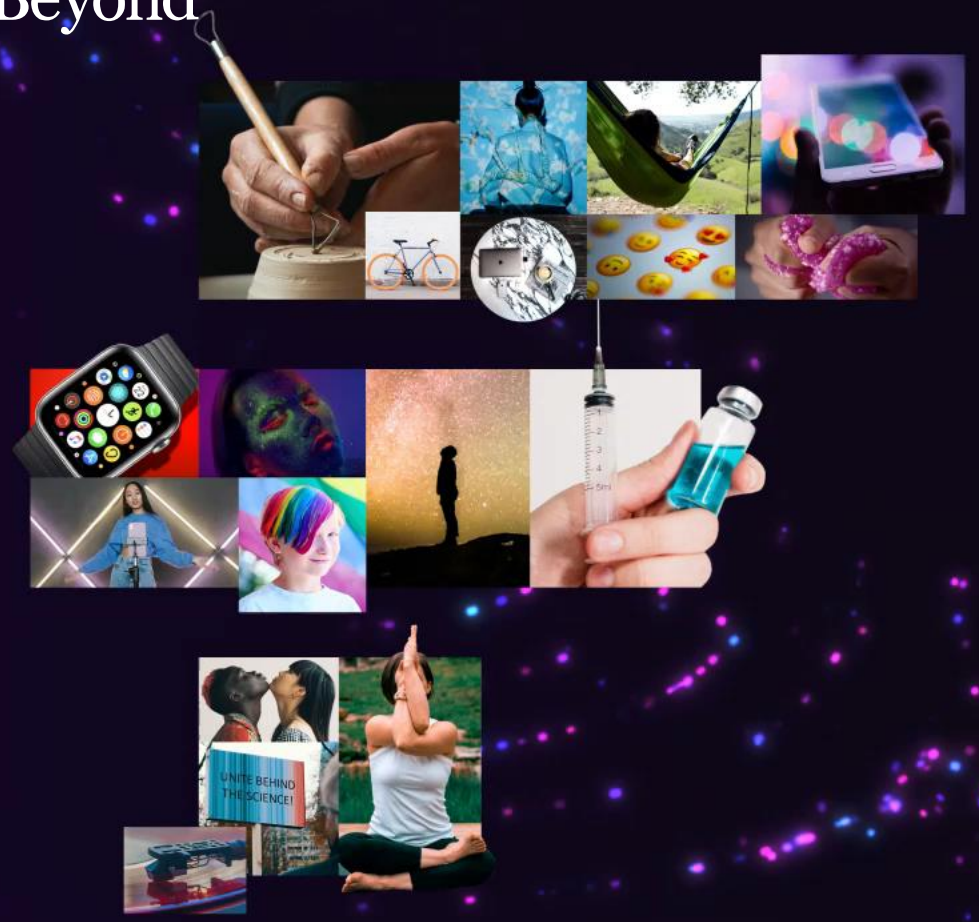
IPA Incorporated by Royal Charter & Foresight Factory Seeing Beyond

Trending 2022

Key Trends to Watch and Opportunities to Act



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January 2022

Mood Makers
Solo Living
Surprise Me!
Experience Seekers
Human Encounters
Mastering the Mind
Beyond Human
Ancient Rituals
Fine to Be Fallible
Audiophilia
Social Wellness
Light Relief
Science Forward
Peer Power
Mechanised Truth
Pure and Simple
Sustainable Living
Synthetic Society
Pursuit of Real
Quantify Me
Micro Moments
Sleep Mode
The Death of Risk
The Everyday Athlete
The Moderation Mantra
Challenge Accepted!
Mass Exclusivity
Data as Currency
Healthy Habitats
The Me Me World
Personal Pace
Presence-free Living
Building Resilience
Pet Appeal
Consumer Empowerment
Ownership Overhaul
Local Allure
The Great Indoors
Digital Proxies
Latchkey Loyalty
Customised Reality
Meta Messaging
Fantastical Fun
The Shoppable Universe
Pretailtainment
Power of Now
Everyday Exceptional
Tactile and Tangible
Murdered by Modernity
Multi-use spaces
Back to Nature
Liquid Skills
Casual Connectivity
Employee Ethics
Convenience Culture
Everyday Activism
The Stakeholder Customer
Cool to Be Kind
Enterprise Nation
Maximising Behaviour
Diversify and Decolonise
Sex Positive
Retrospective Resolutions
Acclimatise Now
Sustainable Living
War on Waste
Ageless Society

New Year, new you…?
Or maybe NOT

Will 2022 be the year for bold eco action?

% of consumers who rank climate change as a top personal risk over the next five years in 2016 (Out of 16)

we will present

43% China	31% Germany	28% Sweden	23% USA	20% GB
1. Pollution	1. Terrorism	1. Financial Hardship	1. Financial Hardship	1. Financial Hardship
2. Natural Disasters	2. Political Instability	2. Political Instability	2. Terrorism	2. Terrorism
3. Climate Change	**5. Climate change**	**6. Climate Change**	**10. Climate Change**	**9. Climate Change**

Source: Foresight Factory | Base: 4801 online respondents aged 16+, GB, 2021 March

Brands and consumers alike will face increasing pressure to act sustainably in 2022

2021: Now one of top 3 personal risks (out of 16)

