

INDULGENT OPPORTUNITIES

Three consumer trends that should be on your radar!





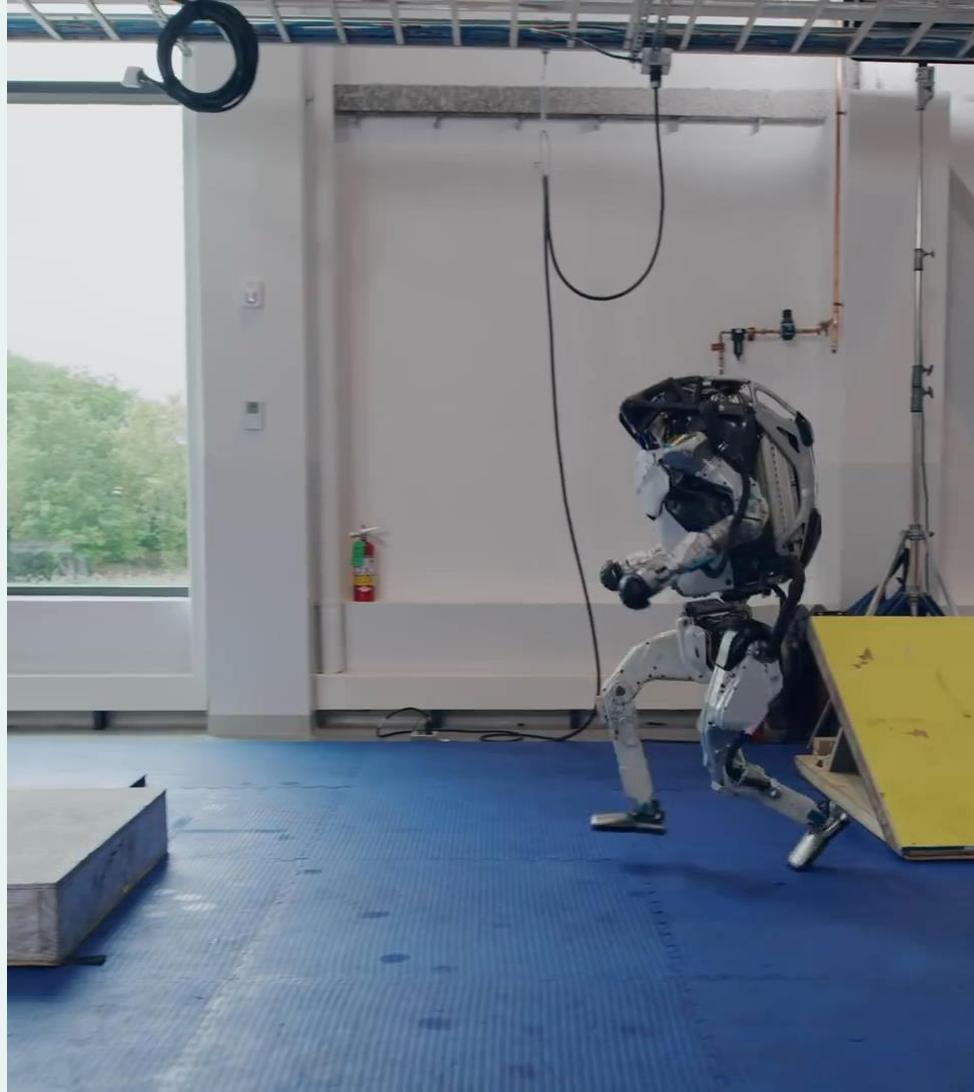
TREND·WATCHING

**Consumers are increasingly
impossible to please – their
expectations are accelerating.**

What will my
customers
want next?



