

Consumer lifestyle trends



Objectives of the Consumer Lifestyle Trends Programme



A **framework for making sense of change** in these volatile and fast-changing times.

An approach that brings **consumers to the heart of the business decision making.**

A driver of **more future-focused marketing.**

A systematic approach to identifying **new opportunities and threats.**

A **source of inspiration** and a spur for innovation.



The Consumer Lifestyle Trends



"I want to manage my busy life and make sure that I am at my best for whatever the day presents"



"I want a balanced approach to health and wellness, to have greater control through the choices I can make"



"I want to get more enjoyment from the simple things in life; to have experiences that add more fun and meaning"



"I like to pursue better value, to help maintain my lifestyle and to get the most from the money I have"



"I am mindful that I need to live more responsibly; I want to make better choices that make a difference without having to compromise"



"I am looking for products and brands that are real, authentic and honest, because I know I can trust what's in them and where they come from"

Introducing the trends



Consumer lifestyle trends



Fluid lives



“I want to stay in control of my busy life and make sure that I am at my best for whatever the day presents”



HOW IS THE SUB-TREND EVOLVING?

Simple by design



Fluid lives

Solutions that reduce complexity and save time

TOWARD

FROM

Marinated meat portions, Australia



Marinated Pouch Packs.

Some for now, some for later

Pre-steamed vegetables, Brazil



Innovative cookware, Spain



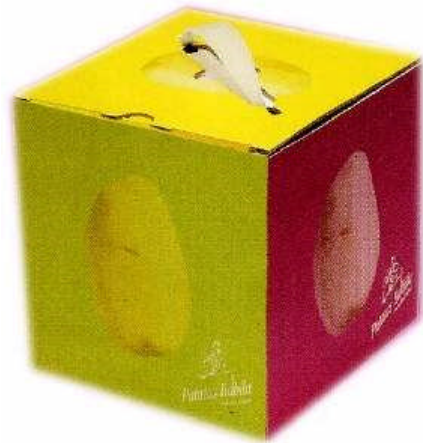


Fluid lives

Sub trends: Accessible luxury

- Luxury items at more everyday prices.

Posh potatoes, Spain



Patatas Bilbas is a make of potatoes sold throughout Spain and Portugal. The potatoes are cleaned and boxed for the true potato connoisseur.

Products created by top chefs in the supermarket, UK



A few famous chefs such as Paul Rankin (from Ready Steady Cook) have created ranges to be sold in supermarkets, based on their own recipes. They are affordable for the average shopper but still feel a little bit special due to their appealing packaging and the fact that the products are created and endorsed by the chefs themselves.

HOW IS THE SUB-TREND EVOLVING?

Guided choice



Fluid lives

Ways to make good choices more quickly and easily

TOWARD

Vending machine tells you the best drink is for you, Japan



FROM

Barcode scanning apps, Germany



Supermarket organised by meal, France



HOW IS THE SUB-TREND EVOLVING?

Peak performance



Fluid lives

Managing physical and mental performance during the day

TOWARD

FROM

Energy drink for different times of day, US



Inhalable energy shot delivers, US



Protein drink for slow release energy, Japan



POINTS TO PONDER



Fluid lives

Consumer

- How might improvements to on-pack information help people to make purchase decisions more easily?
- What ingredients can be added to make meals that improve mood or recharging the mind?
- How can you offer more sophisticated energy benefits in your products?

Shopper

- How can you demonstrate quality and experience of products in virtual environments?
- How can you use technology to help consumers find your products?
- Are there better ways of organising products in-store that will help people to find the ones they need or, create nutritional meals more easily?