59%
China

1. Infectious diseases
2. **Climate Change**
3. Pollution

57%
Germany

1. **Climate change**
2. Infectious diseases
3. Pollution

48%
Sweden

1. **Climate Change**
2. Financial Hardship
3. Theft

44%
USA

1. Infectious diseases
2. Financial Hardship
4. **Climate Change**

49%
GB

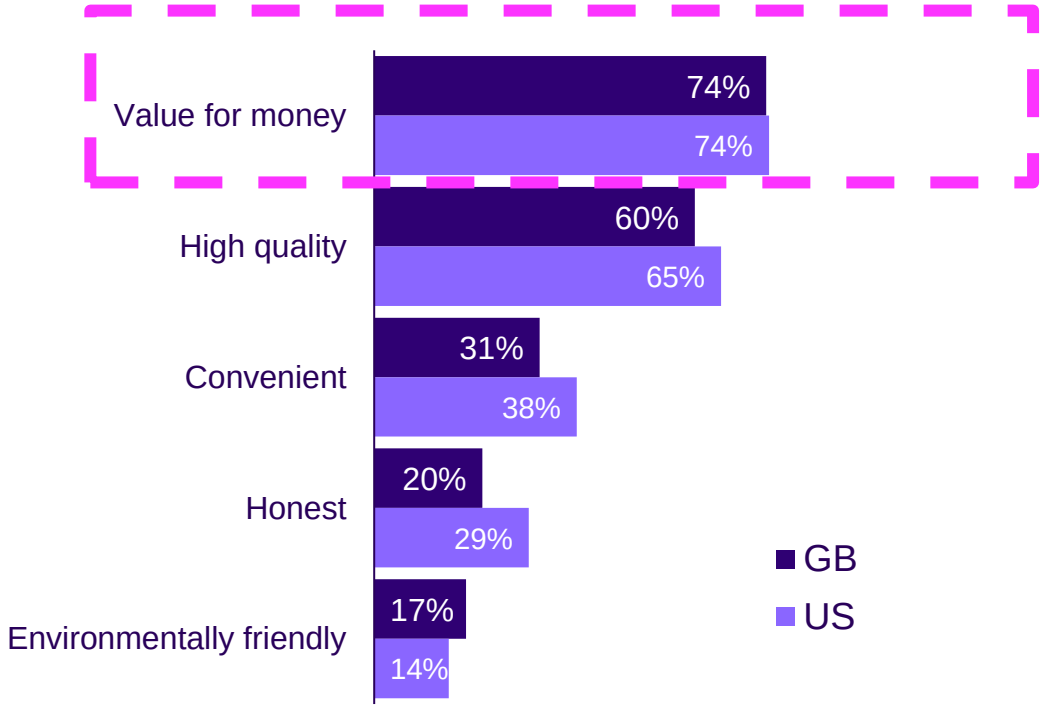
1. Infectious diseases
2. **Climate Change**
3. Financial Hardship

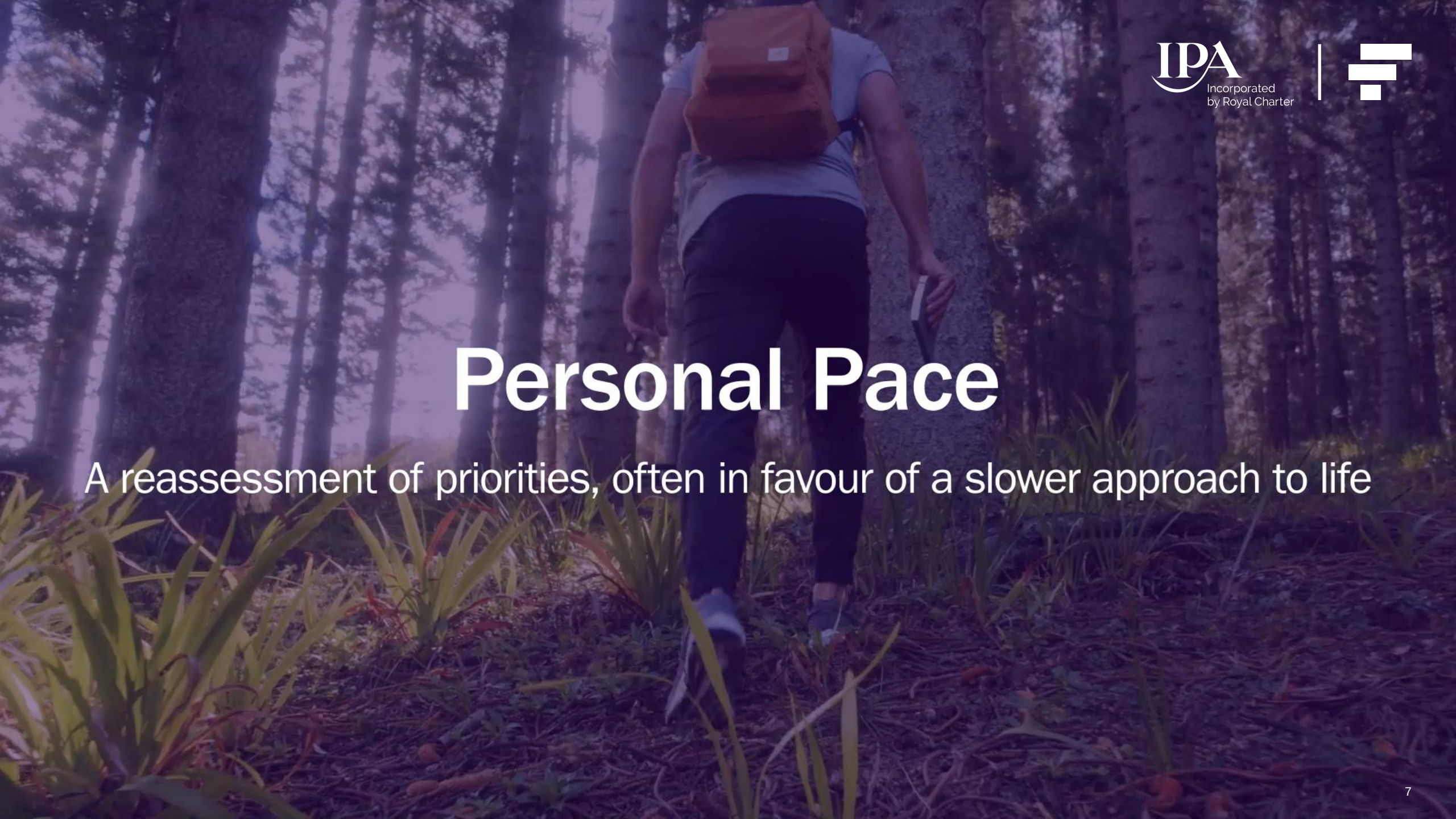
Source: Foresight Factory | Base: 4801 online respondents aged 16+, GB, 2021 March

The value ‘equation’

How will consumers respond to noticeable rises in the cost of living?

Most important **brand qualities**



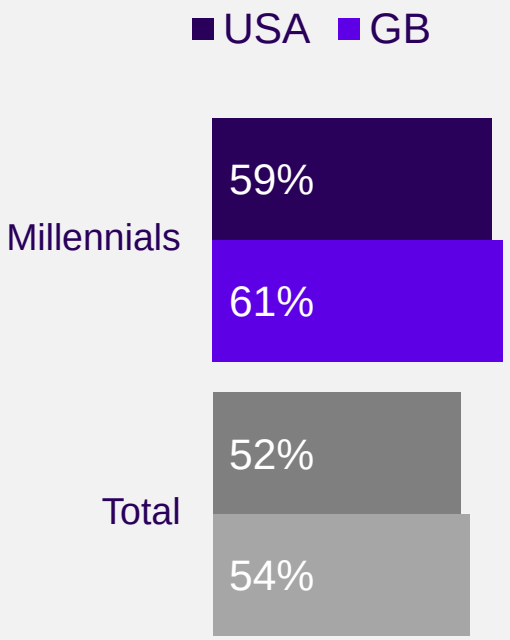


Personal Pace

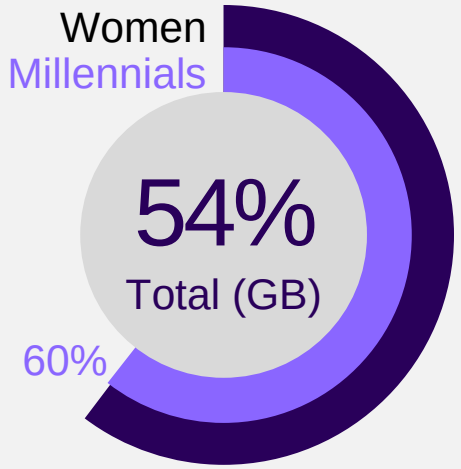
A reassessment of priorities, often in favour of a slower approach to life