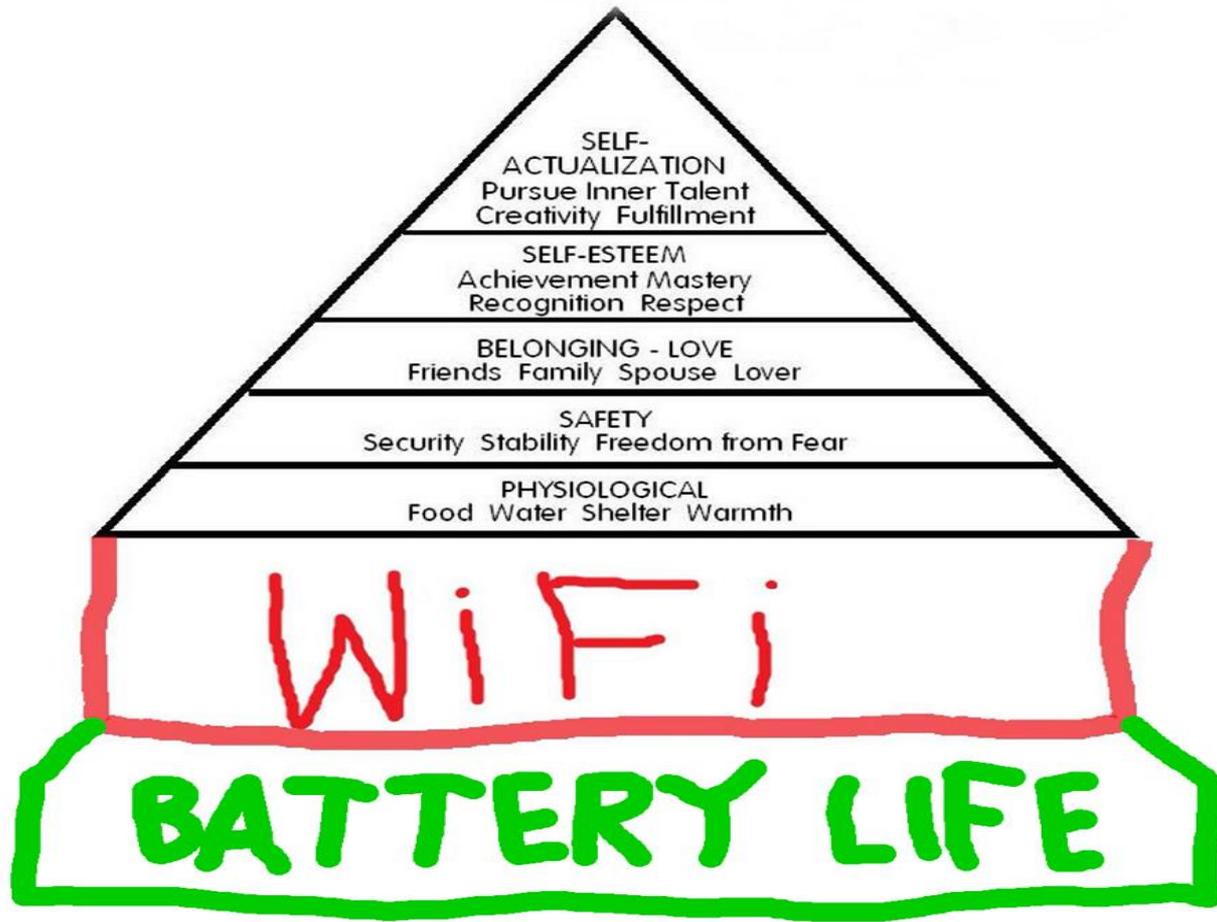
The world
is always
changing.....



