



**KANTAR**

2022

# MONITOR Consumer Trends

**New trends for a new era**

# AGENDA

1 The MONITOR Consumer Trends Framework

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2 The 2022 Consumer Trends

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3 Identifying the trends that matter most





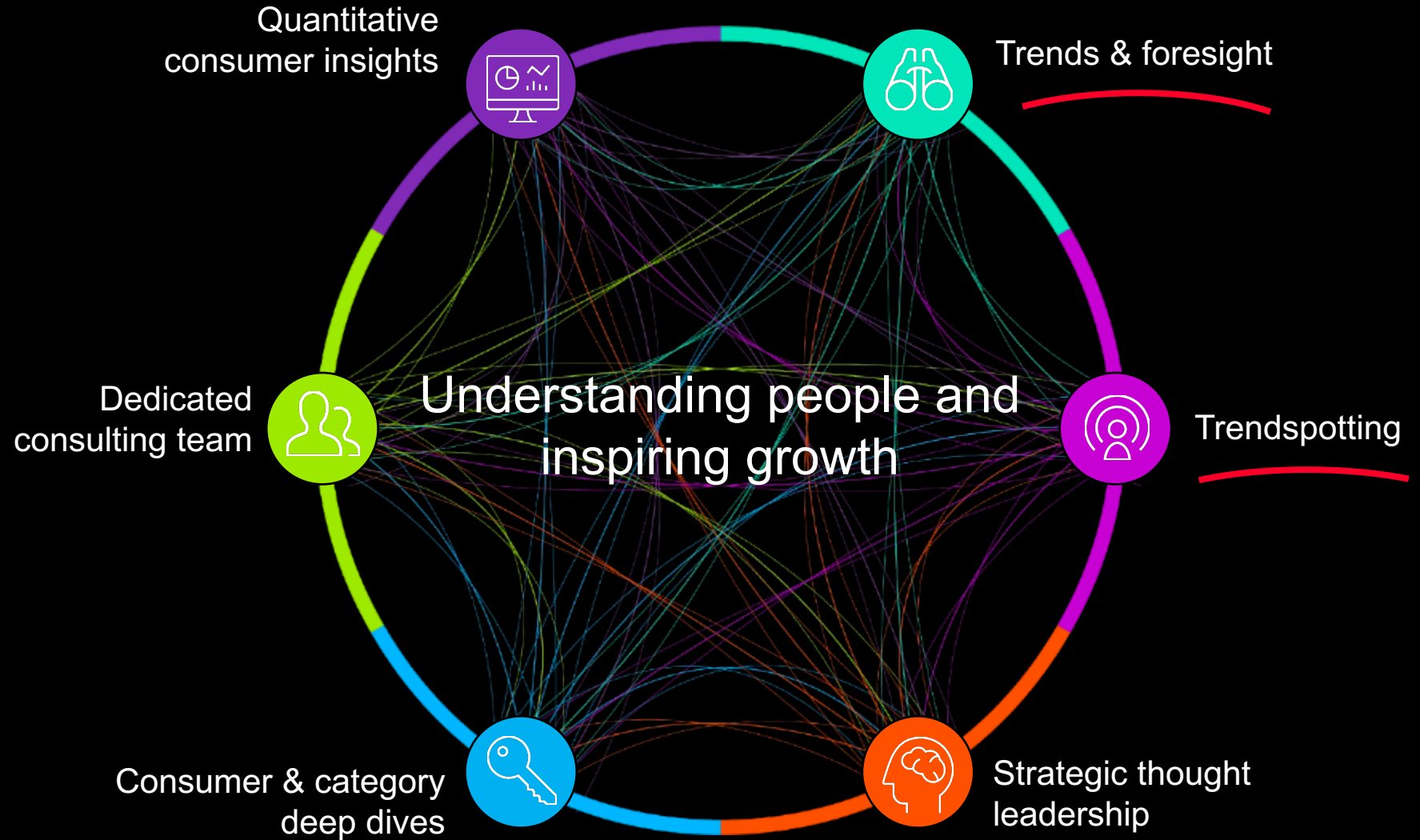
# **1 The MONITOR Consumer Trends Framework**

## What is MONITOR?

MONITOR is the ONLY solution that provides breadth and depth across all of the key knowledge areas vital to a deeper, holistic understanding of your target consumers.

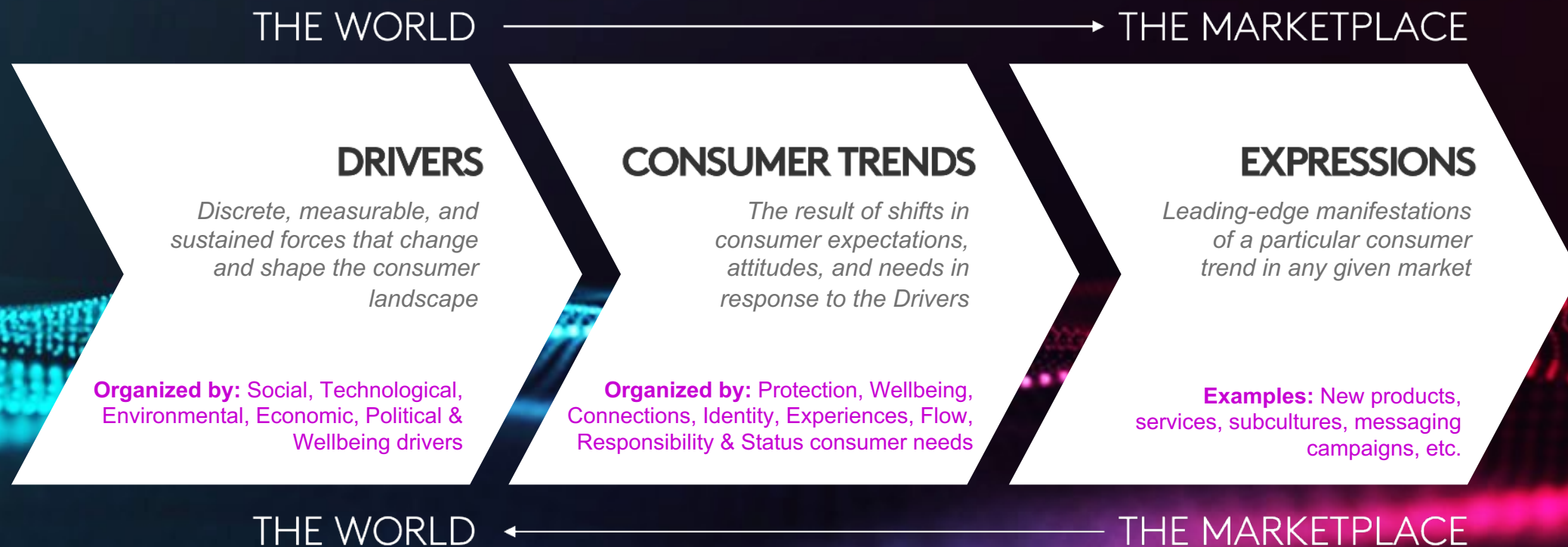
The result?

