency when engaging with brands.

Trends on D2C –Direct to Consumer

Trends Affecting People in Relation to the Sector

Shift Towards Health-Conscious Consumption

Health-conscious consumers are driving demand for organic and wellness products.

PepsiCo

PepsiCo has expanded its product lines to include healthier snacks and beverages.

Health trends are influencing product development across global FMCG brands.

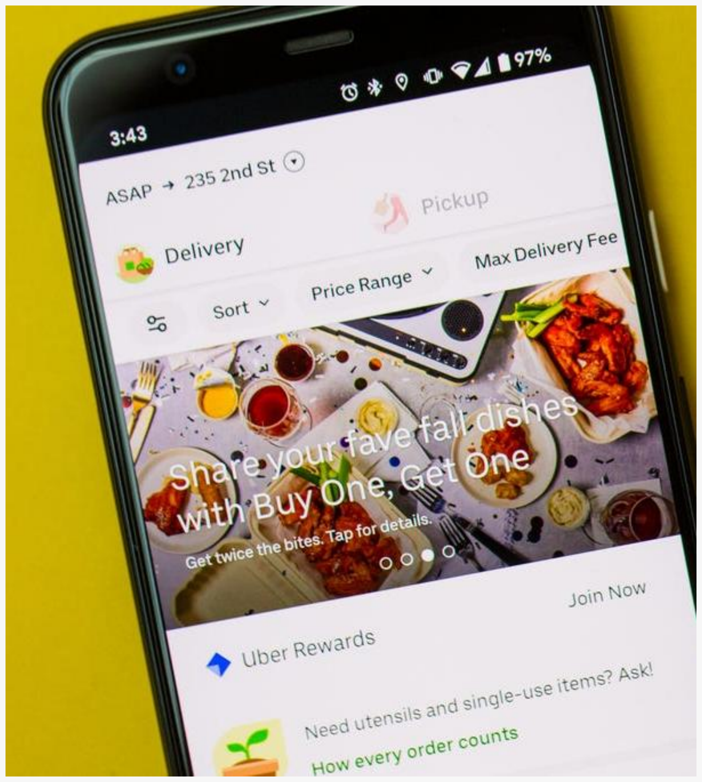
Adoption of On-Demand Services

Immediate delivery expectations are transforming consumer preferences in urban markets.

Uber Eats and Amazon Same-day

Same-day delivery options provided by platforms like Uber Eats and Amazon reflect this trend.

On-demand services are reshaping FMCG distribution dynamics.



Trends on D2C –Direct to Consumer

Trends Affecting People in Relation to Brands

Influence of Social Media on Purchasing Decisions

Social media plays a pivotal role in shaping consumer behaviour and amplifying brand visibility.

L'Oréal and Coca-Cola

Influencer marketing campaigns on Instagram by L'Oréal and Coca-Cola effectively engage younger demographics.

Social media platforms account for a significant portion of B2C purchase decision-making.

Expectation for Corporate Social Responsibility

Consumers value brands engaged in ethical and sustainable initiatives.

Patagonia

It actively promotes environmental sustainability and community development.

There's growing alignment between corporate social responsibility and consumer loyalty.