Life reassessment post-pandemic

Slower pace of life preferred by many



of consumers
agree they would like to maintain a slower pace of life once COVID-19 restrictions are removed.



Source: Foresight Factory | Global, 2021 March

Incentivise slow life

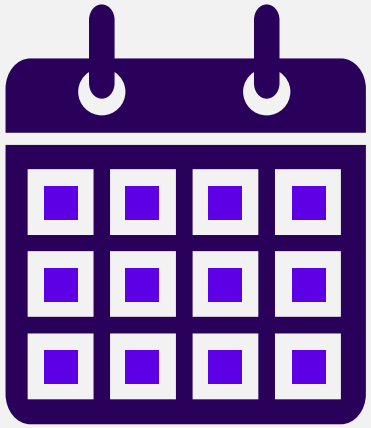
Amazon rewards shoppers who choose slower delivery methods

Many overwhelmed by busy social calendars

The young in particular

USA
22%

US
Under 35s
37%



of consumers agree they feel **overwhelmed** by the prospect of a **busier social calendar** as COVID-19 restrictions are removed.

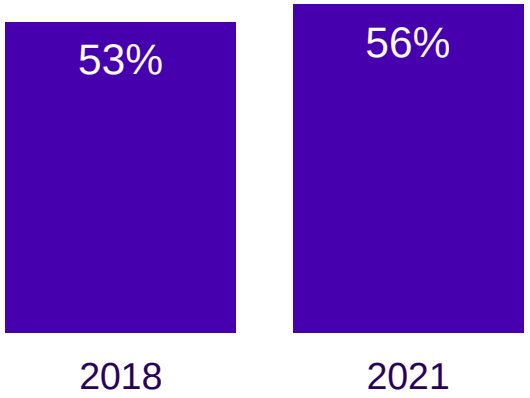
GB
30%

GB
Under 35s
47%

Source: Foresight Factory | Global, 2021 March

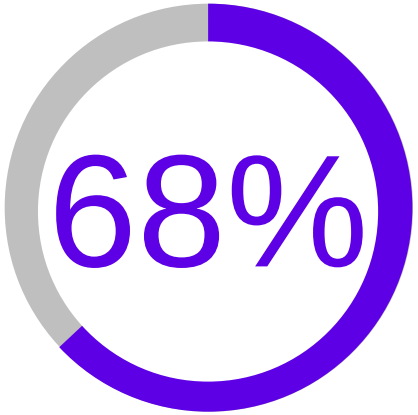
The rise of “new essentialism”
Brands encouraging more mindful shopping

"I am consciously trying to **buy fewer things** nowadays"

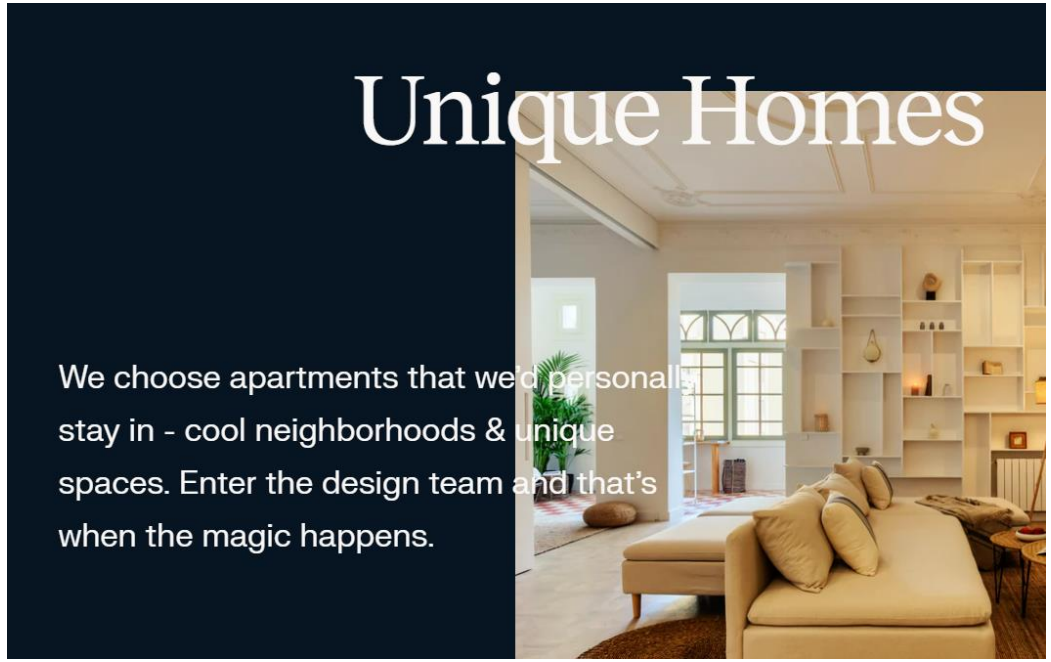


Anti-Black Friday campaign
Beauty brand Deciem hosts a "Slowvember"

More people embrace a Digital Nomad life
Flexible working believed to improve productivity



% **agree** or **agree strongly** that if employers allow employees to **work flexibly**, overall productivity will improve (Global average)



Ukio offers apartment rentals for digital nomads

Source: Foresight Factory | Global, 2021 March

Personal Pace
Key takeaways

Highlight the ways in which your brand can **support a slower pace of life**.

Demonstrate your willingness to **tailor** products and services to **different paces of life**.

Sympathise with life in the slower lane, but **don't alienate go-getters**.