The ability to make better, more informed decisions to grow your business.

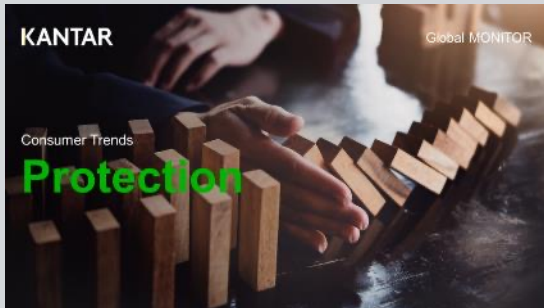




# MONITOR Trends Framework



# The Consumer Trends Are Organized By 8 Key Consumer Needs



Protection



Wellbeing



Flow



Identity



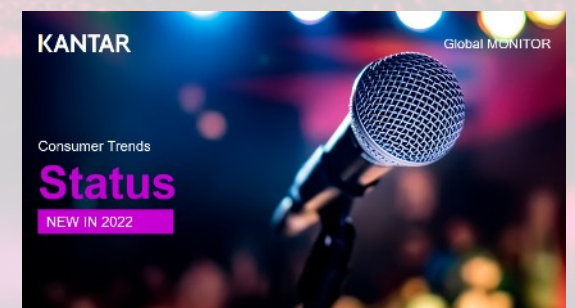
Responsibility



Connections



Experiences



Status

# How We Source and Select the Consumer Trends

**1** On-the-ground intel from our global offices and our freelance network of “Cultural Streetscapers”—leading-edge trendspotters from around the world

**2** Ongoing scanning of online and social media for the latest ideas in design, technology, and alternative lifestyles

**3** Deep understanding of macro and cultural influences that underpin the trends and shape their future development

**4** Extensive consulting experience based on helping our clients to live, breathe, and activate trends in their organizations



# How We Measure the MONITOR Consumer Trends

## Overall Index Score

Represents overall strength of the trend: aggregate score comprising the Need Score, Reach, Momentum and Category Relevance

## Consumer Need Index

Represents the importance of the Consumer Need that the trend primarily meets.

## Reach

Represents the current marketplace reach of the trend relative to the other trends.

## Momentum

Represents the current momentum of the trend in the marketplace.

## Demographic Relevance

Highlights which consumer segments the trend is more relevant among.

## Category Relevance

Highlights the relevance of each trend across 11 key categories.

## Time to Mainstream

Highlights the predicted time it will take for the trend to become mainstream in the marketplace.

2 New in 2022





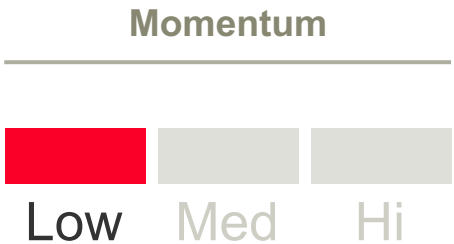
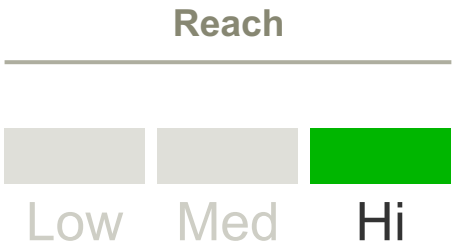
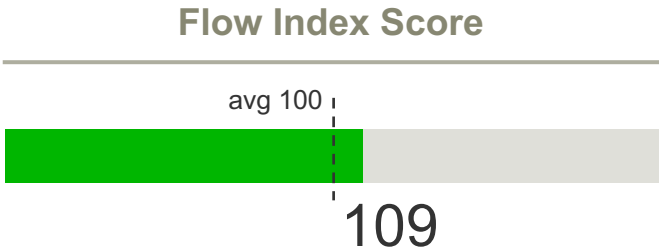
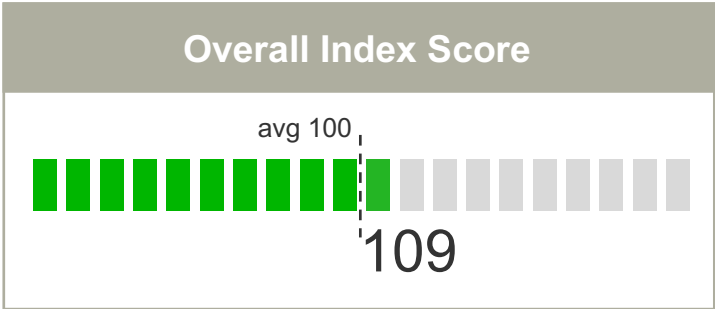
# Friction-Free Shopping

With elevated expectations for convenience and ease, consumers are embracing new shopping models and behaviors that reduce—and sometimes even eliminate—frictions typically involved with choosing, buying, and receiving products.

As consumers become more comfortable with the convenience afforded by e-commerce, expectations centered on online and offline shopping experiences have rapidly risen. Companies are challenged to improve speed, ease and customer engagement throughout the purchase journey.



