



TOP GLOBAL CONSUMER TRENDS

WORLD OF PRIVATE LABEL
AMSTERDAM, MAY 23 2016

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Gender Blurring

- Defying stereotypes, consumption shaping them
- Ambassadors: Caitlyn Jenner, 2016 Pirelli, parent bloggers, Playboy
- David Bowie, Prince
- Gender-expansive goods, new shop layouts
- Ads challenging masculinity; women as eye candy
- Today's approach to colour "*coinciding with societal movements toward gender equality and fluidity*"
Pantone



Source: Euromonitor Report:
"Top 10 Global Consumer Trends for 2016"

Over-connected Consumers

- Almost 50% of world online
- The flipside of digital life
- Health hazards; impact on children, teens
- Attachment to mobiles can be toxic
- Studies expose downsides of digital life
- Reclaiming offline life



Source: Euromonitor Report:
"Top 10 Global Consumer Trends for 2016"

Spending Singles

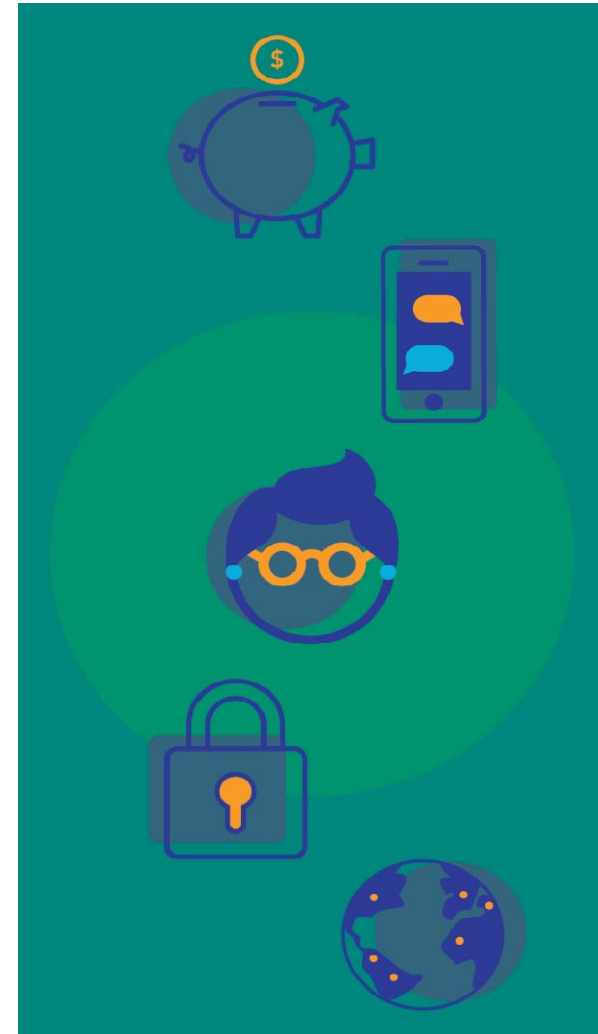
- Not just clipped horizons
- Commitment-free, solvent, self-treating
- Solo travel and high-end products
- Authenticity appeals
- Urban creatives
- Fusing business sense & social awareness



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Why Do Consumer Trends Matter?

- Decode your consumer
- Understand buying, buying aspirations
- Digital life disrupting consumer-brand dialogue
- Brands sharpen products & marketing messages
- So your consumer at the heart of your business



Source: Euromonitor Report:
"Top 10 Global Consumer Trends for 2016"

GENDER BLURRING



Gender Fluidity In Consumption Already Here

- Tech devices;
androgynous fashion
- A shift in classification of
toys blurring gender lines
- How retailers display
products
- Evolution of gaming
heroes