**We're the same
old humans with
the same old
human needs.**





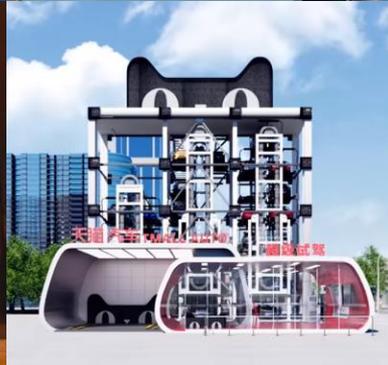


When **change bumps up
against core **human needs**
it creates tension.**

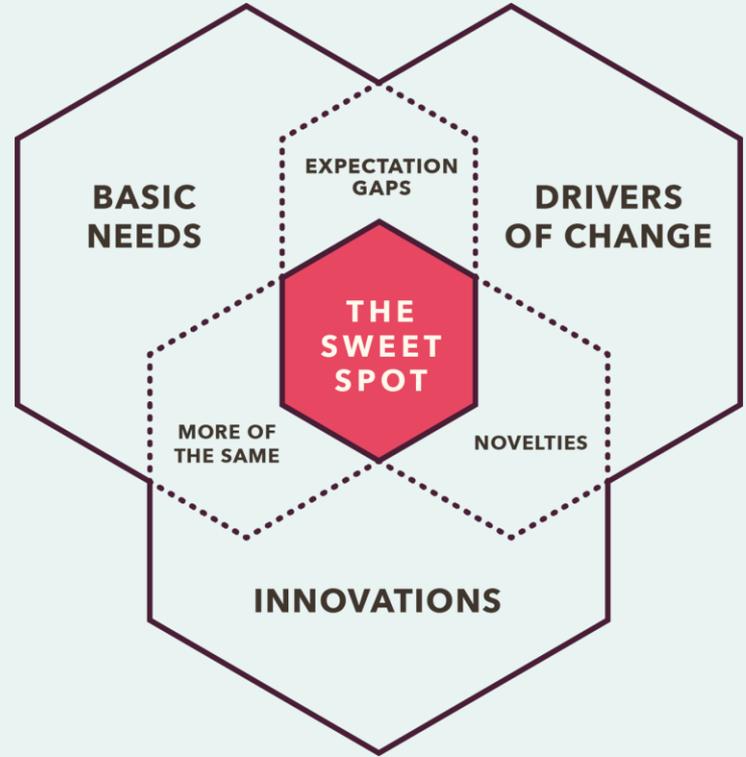
**Trends emerge as innovators
address people's
basic human needs and
wants in novel ways.**



INNOVATIONS



Three elements
to **understand**
consumer trends.



You compete in
an **expectation**
economy.

F
FENTY BEAUTY
BY RIHANNA


TESLA

HEINZ
ESTD 1869

amazon

venmo

 slack

Google

 Spotify


Red Bull

Etsy


airbnb


TikTok




Alibaba.com


FORTNITE

 Unilever


Emirates

allbirds

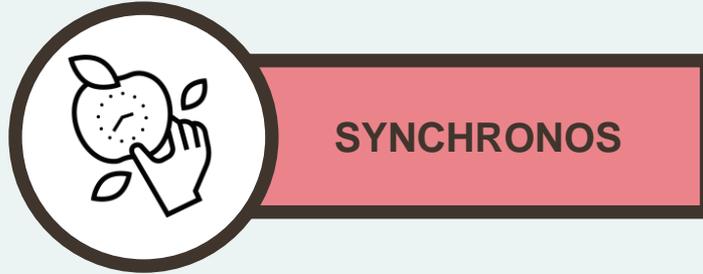
That's the short
version of our
**Trend-Driven
Innovation**
methodology.



→ →

Let's go!