# U.S. Scorecard: Friction-Free Shopping



Demographic Relevance



Gen X



Boomers

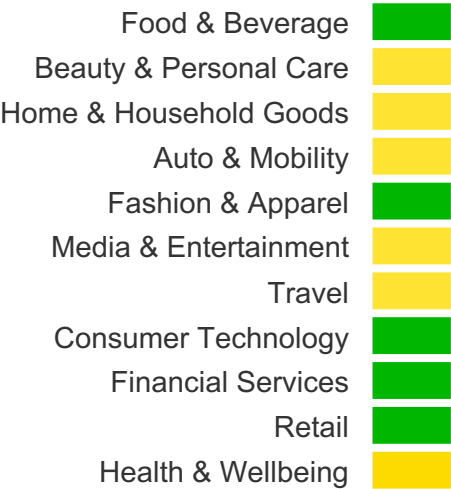


Non-White



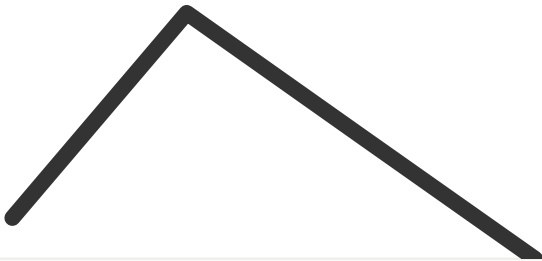
People with Disabilities

Category Relevance



Legend: Low Medium High

Time to Mainstream



0-1 year 1-3 years 3-5 years 5+ years

Based on predictions from trend experts

# Accessible Digital Art For Sale



**NFTs on TV**  
*Global*

# No Cashier Needed



**Grab and Go**  
*U.K.*



**Hands Free,  
Mask On**  
*Japan*



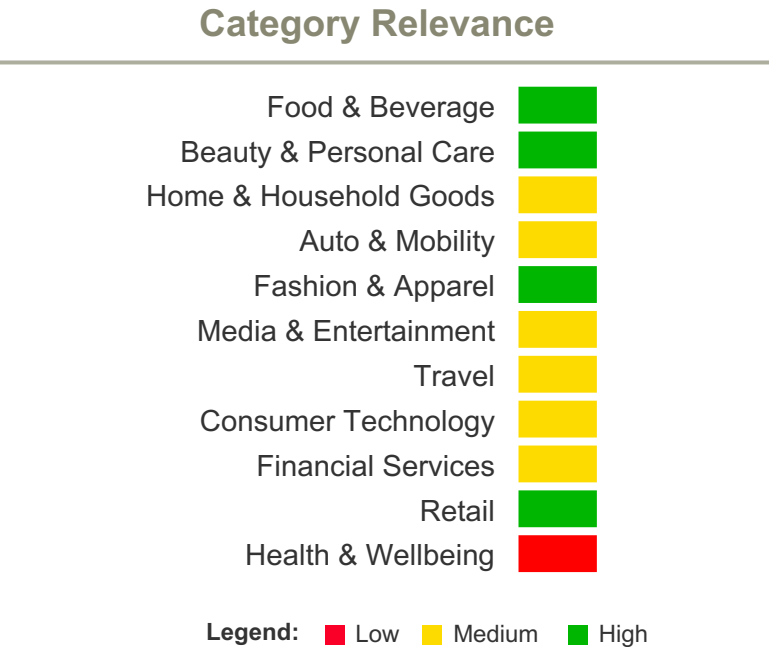
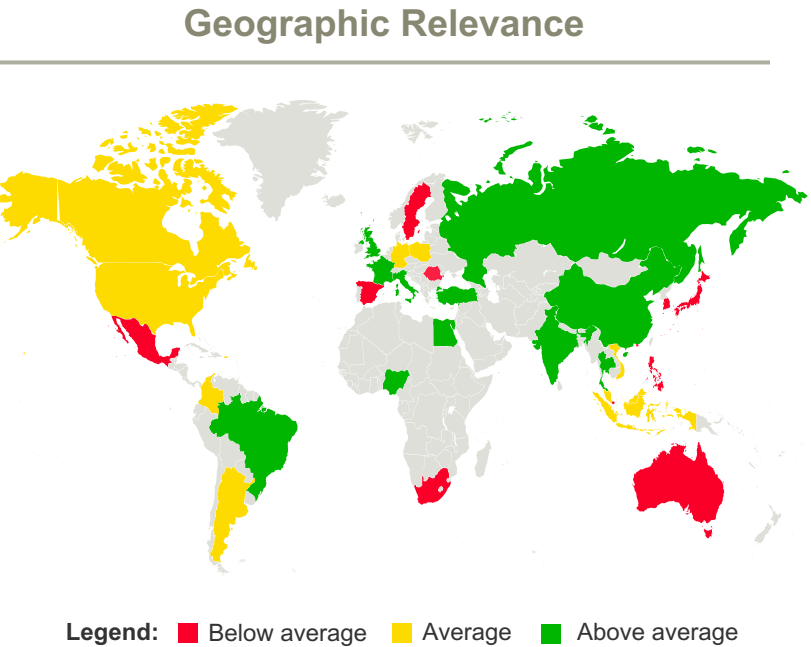
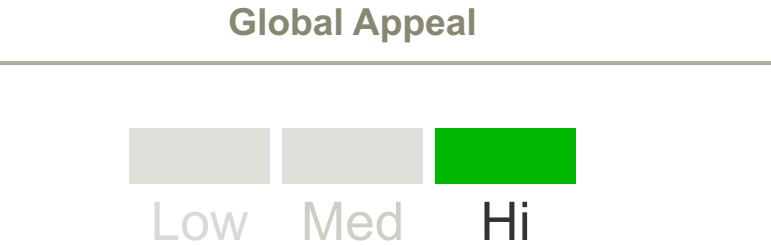
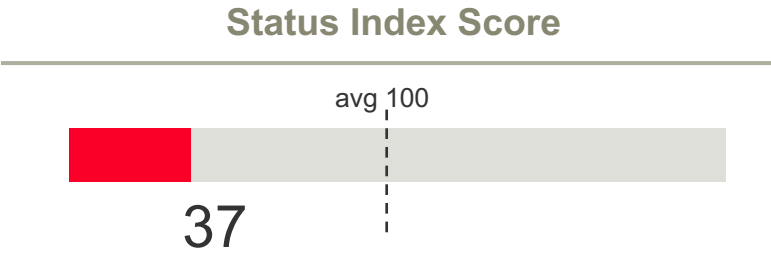
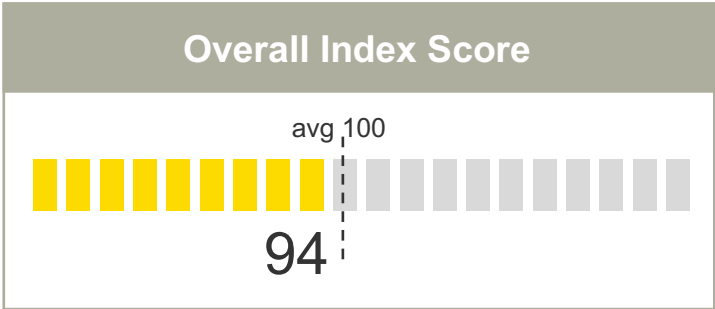
NEW  
IN 2022

Status

# Attainable Luxury

As consumers are gaining greater access to once exclusive brands and services, the boundaries around luxury are becoming less distinct.

