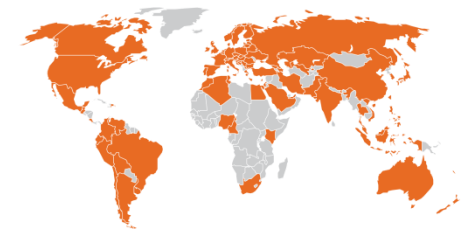
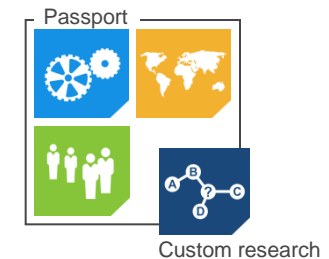


# Global consumer trends and the Baltic States: Beyond the crisis



# Euromonitor International

- A trusted business intelligence source
- Helping clients make informed decisions
- Consumer-focused: industries, countries, consumers
- Subscription services and custom research
- 600 analysts in 80 countries
- Regional research hubs and industry specialist client support teams



## The post recession consumer:

Shopping smarter

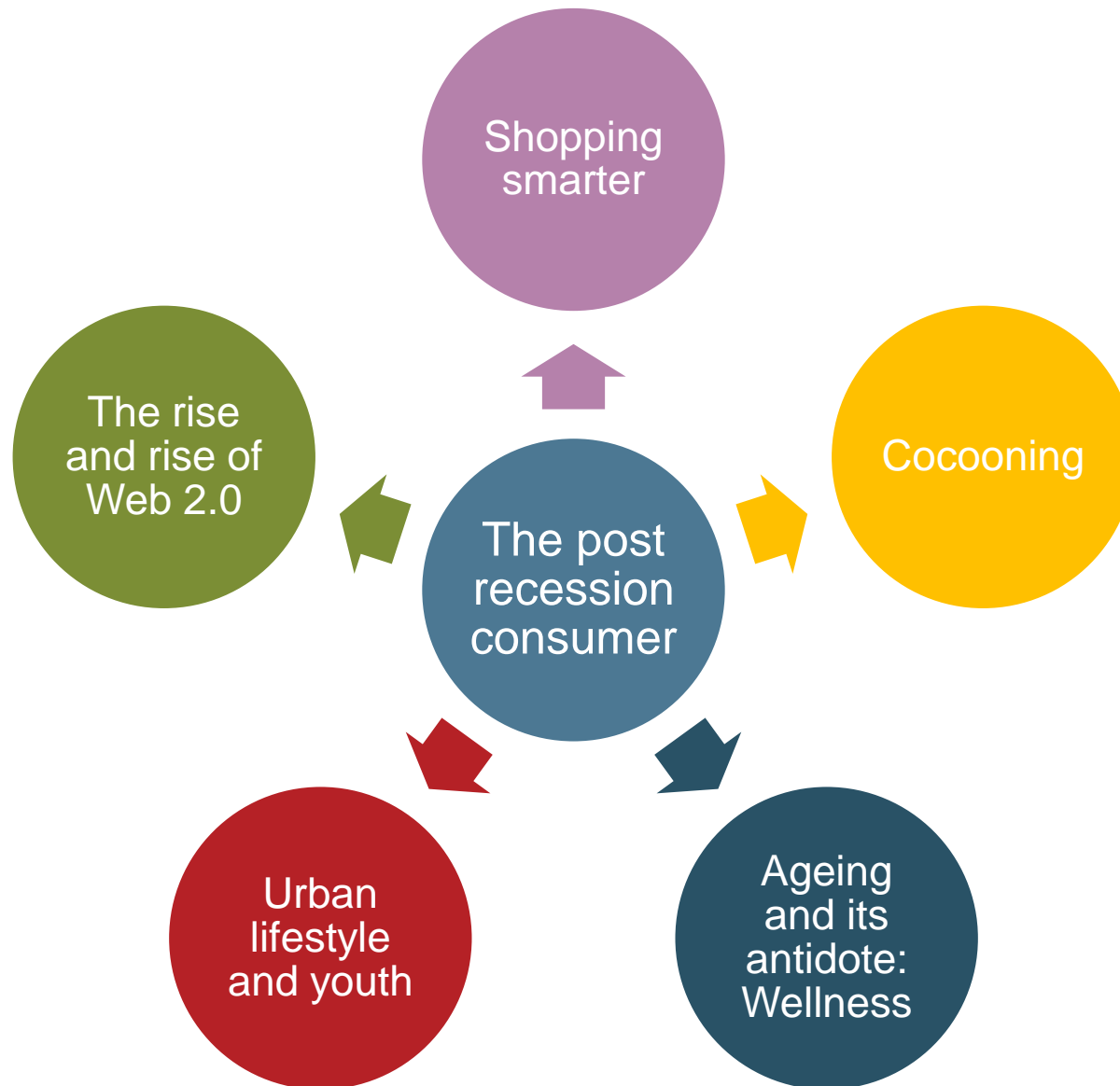
Cocooning

Ageing and its antidote: Wellness