Trends Affecting the Sector in Relation to Brands

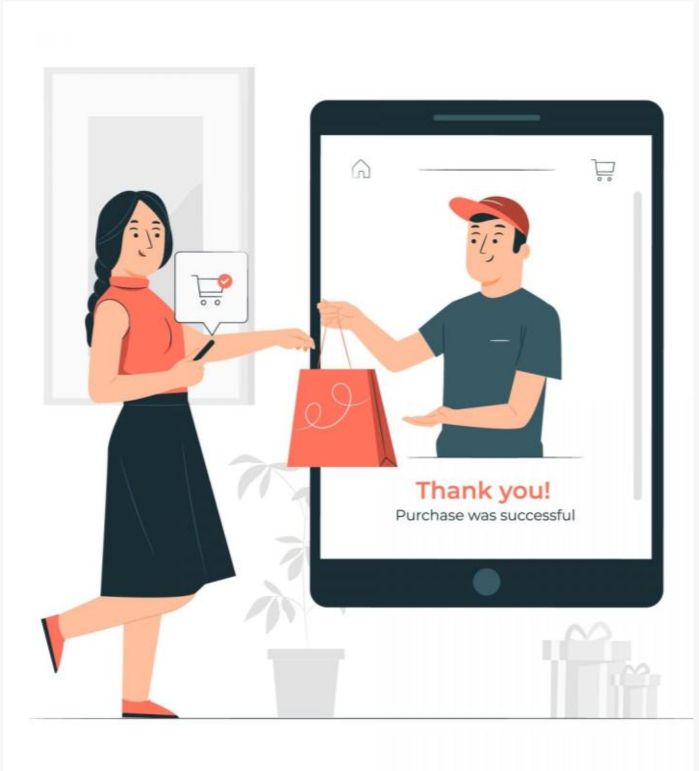
Rise of Direct-to-Consumer Models

Brands are bypassing traditional channels to directly engage with consumers via e-commerce platforms.

Nestlé and Unilever

FMCG companies like Nestlé and Unilever are launching D2C websites to strengthen customer relationships.

D2C models offer higher profit margins and better consumer insights.



Utilization of Advanced Analytics for Market Insights

Advanced analytics enable brands to adapt quickly to shifting consumer demands.

PepsiCo

It leverages AI and IoT to optimize supply chains and customize consumer offerings.

Analytics-driven strategies have significantly improved marketing efficiency in global FMCG companies.

This trends highlight how the D2C sector is adapting to evolving consumer behaviours, particularly in urban and middle-to-upper-class demographics.

Brands that invest in digital transformation, sustainable practices, and personalized experiences are well-positioned to thrive in this dynamic market landscape.

Trends on P2P

Peer to Peer

This chapter explores key Peer-to-Peer -P2P- trends in the consumer goods and services sector, focusing on middle-class consumers aged above.

The analysis highlights the transformative impact of P2P platforms on consumer behaviour, sector dynamics, and brand strategies

MART PRODUCTION, Pexels

Trends on P2P

Trends Affecting People

Embracing the Sharing Economy

Middle-class consumers are increasingly participating in the sharing economy, using P2P platforms for goods and services.

eBay and Facebook

Platforms like eBay and Facebook Marketplace facilitate direct consumer-to-consumer transactions.

The global sharing economy, valued at $15 billion in 2014, is projected to reach $335 billion by 2025.

Shift Towards Sustainable Consumption

Consumers are prioritizing sustainable options, opting for second-hand goods and services that promote resource efficiency.

Freecycle Network

Freecycle Network allows users to give away unwanted items, reducing waste and encouraging reuse.

In Canada, 85% of consumers engage in second-hand markets, donations, or bartering.

Trends on P2P

Trends Affecting the Sector

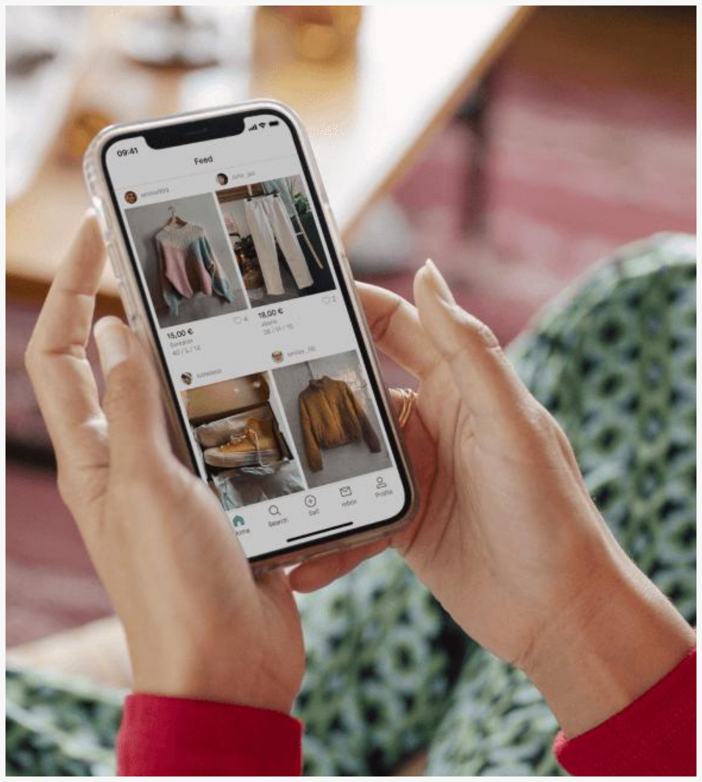
Digital Transformation and Platformization