# Global Scorecard: Attainable Luxury



# Elevating the Everyday



## Prada's Luxury (Vegetable) Market

*China*



# Prestigious Pixels



## Adidas' POAP Collectibles

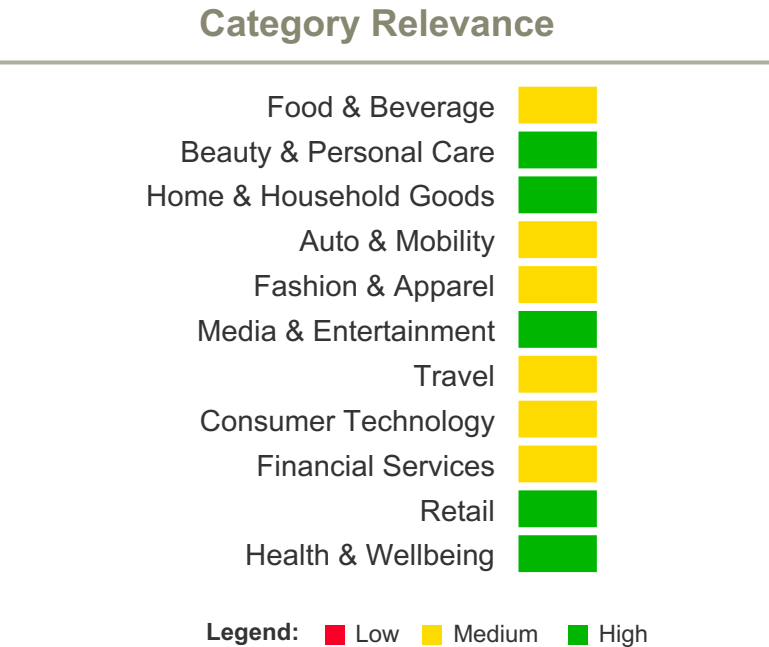
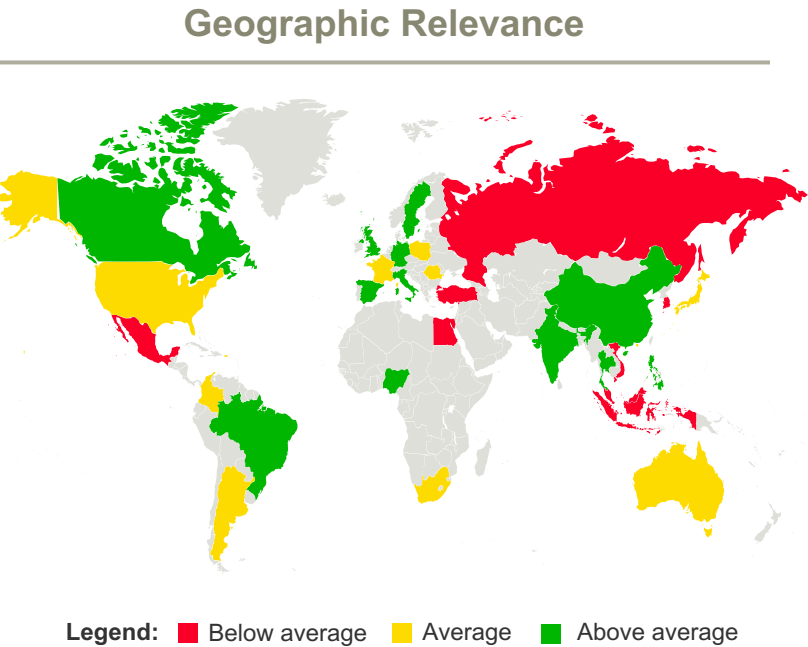
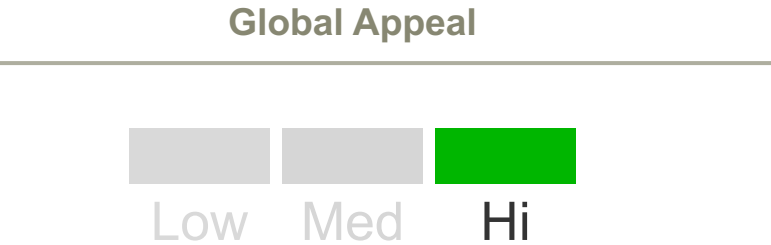
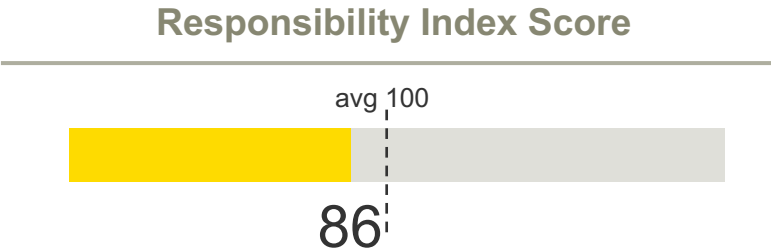
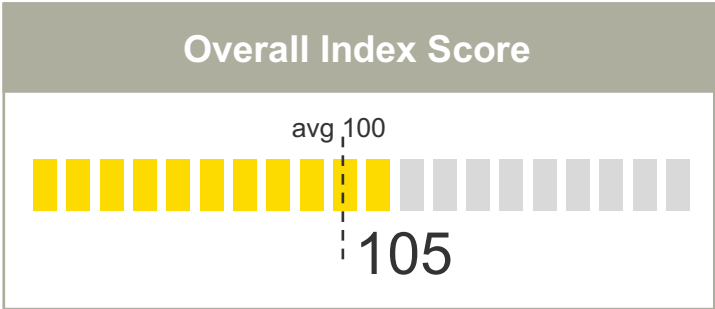
*Global*



# Equity Retold

The diversity agenda has evolved into a more integrated form of inclusivity, which requires equitable opportunities to participate in society regardless of one's identities or abilities.

# Global Scorecard: Equity Retold





# Pushing Representation across Categories



## Women in Gaming

*Brazil*



## First Nations Fashion

*Australia*

# Human-Centered Design & Services



## Practical Packaging for All

U.S.



## Accessible Delivery

U.K.



