

**Premiumization & Indulgence is a key facet of the Sensory & Indulgence mega-trend.** The COVID-19 pandemic is impacting purchasing priorities & quality expectations. It is changing the way consumers relate to and consider higher price points and the demand for products with a heightened sense of enjoyment\*.

## Relevance of Trends by Sector

The impact of the Premiumization & Indulgence trend on purchasing decisions across different sectors

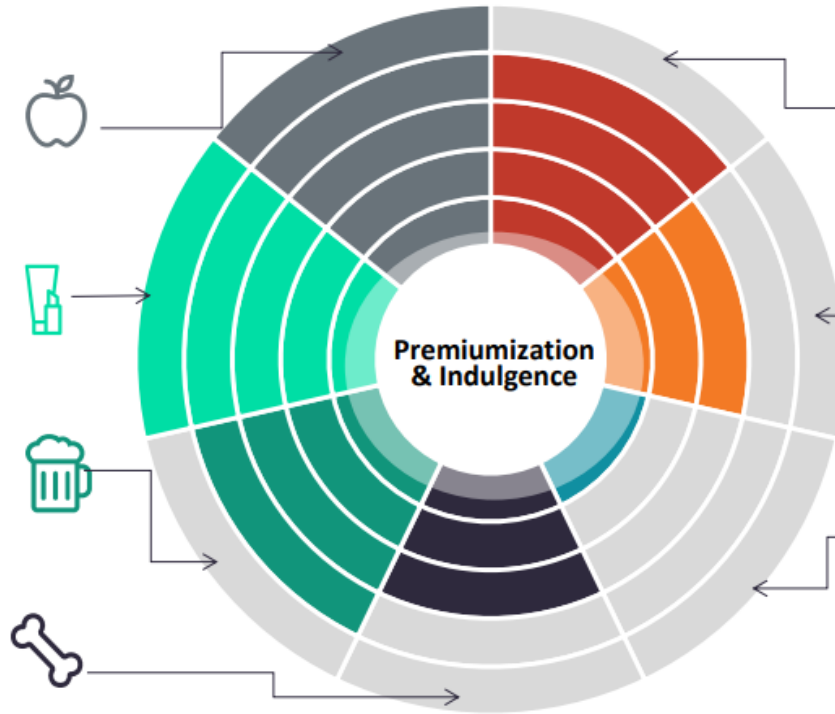


**Food**  
Smaller pack sizes provide an opportunity for premiumization and stressed and anxious consumers are more likely to indulge

**Personal care**  
Some consumers are neglecting key categories such as perfume and make-up but fragrance could be a key sensory benefit in the total category

**Alcoholic drinks**  
New purchasing behavior and consumption occasions for alcohol products mean brands have to consider added benefits and new indulgent flavors

**Pet Care**  
The recent increase in adoption of pets could potentially mean more single pet parents and consumers looking for products related to their own preferences











**Non-alcoholic drinks**  
Changes in foodservice operating mean that consumers are looking for at home solutions

**Household care**  
Gender roles and households with young children could be key targets in household care

**Tobacco and e-cigarettes**  
This is a low relevance trend for the category due to the habitual nature of smoking and vaping products



### Mega-trends:

-  Sustainability & Ethics
-  Comfort & Uncertainty
-  Sensory & Indulgence
-  Easy & Affordable
-  Smart & Connected
-  Evolving Landscapes
-  Individualism & Expression
-  Health & Wellness