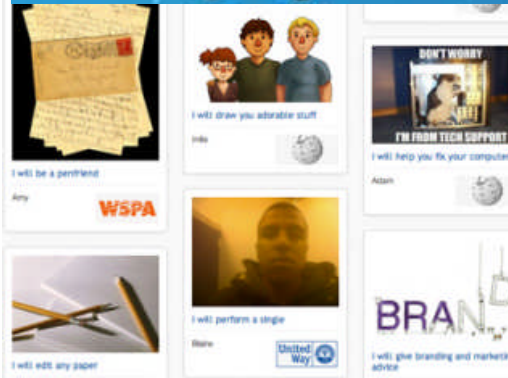
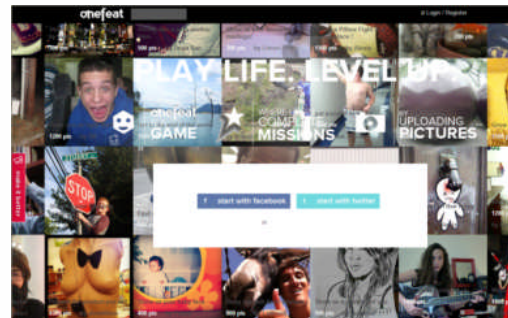
Simple pleasures



**“I want to get more enjoyment from the simple things in life;
to have experiences that add more fun and meaning”**



アマテウスで 女子会 ♡ しよう!!



HOW IS THE SUB-TREND EVOLVING?

Fun and Play



Enjoyment through fun and play

TOWARD

Juice drinks double up as building blocks, Mexico



FROM

Rowntree's Randoms encourages a more random, fun life, GB



Frozen yogurt brand Yogoberry organises free water balloon fight, US



HOW IS THE SUB-TREND EVOLVING?

Enhanced Sensations



Desire for intensified sensory experiences

TOWARD

Augmented reality technology to taste and hear fireworks as you eat candy, Japan

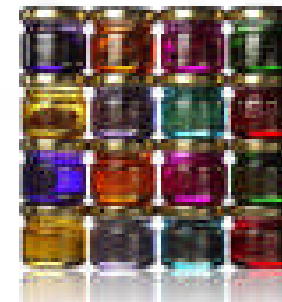


FROM

Palate-altering berry changes perceptions of tastes, US



'Alchemical larder' taste-enhancers to stimulate the senses, GB & US



POINTS TO PONDER



Consumer

- Can you encourage people to be more involved in the design or production process around your products or brands?
- How can you address people's rising expectations around the multi-sensorial experiences products deliver?
- Can you encourage people to strive for new passions or achievements in their life?

Shopper

- How can retail spaces be used to create a 360 degree sensory experiences for shoppers?
- Is there an opportunity to get shoppers more involved in the design or production of a product or service at the point of purchase?
- How can retail design and layout make shopping a more social experience?

Responsible living



"I am mindful that I need to live more responsibly; I want to make better choices that make a difference without having to compromise"



HOW IS THE SUB-TREND EVOLVING?

War on waste



Reducing the wasteful results of consumption

TOWARD

Smart fridge keeps food fresh longer and tells consumers which items are about to go off, South Korea



FROM

Mos Burger recycles used oil and food rubbish into plant food, Japan



Traffic-light style food label indicates freshness more efficiently than use by dates, helping reduce food waste, UK



POINTS TO PONDER



Consumer

- How could you encourage or facilitate people to use less resources in their everyday lives?
- How could you help people to reduce the amount of waste they create?
- Could you make it easier for people to understand the carbon and climate impact of your products?
- What local causes could your brands support?

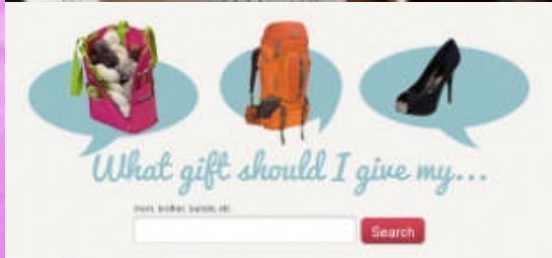
Shopper

- How can you better align with or demonstrate your sustainability credentials to retailers?
- How can sustainability commitments be effectively communicated to shoppers in store?
- What elements of your retail model be made more sustainable?

Consumers in control



“I like to pursue better value, to help maintain my lifestyle and to get the most from the money I have”



HOW IS THE SUB-TREND EVOLVING?