Source: *Euromonitor Report:
"Top 10 Global Consumer Trends for 2016"*

Culture: Books, Films, Gaming, Fashion - Challenging Gender Stereotypes

- “Redefining Girly: How Parents Can Fight the Stereotyping and Sexualizing of Girlhood”
- Expressing fluid gender identities
- Jaden Smith in a skirt in LV ads
- “*Mr. Smith represents a generation... that is free of manifestos and questions about gender*” Artistic director of Louis Vuitton, Nicolas Ghesquière



Source: Euromonitor Report:
“Top 10 Global Consumer Trends for 2016”

Culture: Books, Films, Gaming, Fashion - Challenging Gender Stereotypes

- Hari Nef transgender model with IMG
- Heroines for girls; Katniss Everdeen “The Hunger Games”
- The new Pirelli Calendar
- Playboy’s ‘toned down’ issue March 2016



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GENDER BLURRING

Androgynous Style

- A moment for androgynous style
- Designers blending feminine, masculine clothes
- Gucci combined fashion shows, 2017
- Unisex design from brands like North Face
- Wearable technology gender-neutral



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New-style Advertising – A Case Study

- Beer ads objectify/ignore women
- Coors Light beer ads show active women
- Ads for free-spirited Millennials, female drinkers
- *"Beer Ads That Portray Women as Empowered Consumers, Not Eye Candy"*
NYT



© MillerCoors

Branded “Gender Expansive” Goods, New Shop Layouts

- Gender-neutral labels, store layouts
- Disney Store: costumes, backpacks, lunchboxes “for kids”
- Amazon dropped gender-based toy listings
- Target: No gender divisions in toys, home, entertainment
- Unisex fragrance
- B9 “fascinatingly gender fluid”

“What we’re seeing is that there are different play patterns that appeal to different kids, and gender lines are not necessarily what drives that”

Global chief merchandising officer of Toys “R” Us

Gender Blurring Impacting Gaming Culture

- 50% of gamers female
- More female heroines with positive traits
- Jule of Xbox game ReCore late 2016: *"The male gender doesn't have a monopoly on heroism"*
- Lara Croft less of a pinup, more adventurous