→ →



SYNCHRONOS



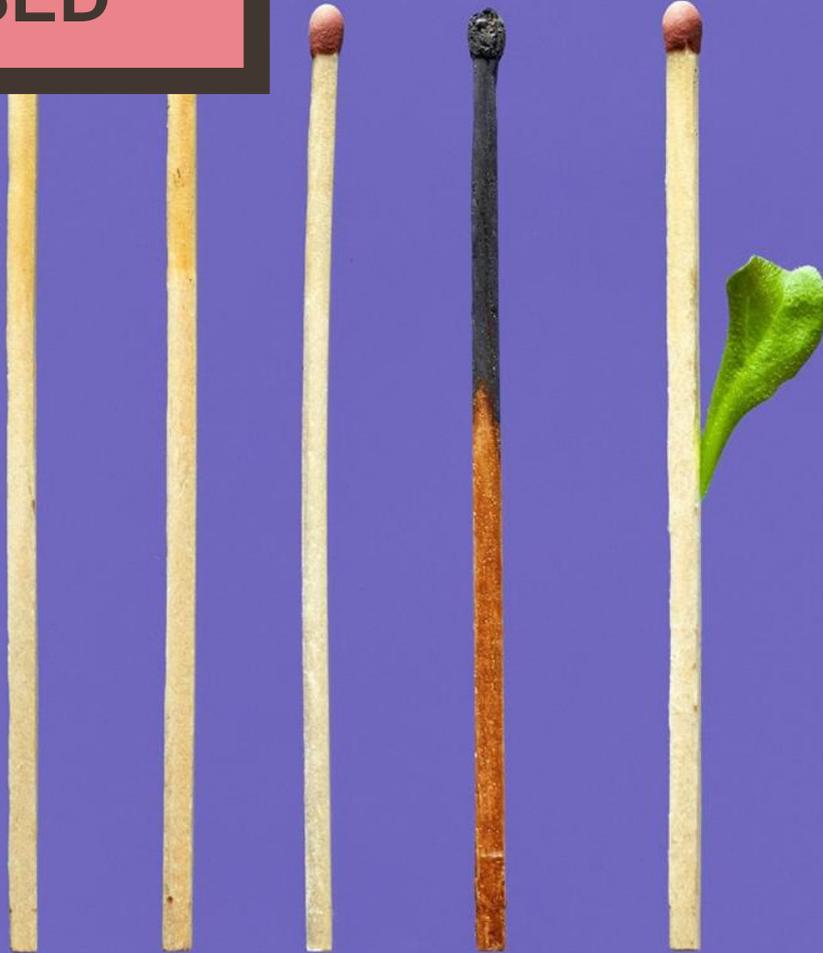
**WELLNESS
ENGINEERS**



**GUILT-FREE
CONSUMPTION**

**What's your
lightbulb
moment?**

LIFE REASSESED



In the UK, job vacancies soared to an all-time high in July 2021, with available posts surpassing one million for the first time.

**ONS,
August 2021**



“I can’t wait for it to be 5 P.M. so I can go from looking at work stuff on the Internet to looking at non-work stuff on the Internet.”



SYNCHRONOS

For burned out consumers, taking time out to enjoy what *really* matters will be the ultimate indulgence.

SELF-CARE PRIORITY

SANCTUARY SPA

Campaign
addresses UK's
'self-care gap' and
encourages women
to find 25 minutes
of quiet every day



SLOW TRAVEL

MIDNIGHT TRAINS

Hotel on rails
combines comfort
and sustainable
travel



**How does this translate into the
food and beverage sector?**

MINDFUL PRACTICES

ANAORI KAKUGAMA

Multi-purpose
cooking tool helps
home chefs practice
traditional Japanese
cooking techniques



IN-HOUSE KNOWLEDGE

NATIONAL TRUST

Gardener grow
along encourages
people to grow their
own loofah – and
reduce plastic waste





SYNCHRONOS

In 2022, taking time out will be the ultimate indulgence.

How can you create campaigns or products that encourage or complement slower, more mindful living?

79% of consumers across 6 countries (including the UK) said they believe that **wellness is important**, and **42%** consider it a **top priority**.

McKinsey, 2020

ENGINEERING MINDSET



DIRECT-TO CONSUMER EXPLOSION





WELLNESS ENGINEERS

In the pursuit of better health and wellbeing, consumers are embracing highly-personalised and more experimental products and services.

FROM WITHIN

ATOLLA

Skin-tests and data-driven product recommendation system promise tailored skincare routines



HYPER OPTIMIZED

BIOBETTER

Virtual biohacking assistant helps users optimize their health

 biobetter

Virtual biohacking assistant

Biobetter provides a system to monitor and adjust all vital functions and processes of the body, such as nutrition, physical activity, detox, hormonal status, sleep and stress management.