Impacting…

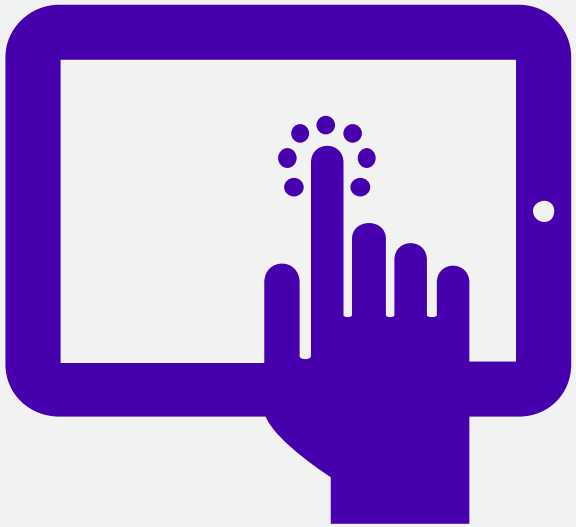
Automotive & Mobility
Banking & Pensions
Beauty & Personal Care
Consumer Technology
Food & Beverage
Health & Wellbeing
Leisure
Media
Retail
Sustainability
Travel & Hospitality
Work & Skills

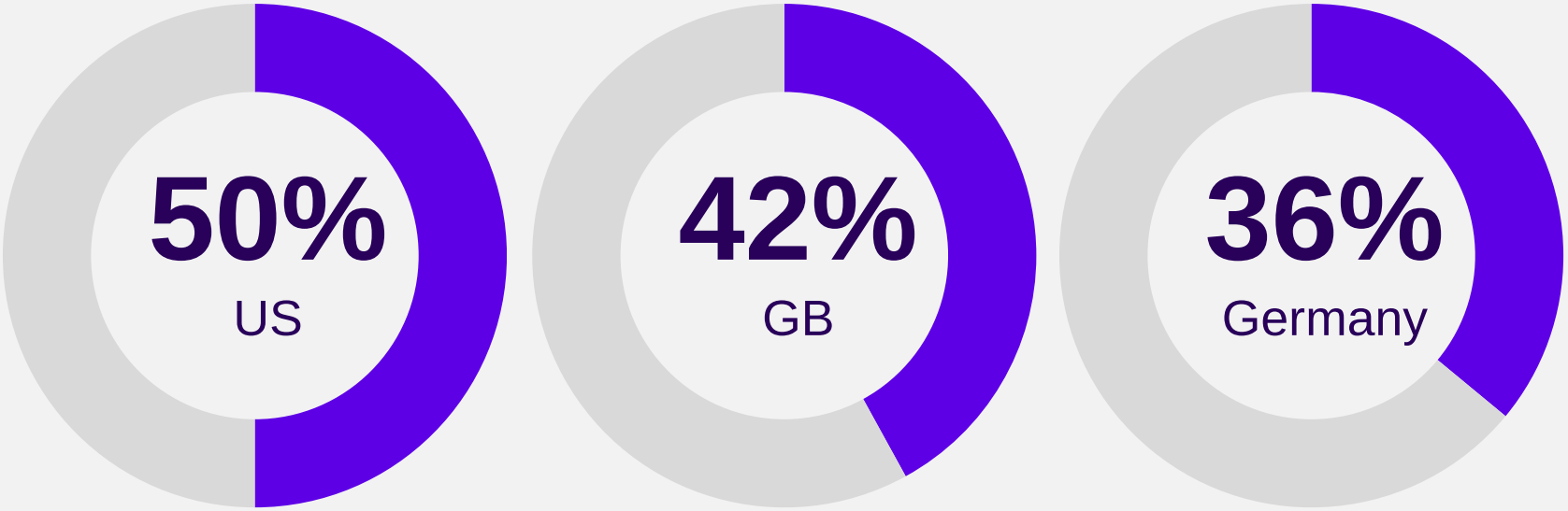
Digital Proxies

Investment in virtual identities and assets in online spaces

Remember October 2021…

It may feel a bit futuristic
But the evidence is already here…



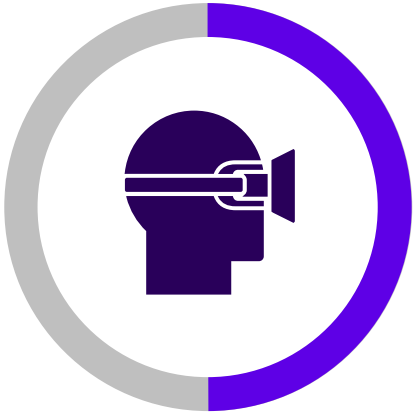


"I spend most of my day on **screens**"

Source: **Statista Global Consumer Survey** 2021 August

The virtual economy

Consumers will regularly buy and trade more in virtual spaces



62%

Interested in **a service that uses augmented technology to allow them to see how products could look in their home**

Etsy debuted the **Etsy House** – an interactive augmented reality experience that allows consumers to tour a digital home filled with décor, furniture, art and other items from the online marketplace.

Source: Foresight Factory | Global, 2021 March

Virtual economy innovations have only just begun

The Fabricant is a digital fashion house that creates virtual couture

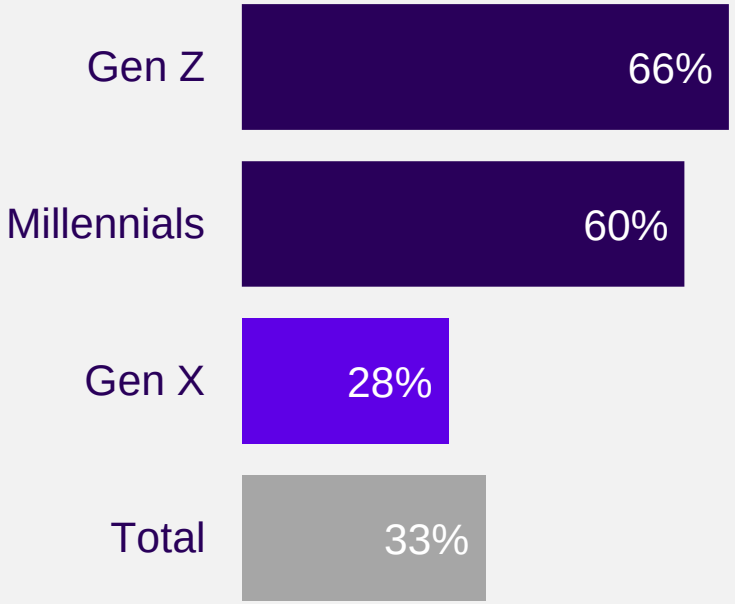
Does your brand have a metaverse strategy?