Digital platforms are becoming the backbone of the P2P sector, facilitating seamless interactions and transactions.

Vinted

Vinted, a second-hand fashion platform, connects users across Europe.

Vinted's valuation surged from $1 billion in 2019 to $4.2 billion in 2021.



Integration of Value-Added Services

P2P platforms are incorporating services like secure payments, shipping, and buyer protection to enhance user trust.

Mercari

Mercari in Japan provides integrated payment and shipping services, streamlining transactions.

Platforms offering buyer protection gain a competitive edge in the market.

Trends on P2P

Trends Affecting Brands

Adoption of Collaborative Consumption Models

Brands are exploring shared consumption models to align with evolving consumer preferences.

BMW DriveNow

BMW DriveNow offers car-sharing services as an alternative to vehicle ownership.

Car-sharing services have seen significant growth, reflecting the shift from ownership to access.

Focus on Community Engagement

Brands are fostering trust and community through platforms that enable P2P interactions.

Airbnb

It empowers property owners to rent out spaces, emphasizing trust and community.

Community-driven platforms like Airbnb demonstrate the importance of trust in P2P transactions.

Trends on P2P

Trends Affecting People in Relation to the Sector

Increased Access to Diverse Products and Services

P2P platforms expand consumer access to a wide range of products and services, often at affordable prices.

eBay

eBay connects consumers with unique or discontinued items.

P2P platforms significantly enhance consumer choice and satisfaction.

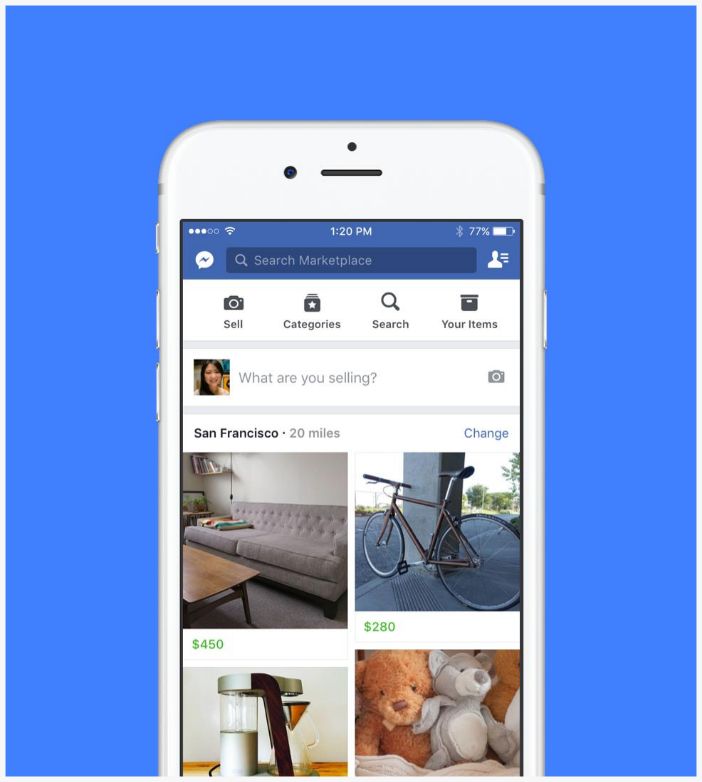
Enhanced Consumer Empowerment

P2P platforms empower individuals as both buyers and sellers, fostering greater market participation.