Get early access

 biobetter

Your personal
recommendations

Nutrition

25 recommendations →

Physical activity

17 recommendations →

Hormonal status

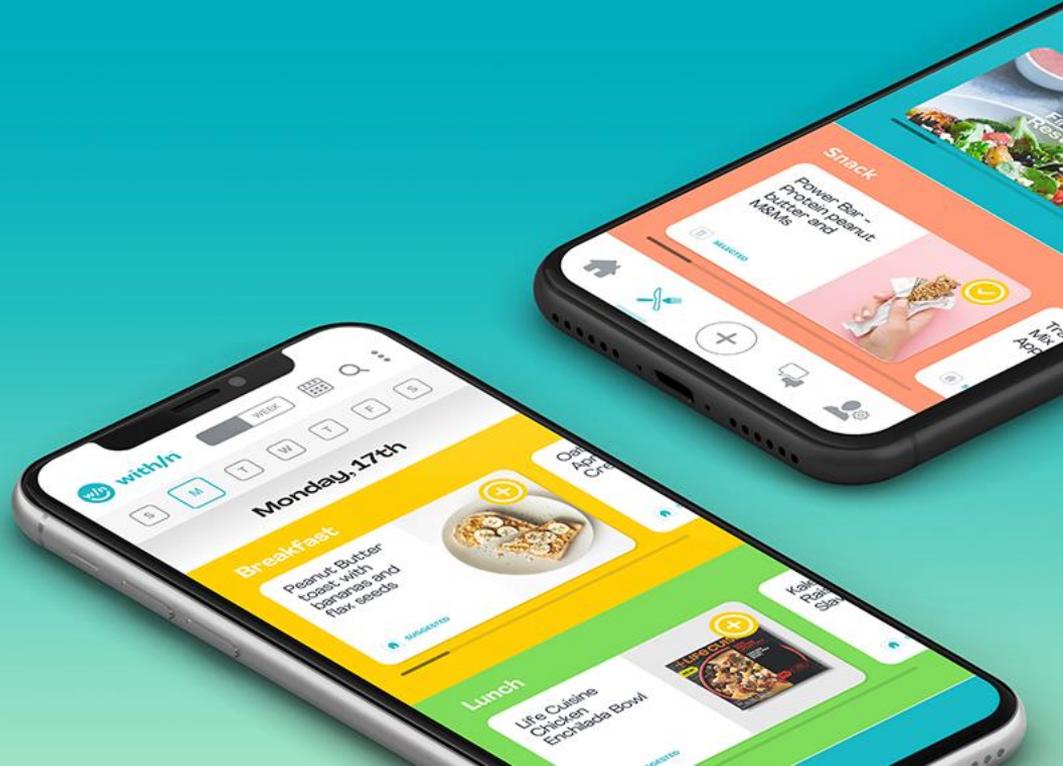
11 recommendations →

BIG BRAND ACTIVITY

NESTLÉ & WITH/N

Partnership aims to inspire 'wellness beyond the plate' with coaching, customized plans and motivational content

with/n™



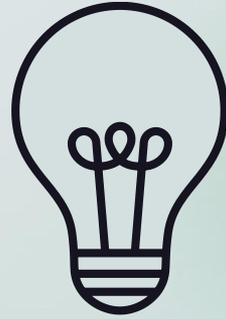
**Consumers are open to increasingly
experimental products.**

BOTANICAL BLISS

AMASS

Premium cannabis-infused non-alcoholic spirit launches in the US





WELLNESS ENGINEERS

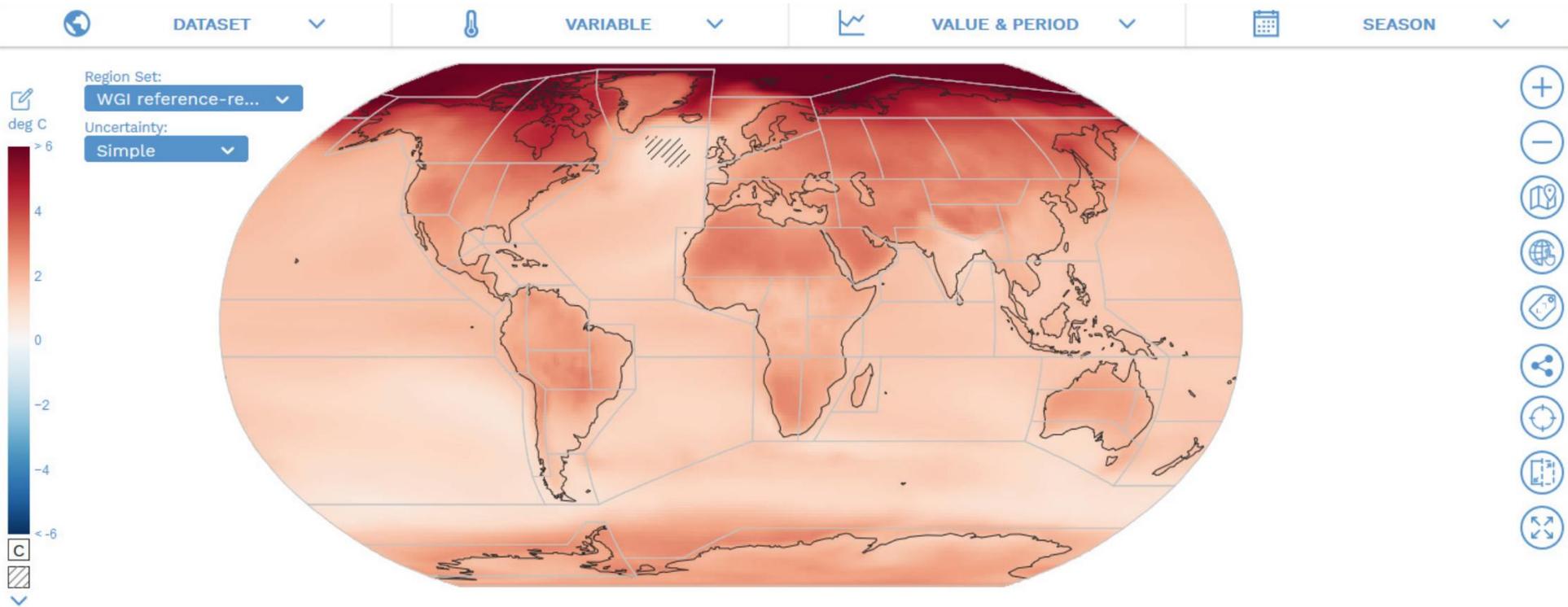
The pursuit of optimal health is the ultimate indulgence!