Zara enters the metaverse

Uptake and interest in buying an in-game item

Well established

% who have either bought or are interested in **buying an in-game item** e.g. skins, in-game money, characters, loot box (GB)



Source: Foresight Factory | Global, 2021 March

Soul

One of the fastest-growing apps in China, is an “online social playground” with avatars

Digital Proxies
Key takeaways

Embrace the metaverse as a channel for engagement.

Allow consumers to **show off their digital inventories**.

Give consumers permission to **express their full self virtually**.

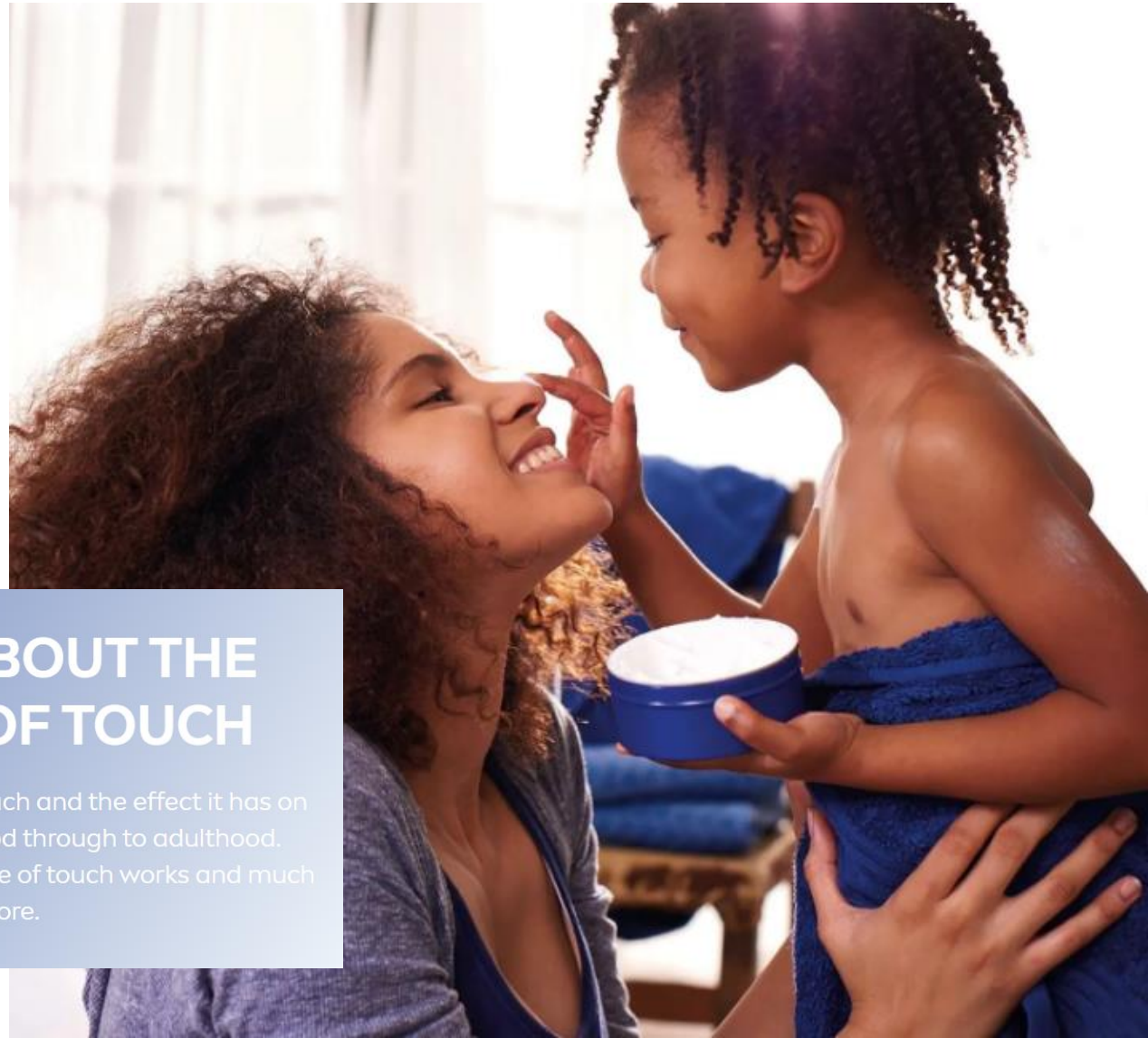
Impacting…

Automotive & Mobility
Banking & Pensions
Beauty & Personal Care
Consumer Technology
Food & Beverage
Health & Wellbeing
Media & Social Media
Retail

Tactile and Tangible

Craving texture and touch – beyond the click or swipe

We've all been suffering from 'skin hunger'…

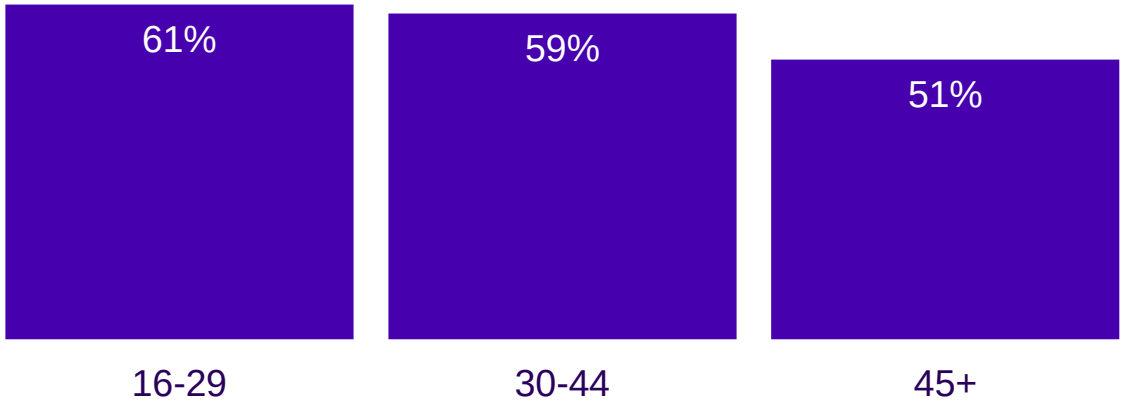


LEARN ABOUT THE POWER OF TOUCH

Discover the power of touch and the effect it has on our lives, from childhood through to adulthood. Understand how the sense of touch works and much more.

Tech has a reputation problem
As digital living takes its toll

% who agree with "People should **limit the amount of time they spend on social media**" (Global)



The Phone Home is handcrafted ceramic object meant to house a smartphone, blocking its screen and thus encouraging "healthy tech boundaries, mindful screen time, and a restorative sleep routine".

