

Passport Innovation: Megatrends Quantification Model

The Megatrends Quantification Model measures consumers propensity to spend on goods and services related to specific Megatrends and predicts future growth direction.

We help to quantify and predict the relative size/growth of Megatrends. We evaluate, rate and rank Megatrend development over time to answer critical client questions around trend prioritisation and trend activation, such as: what Megatrends should I focus on and why; how do I prioritise my investment; what are the most important Megatrends in a given country; which are the most important countries for a trend such as Sustainable Living?

Our clients are using our Megatrends analysis to inform big investment decisions, being able to not just interpret the Megatrends but also put numbers behind them. By evaluating and ranking Megatrends in terms of spending patterns and growth expectations, we put our clients in an even stronger position.

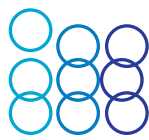
METHODOLOGY

The complex methodology involves Euromonitor's industry, innovation and analytics expertise, defining the Megatrends in question and determining drivers to create a growth index. The final output of the analysis is an unprecedented quantified view of which trends will determine consumer spend across geographies in the future.



DEFINE PROXIES

Carefully selecting indicators from Euromonitor's breadth of global industry data to evaluate the propensity for consumers to spend on goods and services that align with each of the 10 Megatrends.



WEIGH AND AGGREGATE PROXIES

Weighting and aggregating the selected proxies to develop a quantitative assessment and to build individual Megatrend indices, comparing the trends across key markets.



IDENTIFY DRIVERS

Identifying a set of predictive indicators (social, economic, environment, technology) for each Megatrend to understand historic performance and future growth expectations to build a forecast model for each trend.



VALIDATE AND REFINE

Thorough validation of all assumptions behind proxies and drivers in consultations with our in-house Industry and Trend experts.