Urban lifestyle and youth

The rise and rise of Web 2.0

# Global trends



## Shopping smarter

- 
- The 2010 consumer - thrift practitioner ←
  - Cheap is now cool ←
  - Downsizing vs. being green ←
  - Value as quality ←
  - Consumer loyalty diluted ←
  - Window shopping online ←
  - Sensory retail experience when leisure shopping ←



Creating and consuming at home



The home as entertainment hub and staycation setting



Homes feature technology-led entertainment



A focus on the home ties in with community neighbour



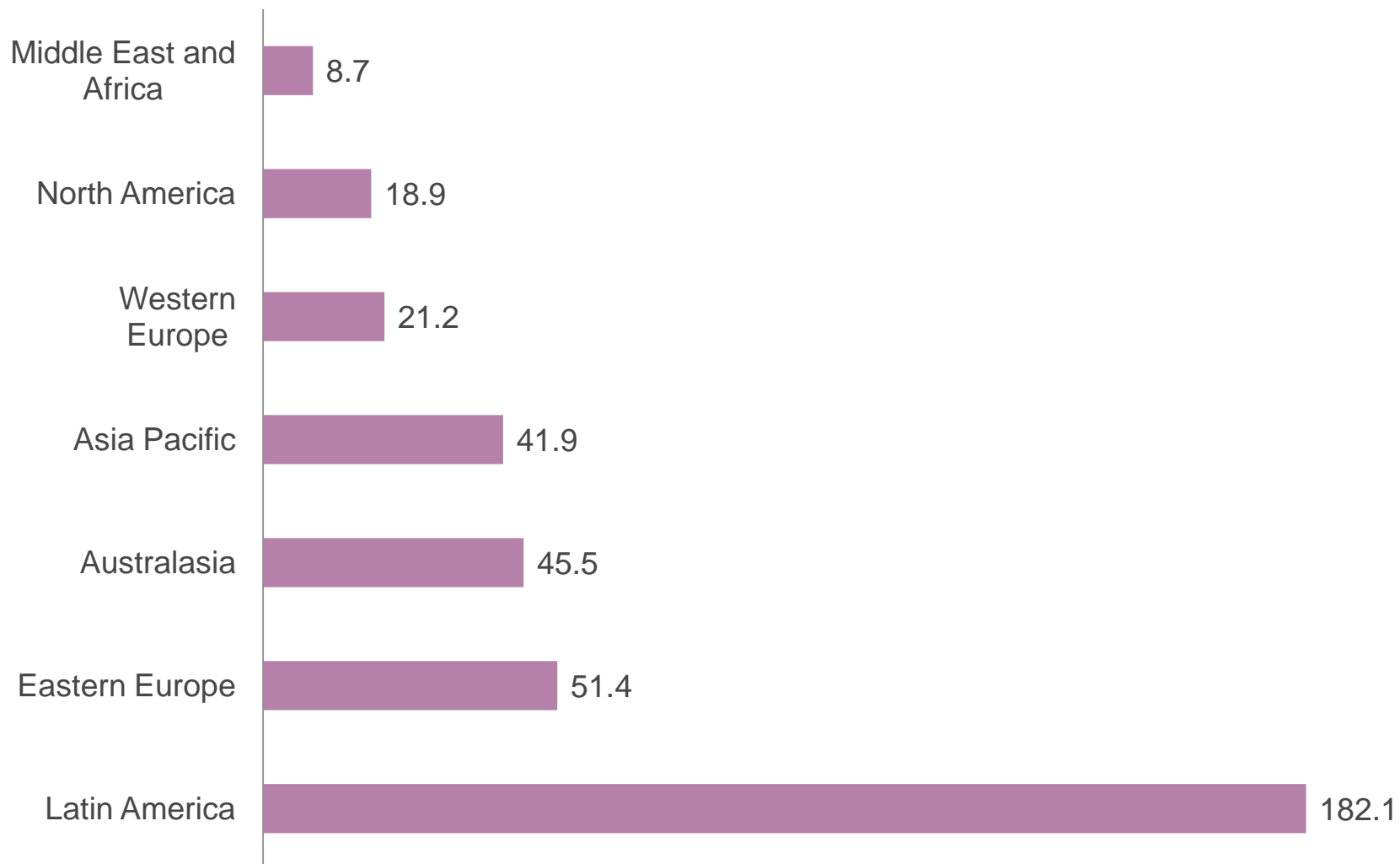
Stores should be calming and researchable online