Facebook Marketplace

Facebook Marketplace enables users to list and sell items locally with ease.

Participatory behaviours on P2P platforms are reshaping consumer dynamics.



Trends on P2P

Trends Affecting People in Relation to Brands

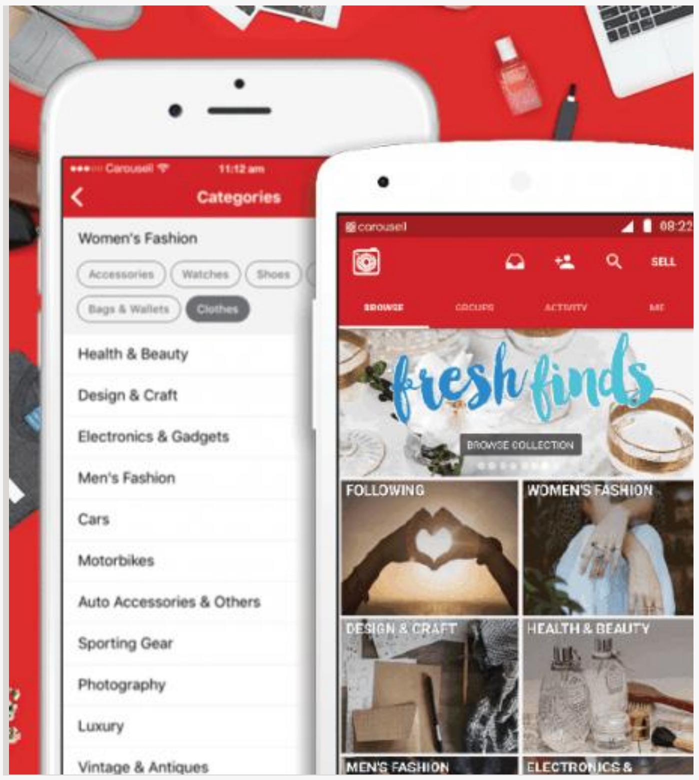
Demand for Transparency and Authenticity

Trust remains critical in P2P transactions, driving the demand for transparency and authenticity.

Carousell

Carousell offers authenticity certification for niche products to enhance trust.

Authenticity certifications improve consumer confidence in P2P marketplaces.



Expectation for Social Responsibility

Consumers favour brands that demonstrate social and environmental responsibility.

Patagonia emphasizes sustainability, aligning with socially conscious buyers.

Socially responsible initiatives lead to higher consumer loyalty.

Patagonia

It emphasizes sustainability, aligning with socially conscious buyers.

Socially responsible initiatives lead to higher consumer loyalty.

Trends Affecting the Sector in Relation to Brands

Emergence of Platform Cooperatives

Platform cooperatives focus on shared ownership and fairness rather than profit maximization.

Fairbnb

It promotes community-driven alternatives to traditional short-term rental platforms.

The rise of platform cooperatives signals a shift toward equitable P2P business models.

Leveraging Technology for Enhanced User Experience

P2P platforms use advanced technology to streamline transactions and improve user experiences.

OLX

OLX integrates payment and shipping services to simplify user interactions.

With nearly 15 million active users, OLX demonstrates the value of technology in P2P platforms.

The P2P sector in consumer goods and services is revolutionizing traditional consumption models by embracing digital transformation, sustainability, and community engagement.

By investing in transparency, technology, and shared value, brands can tap into this rapidly evolving market while meeting the expectations of middle-class consumers.

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- Specific Sources

Lil Artsy, Pexels

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Don't you think it's time to talk about the challenges that your company and brand are facing?

You may contact us at hello@allegro234.net or +34 911 576 450