How will your product or service help consumers
move towards this goal?

85% of UK consumers adopted at least one lifestyle change to be more sustainable last year. **32%** are considered 'highly engaged'; up **17 percentage points** from before the pandemic.

Deloitte,
April 2021

IN THE HEADLINES



CMIP6 - Mean temperature (T) Change deg C - Warming 2°C SSP5 8.5 (rel. to 1850-1900) - Annual (34 models)

But behaviour
change is **hard**.



A paradox exists at the core of much consumer behavior as consumers struggle to reconcile their indulgent impulses with their desire to feel ‘good’.



GUILT-FREE CONSUMPTION

Enlightened consumers seek products and experiences that come without the (social, climate and personal) guilt.

SOCIAL BENCHMARKING

LAS KELLYS

Housekeeping staff's booking site will only offer hotels that treat workers fairly



Positive impact is the holy grail
for enlightened consumption.

THE HOLY GRAIL

CHIPPIN

Sustainable pet brand uses overpopulated silver carp to reduce the carbon pawprint



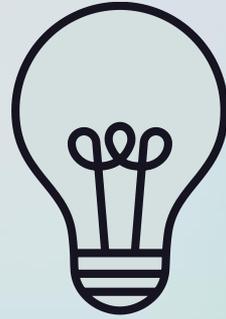
LAB-GROWN OPTIONS

WILDTYPE

Startup wants to bring sushi-grade cell-cultivated salmon to the US



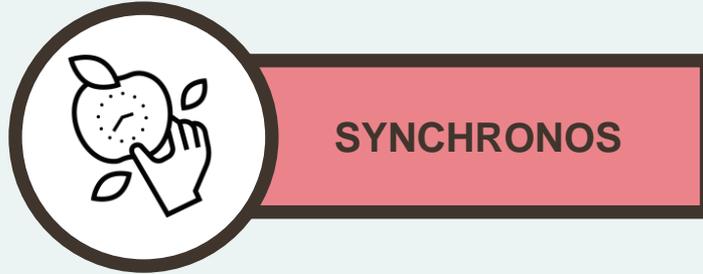
**In the future, guilt-free options will be
grown in a lab, not crafted by artisans.**



GUILT-FREE CONSUMPTION

The only truly sustainable, long-term competitive advantage will be businesses that lessen – or eradicate – negative impact whilst allowing continued indulgence.

How can this inspire your brand vision in the coming year?



SYNCHRONOS



**WELLNESS
ENGINEERS**



**GUILT-FREE
CONSUMPTION**

**What's your
lightbulb
moment?**

**THANK YOU
& GOOD LUCK!**

vicki@trendwatching.com