Cyberspace interests more and older consumers

# Digital TVs

Retail Value – US\$ mn, 2004-2009 Annual Growth, %

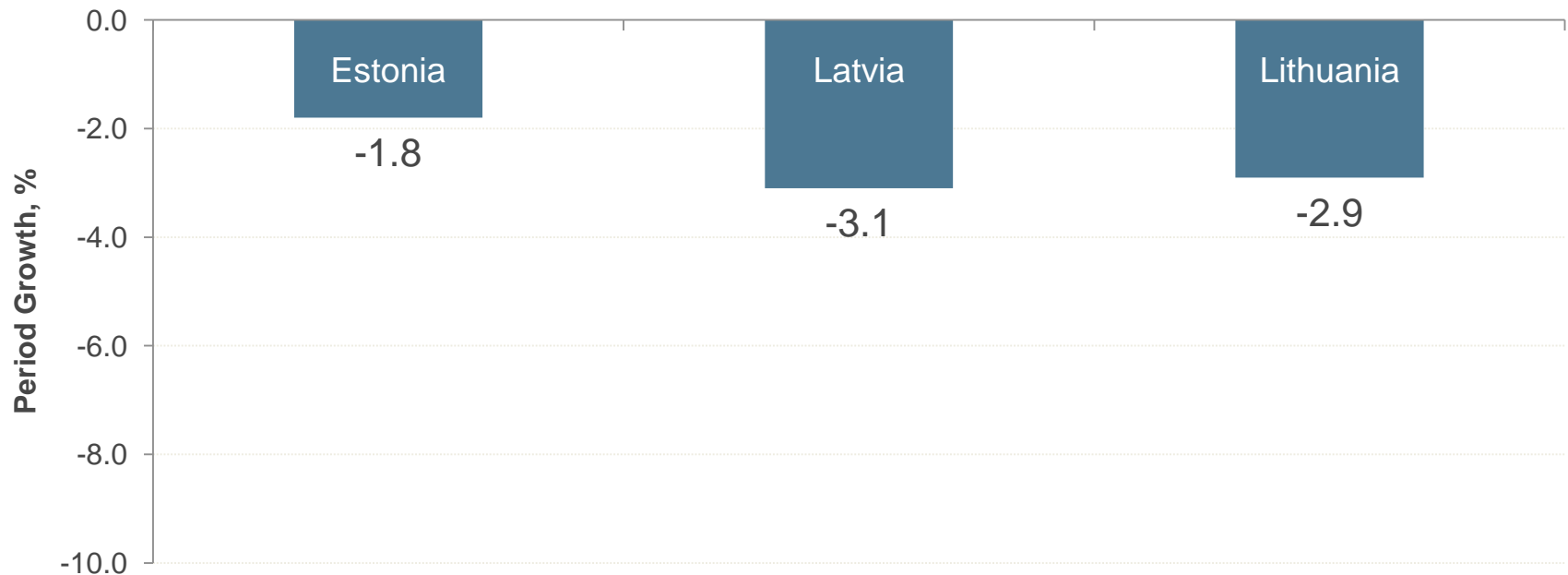


# Ageing and its antidote: Wellness

+1.9      +8.3      +14.1

Growth of Population aged 55-59 (2005-2015)

Growth of Total Population (2005-2015)