Source: Foresight Factory | Global, 2021 March

“Bringing touch to the digital world”
The haptic glove from Meta Reality Labs

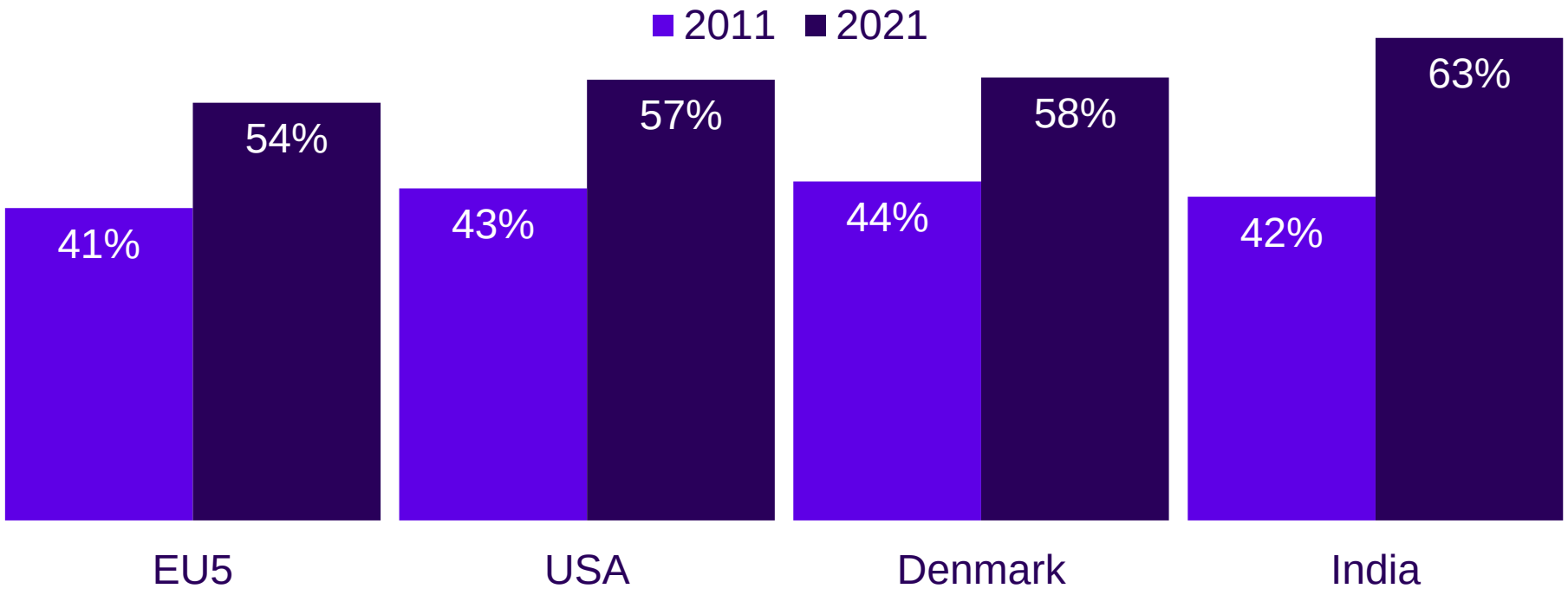
“In the future, we might be able to … provide real-time training guidance for your sport of choice in AR, or share custom ‘haptic emoji handshakes’ when you greet your friends in the metaverse.”

RL Research Science Manager
Nicholas Colonnese

Source: Meta Reality Labs

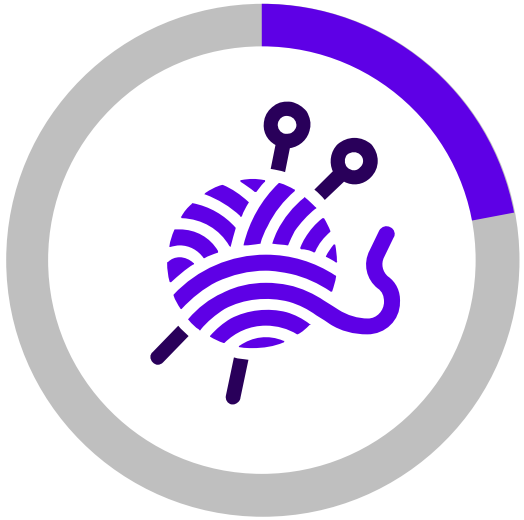
IRL and in the digital space…
Millennials prefer hand-crafted products

% of **Millennials** who agree
"I would rather buy something that is **hand crafted** than mass-produced"



Source: Foresight Factory | Global, 2021 March

Craving texture and touch
Beyond the click or swipe



22%

of global consumers expect to do **more craft activities** in next 12 months compared to pre pandemic, **rising to 30% of Gen Z.**

Así es la vida de los jóvenes que desconectan de las redes sociales para conectar consigo mismos

- El exceso de información y relaciones ha perjudicado la salud mental de muchos chicos y chicas; algunos han optado por controlar estas aplicaciones para no sentirse controlados por ellas
- El rey anima a los jóvenes a permanecer en los pueblos y luchar por su futuro

Source: Foresight Factory | Global, 2021 March

Touch as a branding proposition

Responsibly sourced coffee emphasises touch and feel

Tactile and Tangible
Key takeaways

Upgrade functional products with tactile elements by **experimenting with unexpected materials**.

Prioritise the sensory elements in the customer's brick-and-mortar visits.

Encourage consumers to get hands-on with pastimes they're passionate about.

Impacting…

Beauty & Personal Care
Consumer Technology
Food & Beverage
Houses and the Home
Leisure
Media
Retail
Travel & Hospitality

Mood Makers

The curation and management of in-the-moment emotions

The emotional deficit caused by lockdown life

How can brands help replenish this?