NEW  
IN 2022

Identity

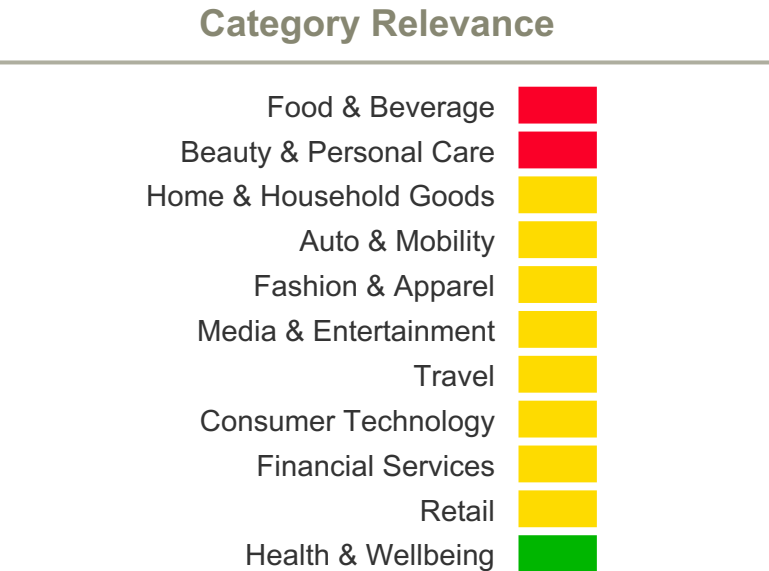
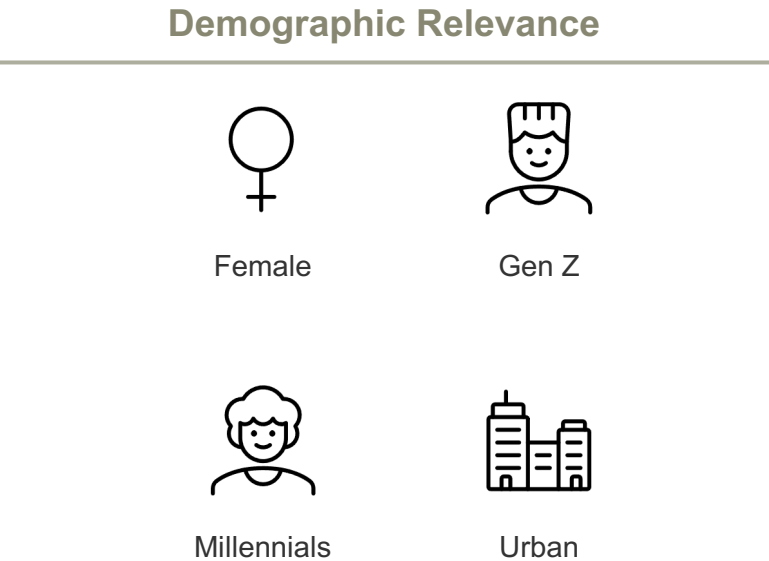
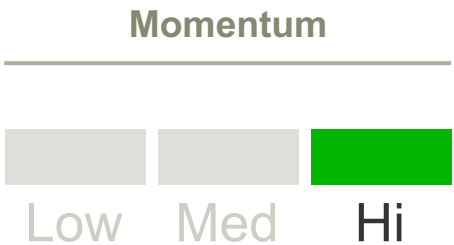
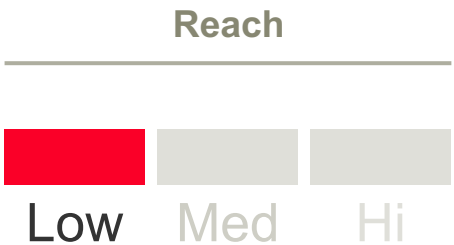
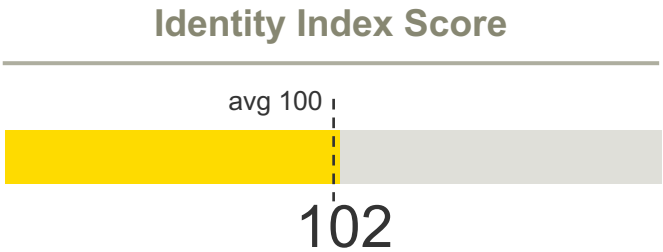
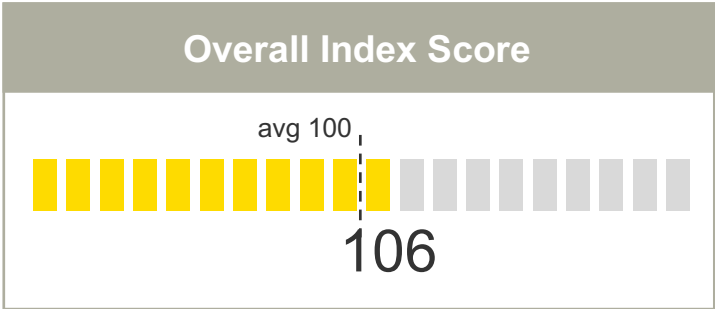
# Conscious Careers

Emerging signals suggest people are re-evaluating the role of work as a marker of identity and consciously re-examining how and whether their career is as meaningful of a symbol of identity and personal progress as it once was.

Career and work have been at the core of how many people have built their identities – both to themselves and to those around them. As the meaning of work and personal progress rapidly change, so too are consumers' views on what purpose work holds in their lives. This, combined with shifts in social-cultural norms sparked by the pandemic, unstable economic realities and generational change are reinforcing a new and more conscious outlook on the role of work.