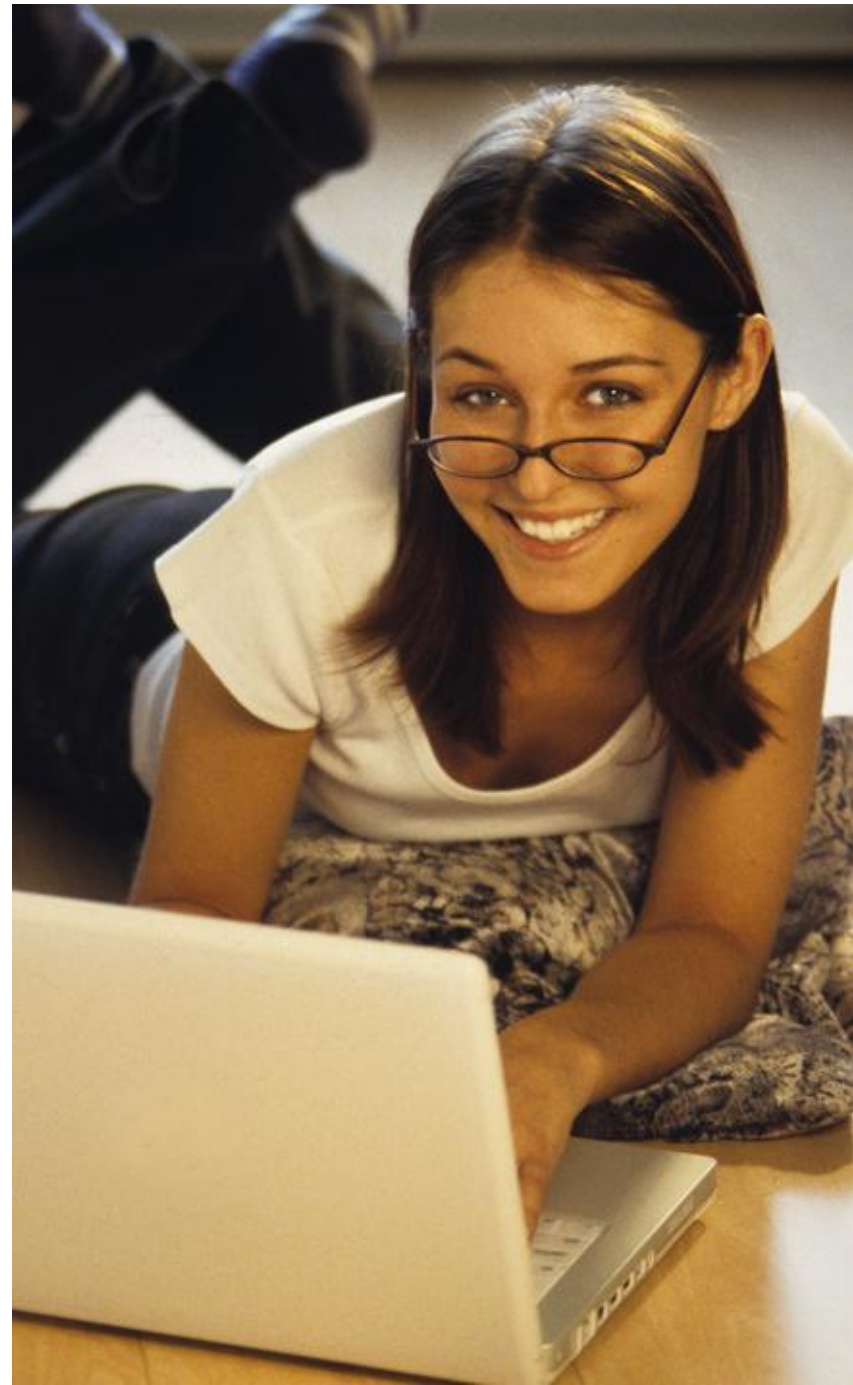
## Ageing and its antidote: Wellness

- Baltic States feature aging populations
- Attitudes about youth, middle-age and the elderly have changed
- Baltic State governments promoting active pursuits
- “Second life syndrome”
- Japan is replacing Zimmer frames & kids’ playgrounds with fitness parks for the elderly
- Consumers “rebranding” themselves via retraining and wellness activities
- Older consumers are starting to matter
- Holistic wellness for happier, fuller, longer lives
- Self-treating



## Urban lifestyle and youth

- Younger consumers will stay thrifty, simplicity-seeking and green spending
- Teen drinking on the rise among Baltic youth (WHO)
- “Emotional efficiency” explains experience consumption
- Consumers have a soft spot for technology
- Youth want eco-embedded products and eco-authenticity from brands
- Young consumers aspire to Western shopping trends
- Niche audiences like recognition as distinct consumer audiences: Russian speakers in Estonia
- In urban, developed countries, smaller households leading to more convenience purchases