Counselled consumption



The rise of specialist advisers and peer reviews for all consumption matters

TOWARD

Real time ethical shopping guidance, US



FROM

Cocktail Advisor users enter in their preferred tastes to come up with suggestions of cocktail recipes, US



Crowd sourced gift recommendations based on recipients interests, US



Sub trends: Short-cut language

Finding quicker ways to communicate

Mum-friendly drink cartons, UK



Asda's 'great stuff' kid's range is popular with mums because of its clear and fun labelling. Important points such as 'no added sugar' are bright and clearly visible, and hand-drawn arrows point out explanations of ingredients.

Simplified wine labelling, The Netherlands



The founders of Grapedistrict in Amsterdam decided to simplify the often overwhelming task of choosing a wine. They do not categorise their wines by dates or countries, but instead in terms of moods and tastes. For example, for an evening full of good conversation you can choose something from the 'Deep' shelf. Or for something fresh and thirst-quenching you can choose from the 'Easy' category.

POINTS TO PONDER



Consumer

- How can you be more transparent about the costs that make up the price of your products to demonstrate value to consumers?
- Can you communicate the tangible benefits your products deliver to people?
- Do you have a clear understanding of who your consumers go to and rely on for purchasing guidance and advice?

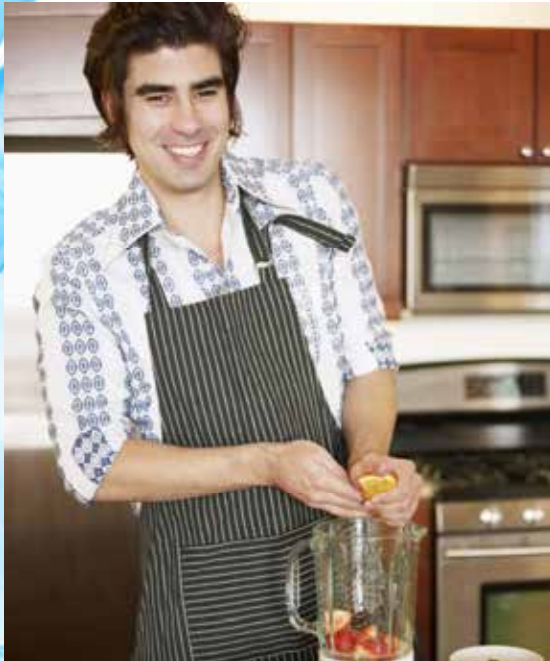
Shopper

- How can you reduce the risk of purchase for people by providing in-store and online sampling and visualisations?
- How can you take advantage of location-based technology to provide people with real time and tailored information about products and promotions when they are on the move?
- Could you provide shoppers with access to peer or expert reviews of products at the point of purchase, or on shelf?

Quest for health and wellness



“I want a balanced approach to health and wellness, to have greater control through the choices I make”



HOW IS THE SUB-TREND EVOLVING?

Proactive prevention



*Quest for health
and wellness*

**Proactively defending the body
against future disease and illness
through healthier choices**

TOWARD

*Alzheimer's drink
prevents memory
loss through
nutrients, US*



FROM

*Antioxidant enriched
coffee allows people to
boost their body's
defenses, Thailand*



*Drinks with added lutein
for improving and
safeguarding long term
macular health, Japan*



HOW IS THE SUB-TREND EVOLVING?

Finding balance



Quest for health
and wellness

Looking for emotional and mental
balance via nutrition and lifestyle

TOWARD

Coffee brand serves
up free drinks and
experiences in "feel
good" café, Canada



FROM

Delo bottle caps
dispenses vitamins into
water, France



Mood tracking apps
monitor emotional
wellbeing throughout the
day, Global



HOW IS THE SUB-TREND EVOLVING?

Good start



*Quest for health
and wellness*

Ensuring children get the best start in life

TOWARD

Nestlé's range of probiotics for kids, US



FROM

Subscription service offers local organic baby food, US



Food education classes for kids, Japan



POINTS TO PONDER



*Quest for health
and wellness*

Consumer

- How might your products offer preventative health benefits as part of everyday meals?
- What benefits could you offer to help people maintain emotional wellbeing?
- Are there ways you could provide a food or drink solution to an aspect of beauty and personal care not normally managed orally?
- What are the issues of most concern to parents when it comes to child nutrition?