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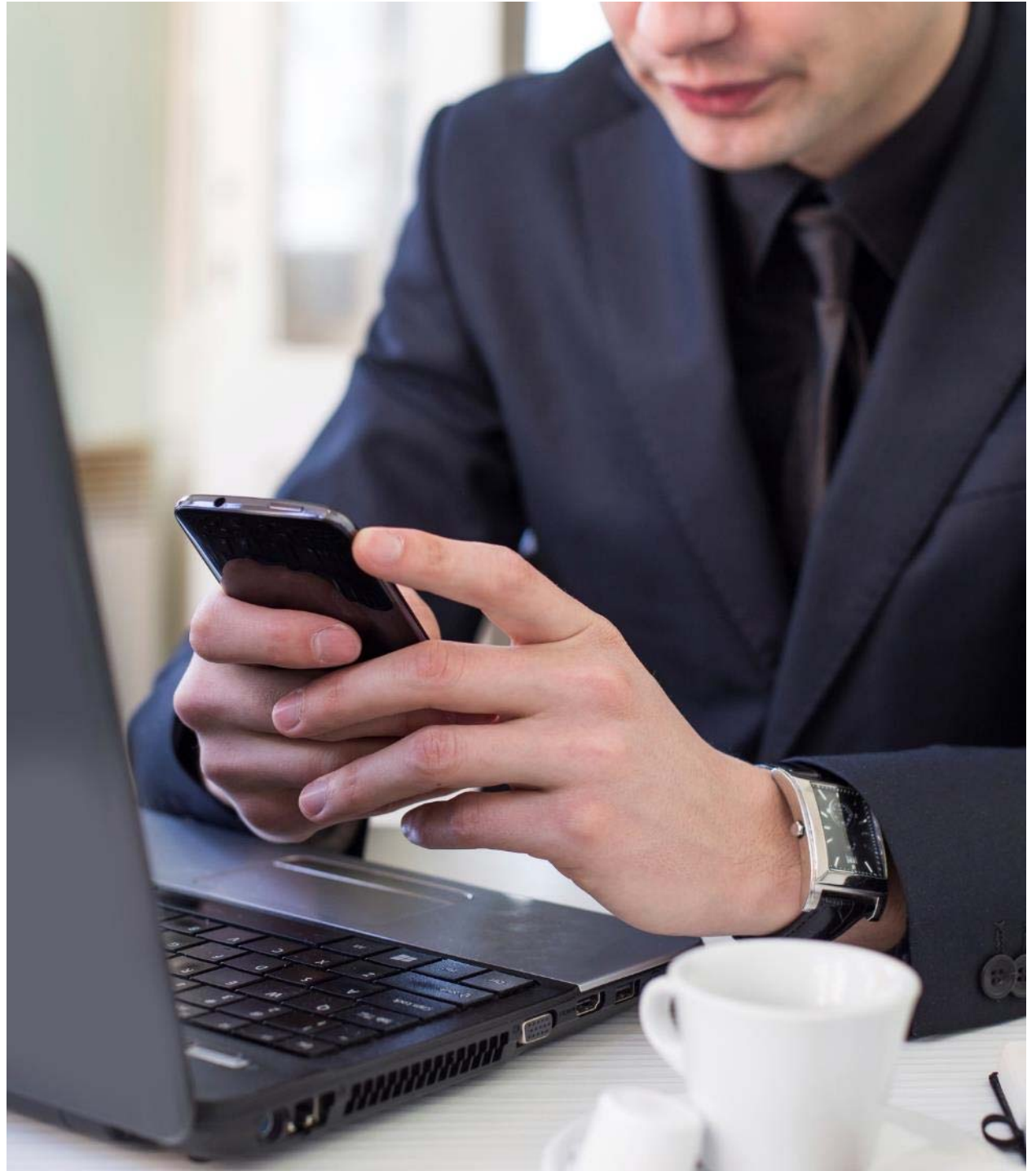
Parents Critical Of Gender Stereotyping

- Kids' products: biggest shift in gender categorizing
- Driver gender disparities in careers, childrearing
- Parents against girly offerings
- Flagging their kids defying gender norms
- Singer Adele's son as Princess Anna of "Frozen"



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OVER-CONNECTED CONSUMERS



Over-connected Consumers A Cause For Concern

- The flipside of connectivity
- Less need to go out when *“Food, entertainment, romance... are now available entirely on demand via digital devices”* Molly Young, NYT
- *“Mr. Robot”* best TV drama, The Golden Globes
- Tackling isolating effects of digital life



Douglas Coupland *“Slogans for the 21st Century”*; © screenpunk: <https://www.flickr.com>

Mobile Love Rules But It Can Be Toxic

- *“Happiness is not an app you can download on your mobile”* Pope Francis
- Millennials gripped by smartphone culture
- Global Motorola survey; 60% sleep holding handsets, 79% dislike interruptions
- Adaptation of non-tech products: “Digital Burrito”



Source: Euromonitor Report:
“Top 10 Global Consumer Trends for 2016”

Mobile Love Rules But It Can Be Toxic

- Teen texters like compulsive gamblers
- 20% of Taiwanese teens at risk of smartphone addiction, 2015 Education Ministry survey
- Public pools in Sweden banning mobiles
- Calming blues rule due to *“ever-present demands of living tethered to smartphones”* Pantone



Source: Euromonitor Report:
“Top 10 Global Consumer Trends for 2016”

Vampire Kids

- ‘Vampire Kids’ harm sleep, health, learning
- *“Teen sleep deprivation an epidemic”*, Stanford Medicine News Center
- *“It’s Complicated: The Social Lives of Networked Teens”* – Chronically tired for ‘me time’
- Mobile tech cuts family moments



Source: *Euromonitor Report: “Top 10 Global Consumer Trends for 2016”*

Taking A Digital Break

- Digital disengagement up – Ed Sheeran
- Tech to escape tech!
- Osss an app for people
“who seek to disconnect in order to connect”
- Down to Lunch, new hit Millennials app
- Digital-free driving huge wellness industry

“If this contactless, paperless world in which we live is so amazing, how come an increasing number of us are seeking refuge in a decidedly more ‘analogue’ existence?”