% of adults with signs of anxiety or depression grew threefold during the pandemic (US):

from

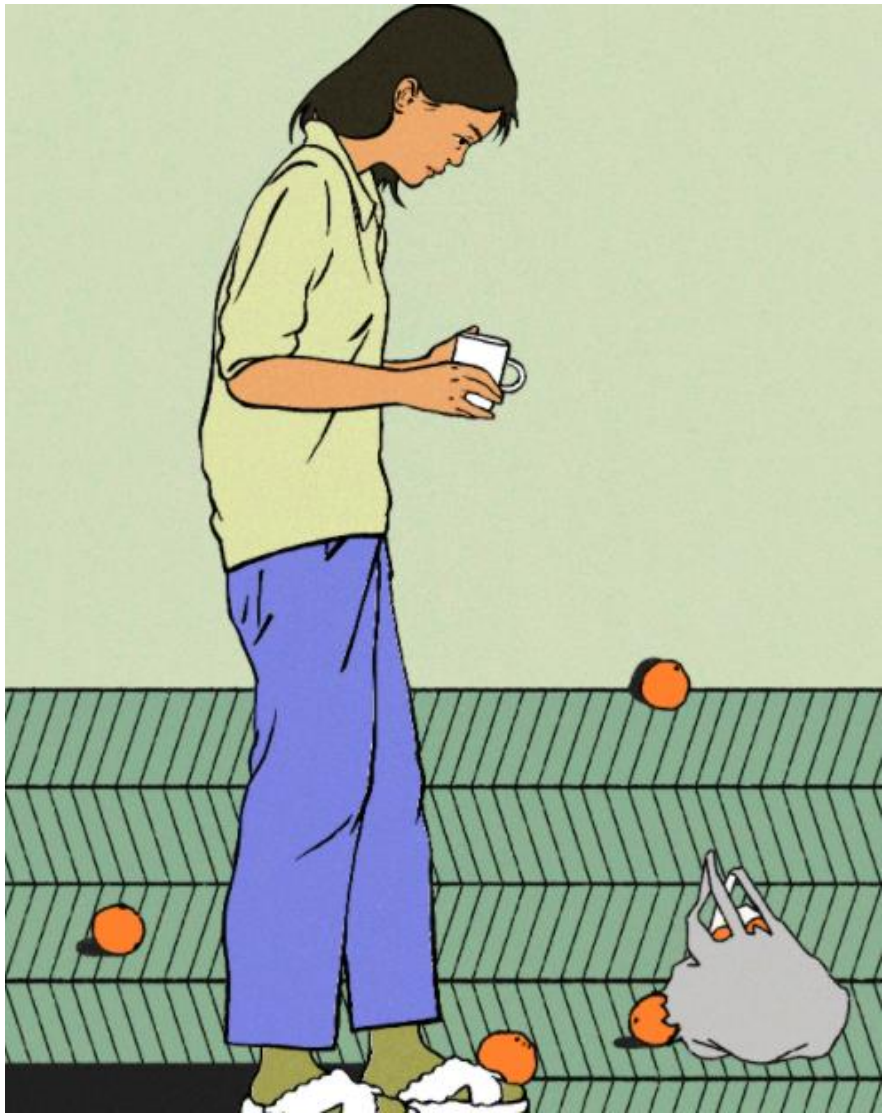
11% to 30%.

43%
16-24 year olds

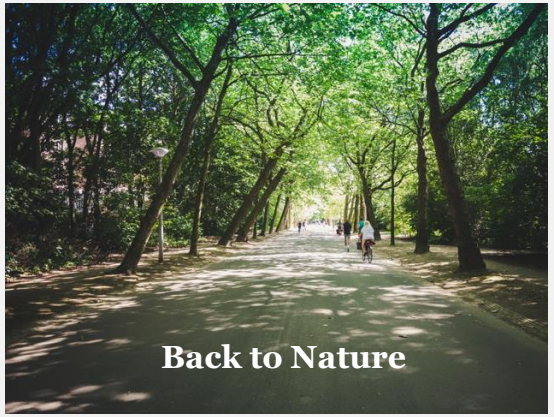
rank **loneliness**
as a top personal risk
over the next five years
(Global)

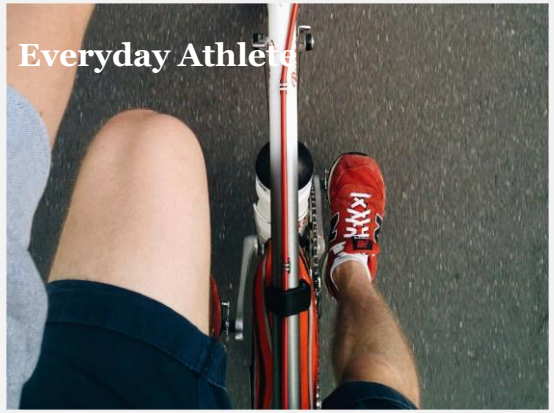
Source: Kaiser Foundation & Foresight Factory, 2021
Source: Foresight Factory | GB, 2021 March

“There’s a Name for the Blah You’re Feeling… It’s Called Languishing”



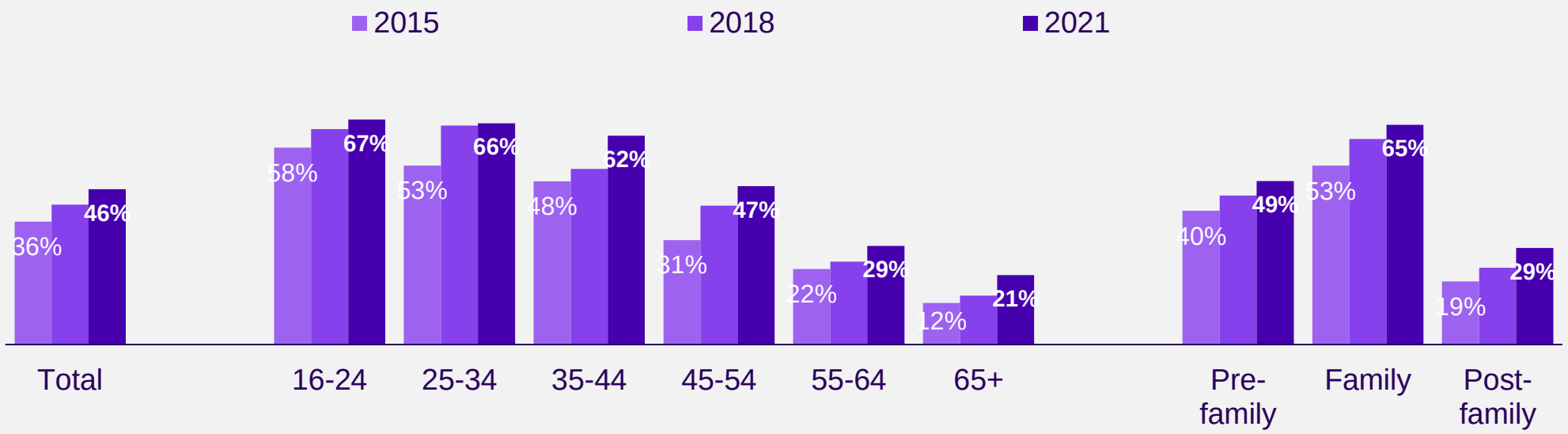
Striving for holistic wellbeing





Mood management

Consumers want to monitor their stress levels



% who are interested in a wearable device that **monitors their stress levels** throughout the day