## Occupants per Household



Lithuania

2.5

2.4

2.3

2.3



Latvia

2.9

2.8

2.7

2.6



Estonia

2.3

2.3

2.2

2.2

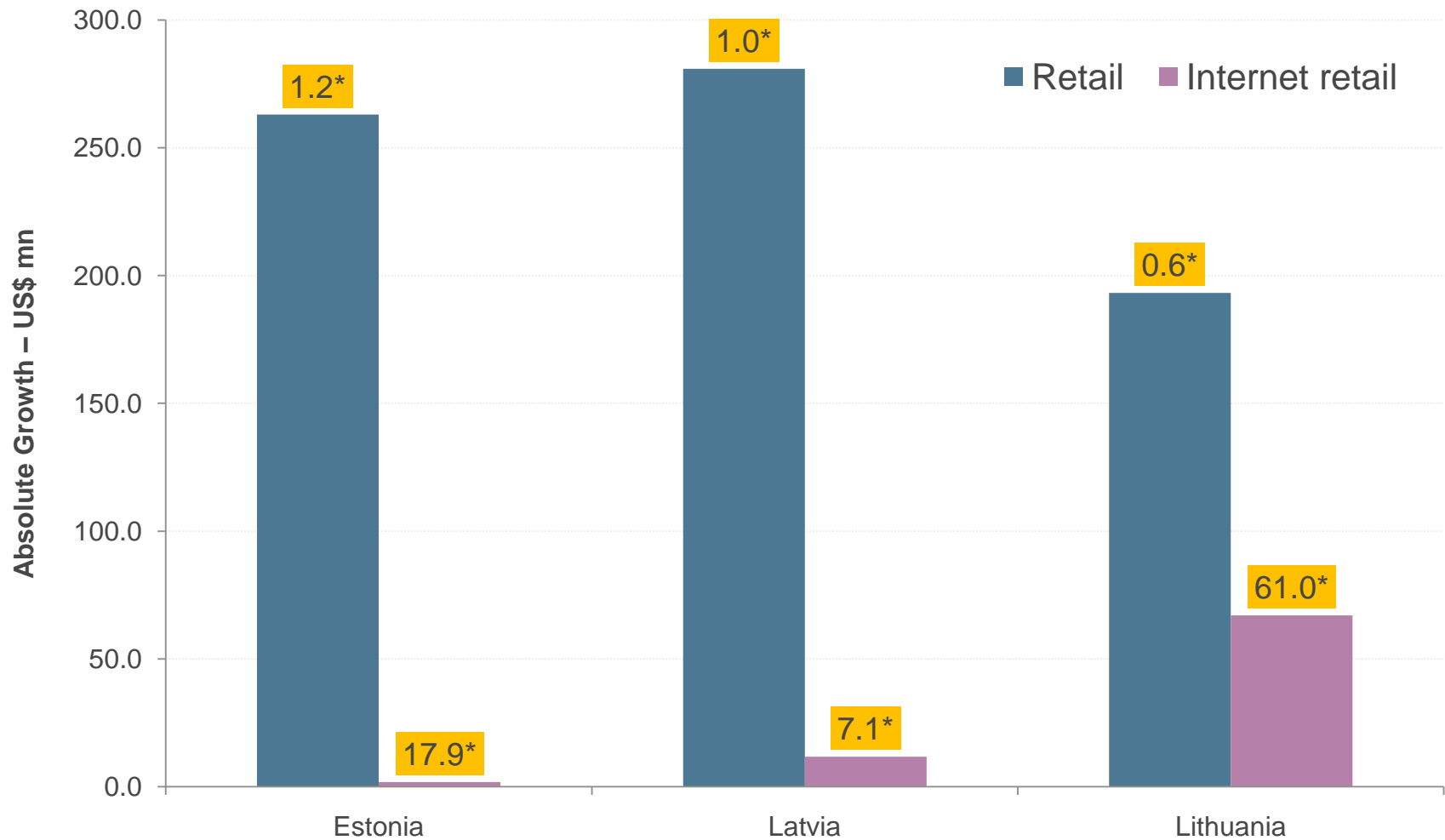
# The rise of the Web 2.0

- Web 2.0 is free time for millions
- Consumer pursuit of value via Web 2.0; Consumers as participants; Peer review
- For “Digital Natives”, social interactions, civic activities are mediated by digital technologies
- The genius of apps
- In North America onliners are spending more time on social network