Journalist Lee Kynaston

New Digital Break Initiatives Keep Coming

- Altruist smart jewellery;
“Key alerts only”
- “Now Playing in Your Headphones: Nothing”
- The joy of unfollowing others as decluttering
- Shops as destinations for goods, services, life



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SPENDING SINGLES



Spending Singles Enjoying Premium Lifestyles

- Fewer commitments, buying more goods, experiences
- A sense of entitlement
- Urban creatives fusing luxury & counterculture
- Driven businesspeople desiring social change



Source: Euromonitor Report:
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Solo Travel

- Solo travel mainstream trend; 1 in 3 on singles holidays (Telegraph)
- Cruises rebranded for singles
- Hotel chains building 'lifestyle brands'
- Moxy Hotels: *"Marriott for Millennials"*

"Solo travel is a huge area of growth in the industry, and companies need to be more proactive in making their product solo-friendly or risk missing out on a huge cross section of the market"

Kathryn Beadle, UK MD, Uniworld cruises

Appealing To Consumers Through Authenticity

- Love of authenticity sees brands balance exclusivity and inclusiveness
- Rihanna in Dior on Instagram: different customer base
- Broad appeal for singles keen & able to self-treat
- New make-up brand for the LVMH Sephora chain

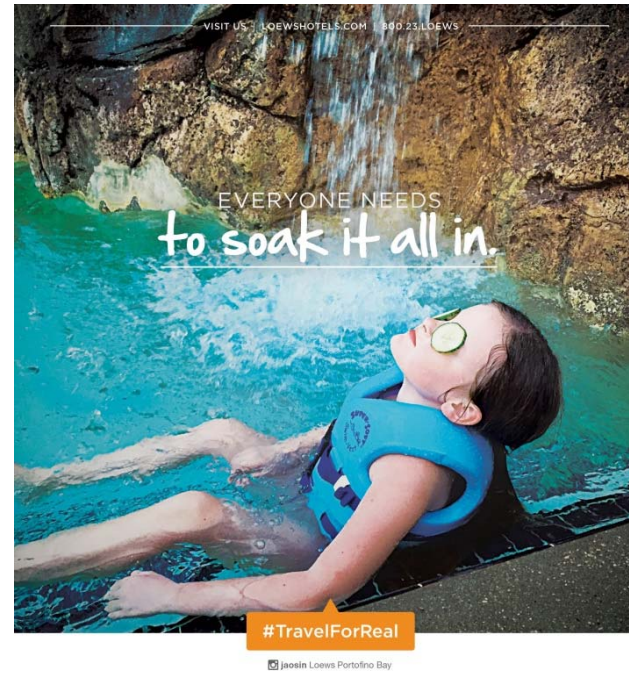


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SPENDING SINGLES

Appealing To Consumers Through Authenticity

- Authenticity in luxury ads
- Used to seeing it online
- Coach: user-generated images
- #TravelForReal, Loews Hotels & Resorts
- Customer photos from social media
- Moving eBay items



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Childless Spenders Treating Kids

- Professional Aunt, No Kids (PANKs®)
- Solvent, childless buying for kids in their lives
- SavvyAuntie ®
- Childless women spend 35% more per person on groceries
- “Secondary caregivers that are primary giftgivers”
- Awards strategically timed