# U.S. Scorecard: Conscious Careers



Legend: Low Medium High

# Deromanticizing Work



**“I don’t dream  
of labor”**  
*Global*

# Deromanticizing Work



**“I don’t dream  
of labor”**  
*Global*



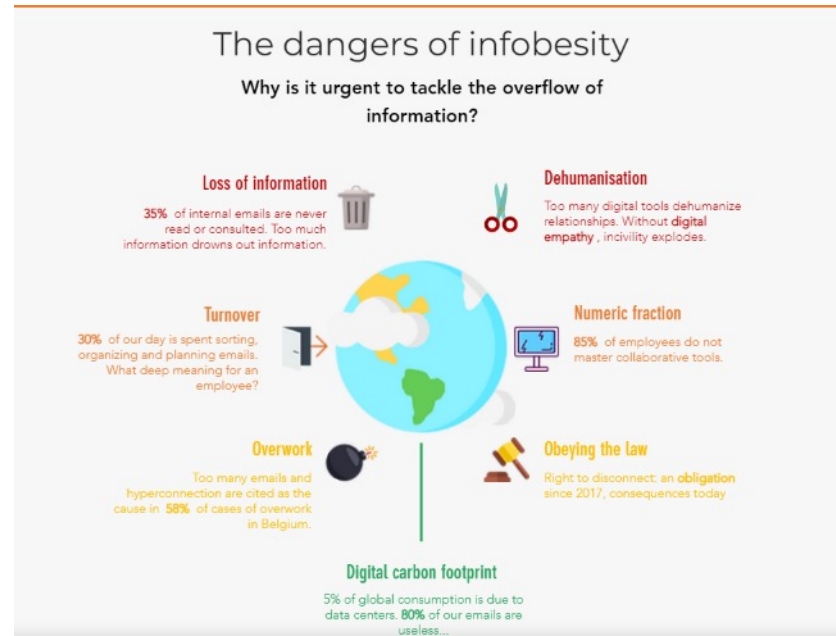
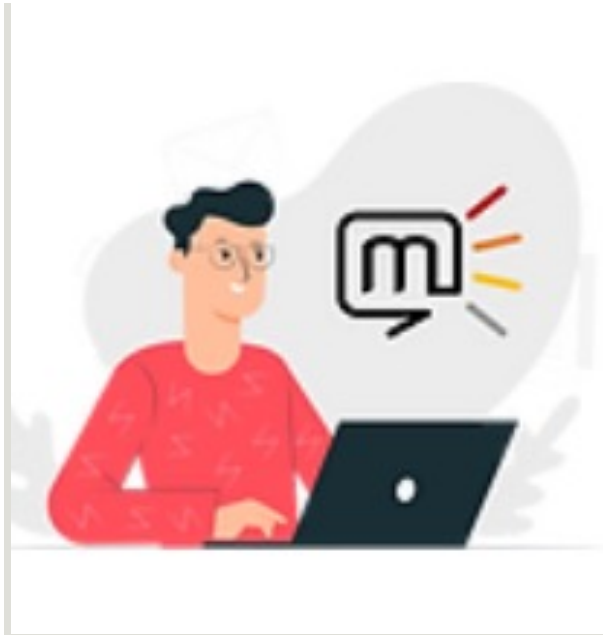
# Movements to Moderate Workaholism

## China's "Involution" Movement

China



# Hardening work-life boundaries



## Controlling Workflows

*France*



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IN 2022

Wellbeing

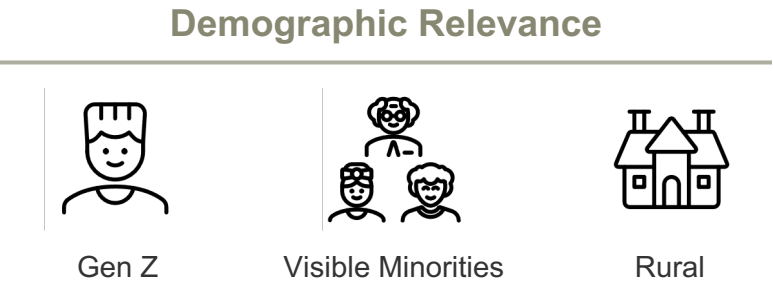
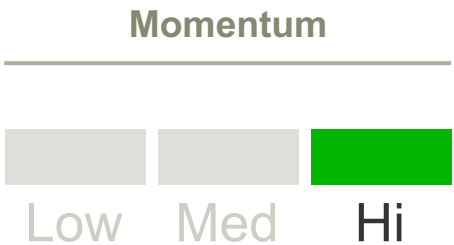
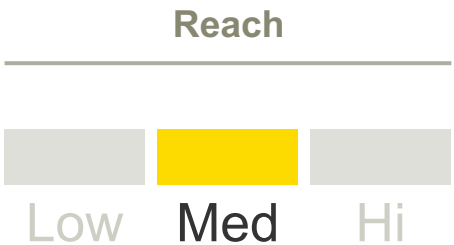
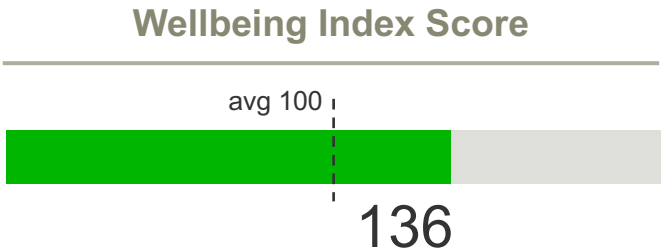
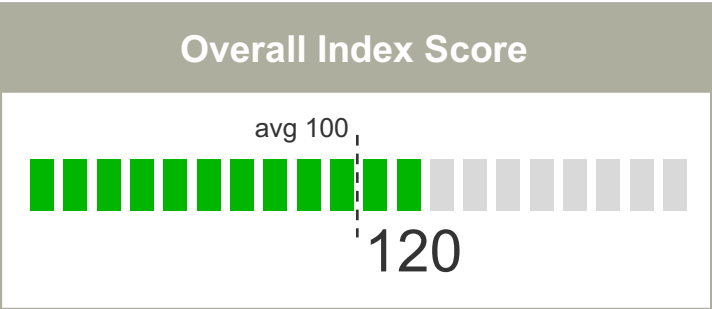
# Communal Wellness

Wellbeing is moving beyond personalized health to recognize the impact and role that communities have on individual health.

As collective efforts may be the most efficient means to improve health at the individual level, the future of wellbeing will focus on fostering healthy communities and implementing systematic change. This shift will be led by not just governments but in collaboration with community stakeholders including businesses, nonprofits and medical providers.



# Canada Scorecard: Communal Wellness



Legend: Low Medium High

Based on predictions from trend experts

# Healthy Food, Healthy Communities



**Grow:  
Combatting Food  
Deserts**  
*Canada*

# Communal Recovery



**The Sanctuary**  
U.S.



**Alano Club  
of Portland**  
U.S.



**Retreat @  
The Plaza**  
U.S.



# Healthy Urban Greenery

## Bees Cut Collective Health Risks

*France / Europe*

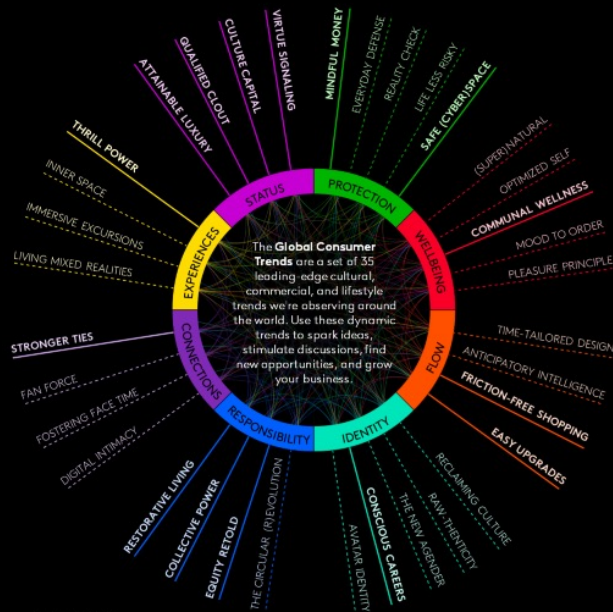


# There's a whole lot more where this comes from!

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Global MONITOR

2022 Consumer Trends



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2022 Consumer Trends



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# 3 Identifying the trends that matter most