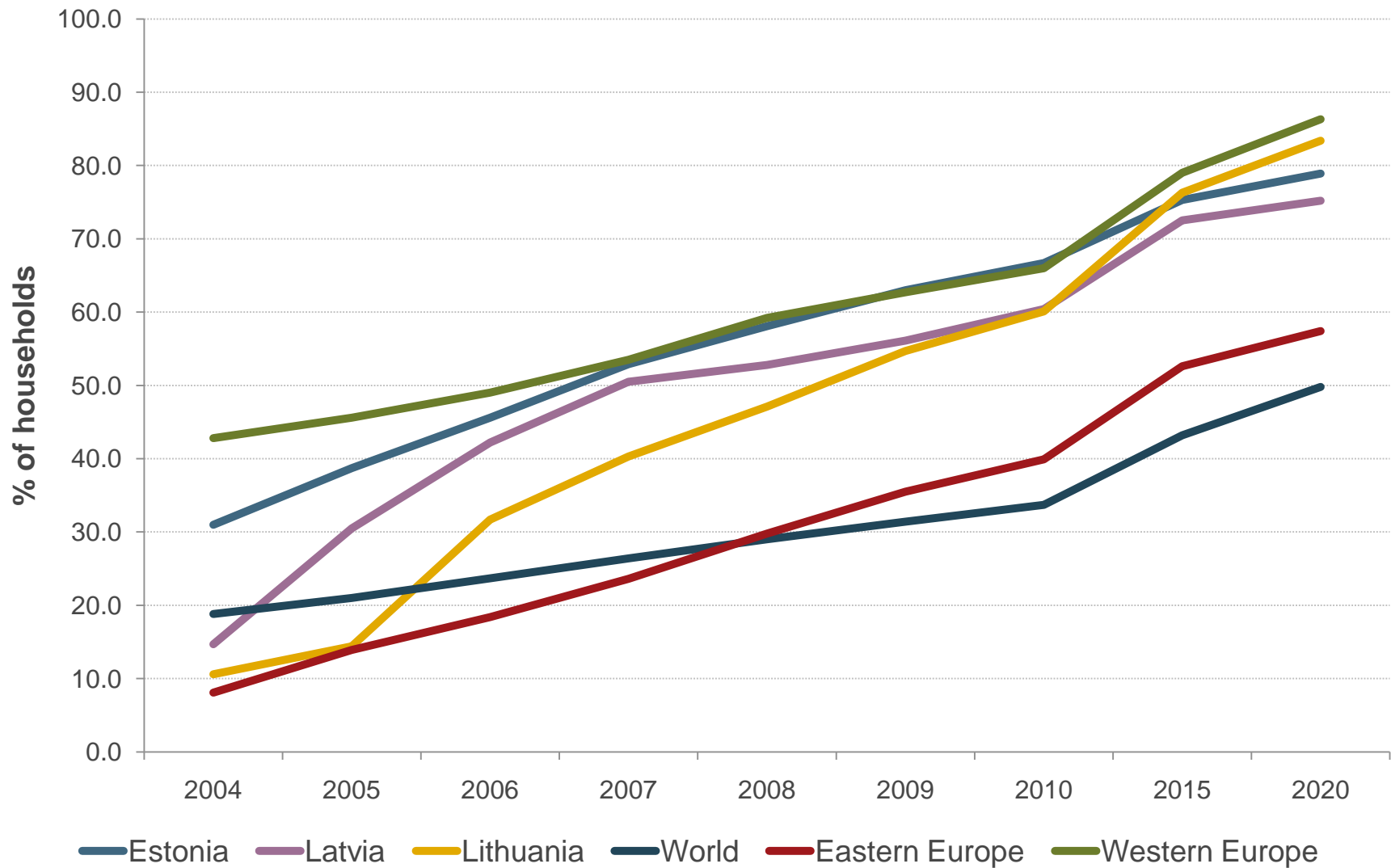
# Retail as a whole vs. Internet retail

Real growth in the Baltic States - 2004-2009



\*Average annual growth in retail value terms for the period 2004-2009

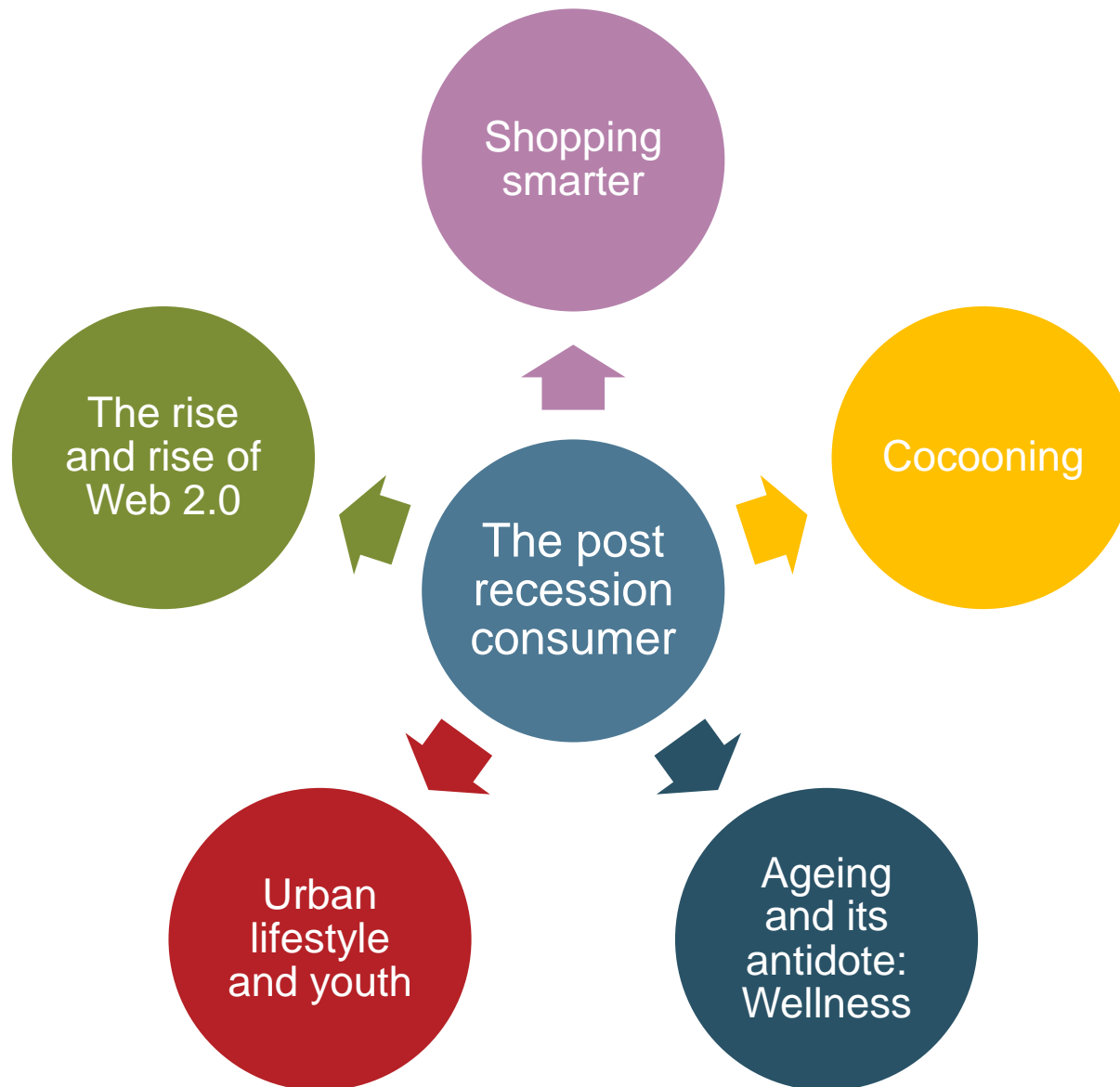
# Internet usage



## And Web 2.0 and brands...

- Crowdsourcing: A strategic partnership between consumers and brands
- Consumers commenting on good and bad consumption experiences
- Onliners leave consumption trails
- Consumer interest in geolocation tied with interest in the hyper-local and new technology

## To sum up...



## How can brands add value to their products for the new consumer?



“Fight to quality”



Consider Web 2.0



Engage with info 24/7



Keep it 'glocal' – à la MacDonald's and Starbucks



Accommodate the needs of youthful but older consumers



Help shaken post-recession consumers ENJOY shopping with better customer service, creation of experience etc.

Thank you!

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