



**Euromonitor
International**

Voice of the Industry: Innovation

November 2023

Table of Contents

INTRODUCTION

Scope

Voice of the Industry: Innovation snapshot

Key takeaways

TRENDS DRIVING INNOVATION

Convenience and digital living top trends set to impact industry

Technology and geopolitics are top drivers impacting industries

Haier develops multi-service smart home brand strategy to evolve smart home service

Lab-grown meat gets approval in the US - poised to shake up meat industry

Companies want to shorten the distance to consumers through D2C

KEYS TO SUCCESSFUL INNOVATION

Successful innovation depends on agility and consumer knowledge

Internal barriers are considered to be the greatest obstacles to innovation

Electrification solves consumer needs by providing alternative options for mobility

Nintendo engages customer base by creating new occasions and leveraging legacy

Consumer-centric strategies are driving innovation

BUSINESS STRATEGY PLANS

Business stakeholders report strong focus on technology and sustainability

Renovation is the top plan, but there is strong appetite for disruption

Nike and Unilever lay groundwork for innovation through consumer co-creation

Companies strategically balance ambitious and modest innovation

ABOUT VOICE OF THE INDUSTRY

About Euromonitor International's Voice of the Industry survey series

Respondents

About Euromonitor International

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Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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