# Leveraging Category Relevance

Food & Beverage  
Beauty & Personal Care  
Home & Household Goods  
Auto & Mobility  
Fashion & Apparel  
Media & Entertainment  
Travel  
Consumer Technology  
Financial Services  
Retail  
Health & Wellbeing

Some trends are universal, but others vary widely by category

## Overall Top 5 Consumer Trends

	Global MONITOR	U.S. MONITOR	Canada MONITOR
<b>#1</b>	(Super)Natural	Rest & Reset	Circular Revolution
<b>#2</b>	Mindful Money	Equity Retold	Organizing Chaos
<b>#3</b>	Time-Tailored Design	Living Mixed Realities	Friction Free Shopping
<b>#4</b>	Everyday Defense	(Super)Natural	Rest & Reset
<b>#5</b>	Optimized Self	Organizing Chaos	Meaningful Ownership

# Leveraging Category Relevance

## Food & Beverage

Beauty & Personal Care

Home & Household Goods

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## Food & Beverage Top 5 Consumer Trends

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#1	(Super)Natural	Rest & Reset	Circular Revolution
#2	Time-Tailored Design	(Super)Natural	Friction Free Shopping
#3	Optimized Self	Friction-Free Shopping	Meaningful Ownership
#4	Reclaiming Culture	Optimized Self	(Super)Natural
#5	Circular Revolution	Circular Revolution	Restorative Living

# Leveraging Category Relevance

Food & Beverage  
 Beauty & Personal Care  
 Home & Household Goods  
 Auto & Mobility  
 Fashion & Apparel  
**Media & Entertainment**  
 Travel  
 Consumer Technology  
 Financial Services  
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#4	Everyday Defense	(Super)Natural	Rest & Reset
#5	Optimized Self	Organizing Chaos	Meaningful Ownership

## Media & Entertainment Top 5 Consumer Trends

	Global MONITOR	U.S. MONITOR	Canada MONITOR
#1	Time-Tailored Design	Equity Retold	Digital Shields
#2	Reclaiming Culture	Living Mixed Realities	Equity Retold
#3	Reality Check	Digital Intimacy	Collective Power
#4	Equity Retold	Avatar Identity	Reclaiming Culture
#5	Living Mixed Realities	Anticipatory Intelligence	The New Agender



# Leveraging Category Relevance

Food & Beverage  
 Beauty & Personal Care  
 Home & Household Goods  
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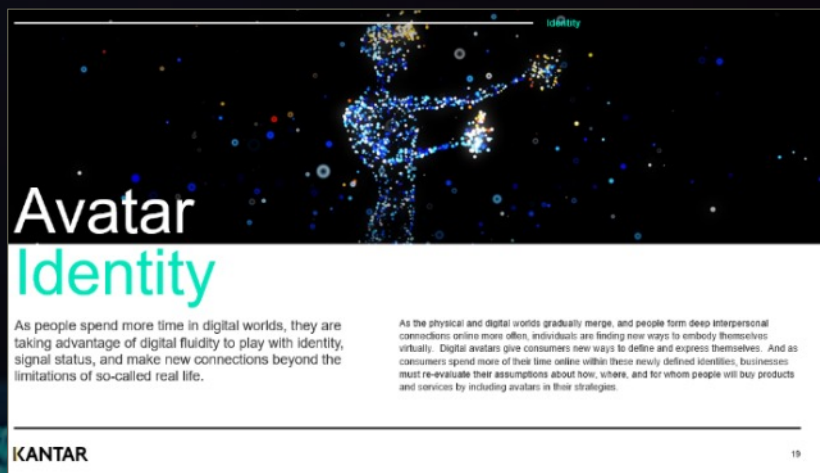
## Overall Top 5 Consumer Trends

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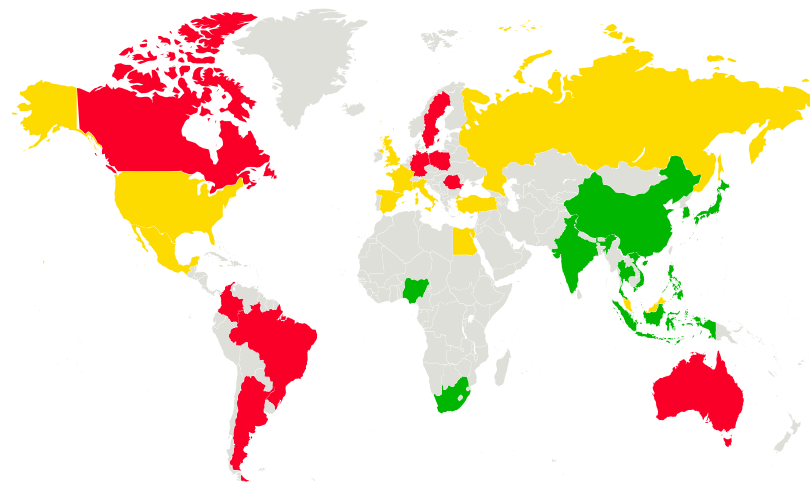
## Health & Wellbeing Top 5 Consumer Trends

	Global MONITOR	U.S. MONITOR	Canada MONITOR
#1	(Super)Natural	Rest & Reset	Rest & Reset
#2	Everyday Defense	(Super)Natural	Communal Wellness
#3	Anticipatory Intelligence	Communal Wellness	Everyday Defence
#4	Communal Wellness	Everyday Defense	(Super)Natural
#5	Life Less Risky	Conscious Careers	Stronger Ties