Source: Foresight Factory | GB, 2021 March

Tech comes to the rescue

The Halo wearable from Amazon analyses the user's tone (from “angry” to “disgusted”)

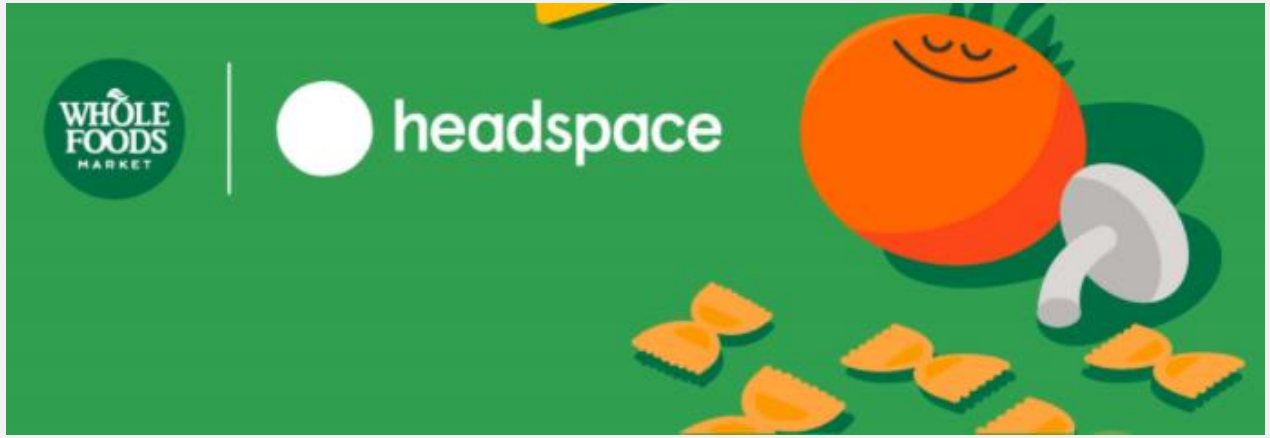
Mood food

Functional food and drink solutions to manage mood

70%

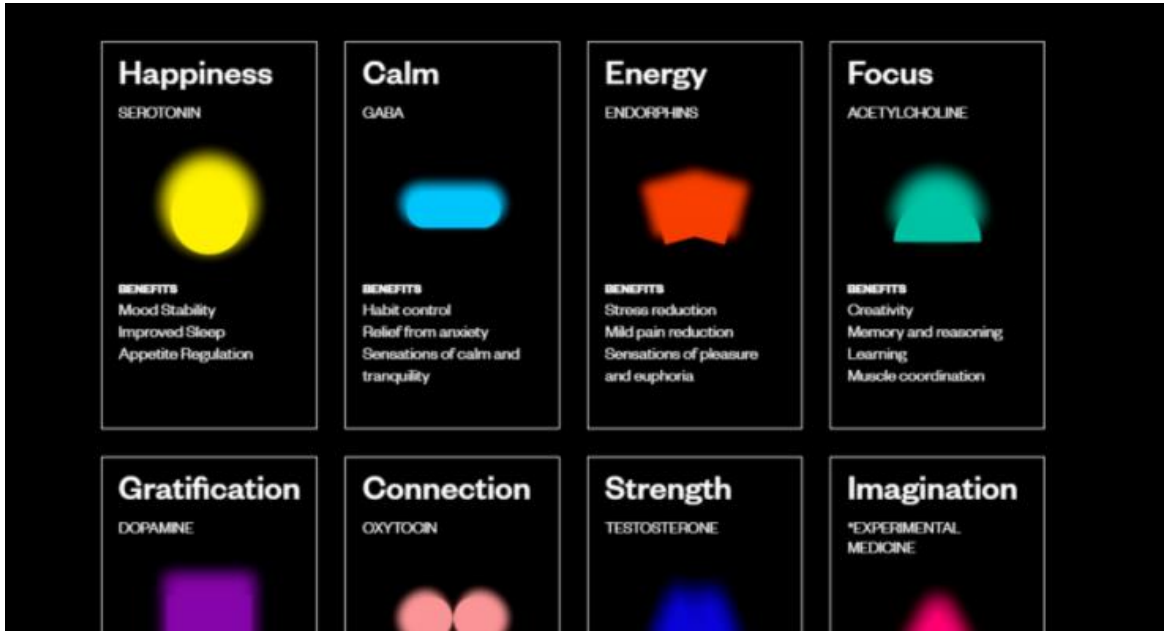
Consumers have consumed or are interested in consuming **food/drink to improve their sleep quality** (Global)

Eating and cooking meeting emotional needs
Whole Foods has collaborated with **Headspace** on a video series focused on helping consumers shop, cook and eat more mindfully

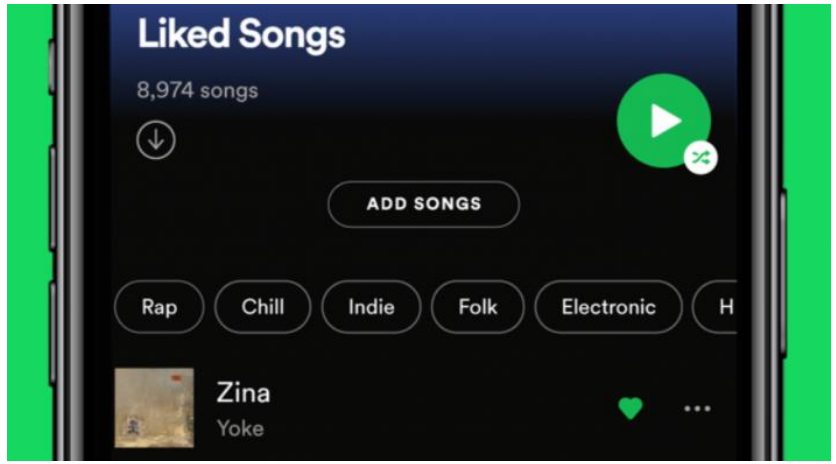


Source: Foresight Factory | Global, 2021 March

Content to manage mood
The “emotion” choice filter



Moodrise Awards recognise movies and TV with a positive effect on mood.



Spotify feature lets users search “for a certain feel”.

Mood Makers
Key takeaways

Help consumers **rebuild the emotional deficit** caused by the pandemic.

Does your offering carry **mood-supportive claims? Prove them**.

Prepare for a future where consumers **put their money where their mood is**.

Impacting…

Consumer Technology
Food & Beverage
Health & Wellbeing
Leisure
Media
Retail
Travel & Hospitality

Foresight Factory
Seeing Beyond

Trending 2022

Thank you

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Foresight Factory webinar
January 2022