Shopper

- How can retail environments become a destination to escape to for shoppers?
- How might retailers look to take the stress out of shopping and promote a more calming experience – through light, sounds, smells etc.?
- What are the implications of food and pharma blurring for retailers? What is the likelihood of a 'functional food aisle' in the near future?

Keeping it real



"I am looking for products and brands that are real, authentic and honest, because I know I can trust what's in them and where they come from"



Die Schweine und ihre Wurst
Auf das Schwanz der Wahl klicke, um zu seiner Wurst zu gelangen.

		
Name: Schwein 1 (Jaswerk) Gewicht: 125kg Geboren: 24. 3. 2013 Geschlachtet: 18. 11. 2013	Name: Schwein 2 (Jaswerk) Gewicht: 113kg Geboren: April 2013 Geschlachtet: 08. 02. 2012	Name: Schwein 3 (Jaswerk) Gewicht: ca. 130kg Geboren: April 2013 Schlachtung: 24. 02. 2012

  KITE CHICAGO Handmade Schokolade	  KARLS PILLET Handmade Schokolade	  HONEST WIGGLES Handmade Schokolade	  LEWANT SPELT Handmade Schokolade
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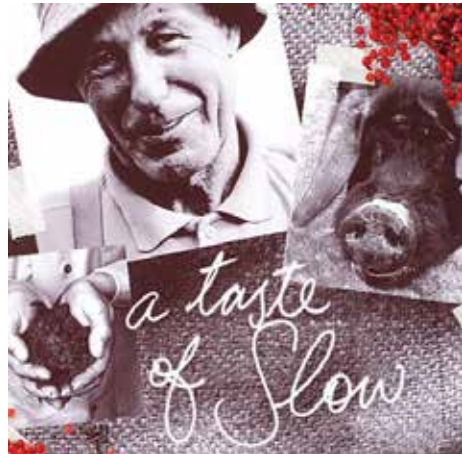


Sub-trends: Back to basics

•How things used to be



Slow Food Festival, Australia



The two-week Taste Of Slow festival includes classes, dinners, discussions and tasting opportunities, and the chance to experience "produce, pleasure and provocation."

The festival is part of the Slow Food movement, started in Italy in 1986, in response to the negative impact of multinational food industries. It is all about using local seasonal produce, restoring time-honoured methods of production and preparation, encouraging ethical treatment of animals and promoting environmentally sustainable methods. They now have 80,000 member restaurants in more than 100 countries.

The local foods wheel, US



This cardboard food wheel is designed to tell shoppers which foods are in season when in the San Francisco Bay area. By using it, shoppers can plan their meals around the best, freshest produce at any time of the year.

HOW IS THE SUB-TREND EVOLVING?

Behind the scenes



Transparency as a mark of quality and trust

TOWARD

Chicago's first boutique distillery since the days of prohibition, produces handcrafted spirits from scratch, US



FROM

Via webcams, consumers can watch the vegetables grow on the Harrods Allotment in real time, GB



Each pig has a face, for quality and to encourage less meat consumption Germany



HOW IS THE SUB-TREND EVOLVING?

Passion for place



Growing interest in origin as a mark of quality and authenticity

TOWARD

Piacentinu Ennese cheese is 1000th product to receive EU DOP protection for unique origin and attributes, Italy



FROM

Nudo allow you to adopt an olive tree in Italy and secure your year's supply, GB



Bar only sells sandwiches filled with protected designation of origin products, Spain



POINTS TO PONDER



Consumer

- How can you tap into the growing consumer desire to make things from scratch?
- What traditional ingredients or processes can you revive to give a sense of authenticity to your brands?
- What could you do to highlight ingredients in your products which are particular to certain regions of your country?
- How might you better use seasonal ingredients in your products?

Shopper

- What could you do to better communicate the specialist skills of your producers and employees (e.g. in-store butchers)?
- How can you better use packaging or display materials to get the authenticity of you produce across?
- How can you use your website or webcams to give shoppers a better look into your production processes?

Any questions?



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