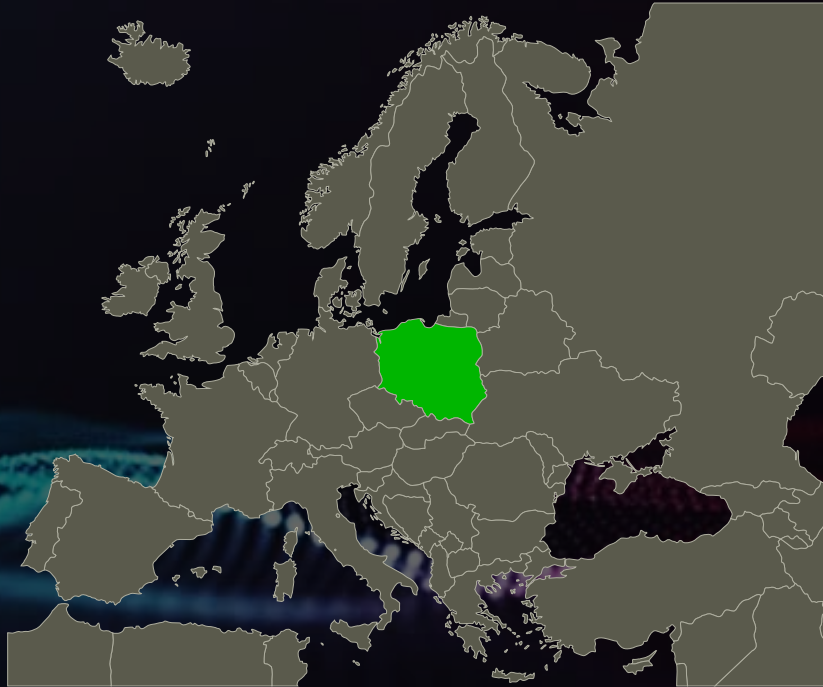
# Leveraging Geographic Relevance



## Identify market leaders & innovation | Avatar Identity



# Leveraging Geographic Relevance



## Identify top trends in a target market | Germany

**NEW IN 2022**

### Safe (Cyber)Space

Consumers are proactively placing guardrails in their digital lives, hoping to secure their individual digital rights and hold future digital wrongdoers accountable.

As technology becomes inevitably woven into the fabric of consumers' lives, many are realizing that the associated risks on society may be far reaching and long-term. The result? Cultural movements and businesses are leaning in to provide innovative techniques, guidelines and regulatory frameworks that prevent the misuse of technology. These shifts are gaining momentum, squarely aiming to place control over consumers' digital presence back into their own hands.

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### Life Less Risky

Advances in technology and changing cultural norms have stirred up new consumer insecurities. New behaviors can lead to costly new failures, so consumers are seeking solutions to minimize life's new risks.

Consumers' lives no longer follow a linear path. They are choosing new priorities and experiences while being consistently exposed to new technologies, the unknown, and cultural changes—many of which create even more risk and anxiety. Consumers need greater reassurance and support in managing this new world that is seemingly unfamiliar and unpredictable. And as people become more proactive in securing not just their assets, but through life experiences, identities, and reputations, innovative forms of risk management are emerging.

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### The Circular (R)Evolution

Forget the concept of waste altogether: when the input is also the output, powerful possibilities emerge. New approaches and advances in technology are making the circular economy a reality.

Consumers, economists, and brands alike are acknowledging that the current one-way, linear pattern of production and consumption—where products are made, consumed, then thrown away—is simply unsustainable. Going beyond, new-wave is proud of a new circular economy. Innovative brands and organizations are working to design out waste and pollution, keep products and materials in perpetuity, and regenerate natural systems.

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### Immersive Excursions

New kinds of experiences are taking people away from the routines of their daily lives by immersing them in out-of-the-ordinary situations and narratives, letting them understand how they would react to situations they would otherwise never encounter.

People are looking to enrich their lives with imaginative, creative, instantly memorable experiences that help them take an escape from their day-to-day lives. Many consumers have already had a taste of intense emotions and breathtaking thrills through their favorite movies, books, TV shows, and digital worlds, and they are increasingly enthusiastic about experiencing these narratives and environments in their own lives.


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# Using Time Horizons

NEW IN 2022

Provision



## Mindful Money

As financial technology progresses and economic markets become more volatile, solutions that empower consumers to increase their financial literacy and safeguard their earnings are resonating.


Thanks to rising inflation, unpredictable markets, and mounting concerns regarding data security, consumers are making more of an effort to establish and maintain financial stability. To make up for the fact that most consumers never receive formal instruction in personal finance, traditional banks and fintech startups alike are offering programs and tools designed to facilitate financial literacy, encourage smarter economic habits, and demystify savvy money strategies.

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NEW IN 2022

Responsibility



## Restorative Living

Growing awareness of the far-reaching consequences of climate change highlights the need for businesses and consumers to adopt behaviors that preserve the environment and restore nature's biodiversity.

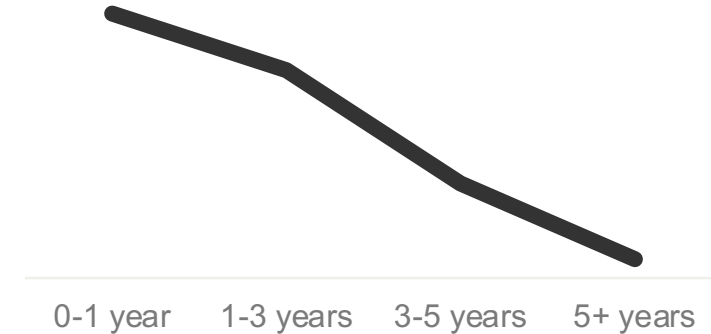
Society's view of nature is shifting away from a resource to be exploited toward a network that should be conserved. Looking to live in better harmony with the biosphere that surrounds us, consumers, businesses, and governments alike are exploring ways in which global economies can not only prevent further damage but also actively restore our largest life-support system—the planet—in the hope of a building a more sustainable future.

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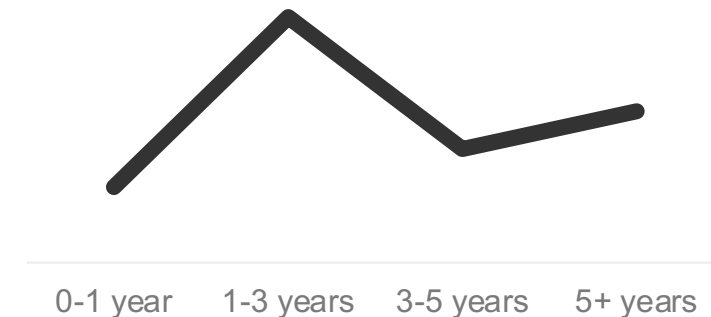
## Shorter-term opportunity Need to act now

### Mindful Money



## Longer-term opportunity Need to begin research & innovation

### Restorative Living



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**Q&A**

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# Consumer Trends

**QUESTIONS?**

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