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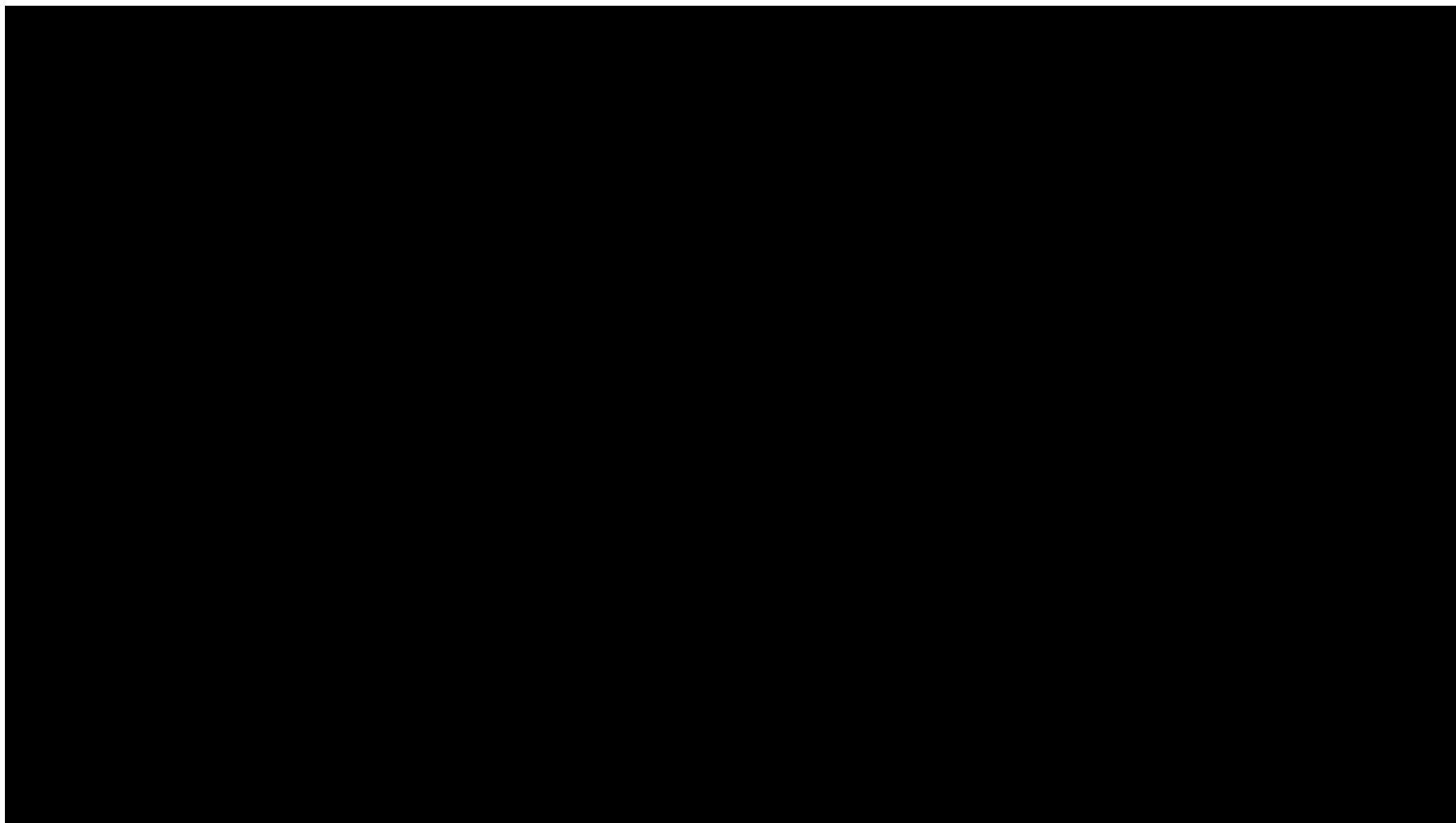
The Allure Of Premium Green Goods And Services

- 'Agnostic shoppers'
- Mix luxury, premium non-branded
- The pull of socially-aware brands; fast food upgrades
- Early adopters of high-end convenience
- Juicero



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Juicero Story



Young Urban Creatives Profiting From Their Dreams

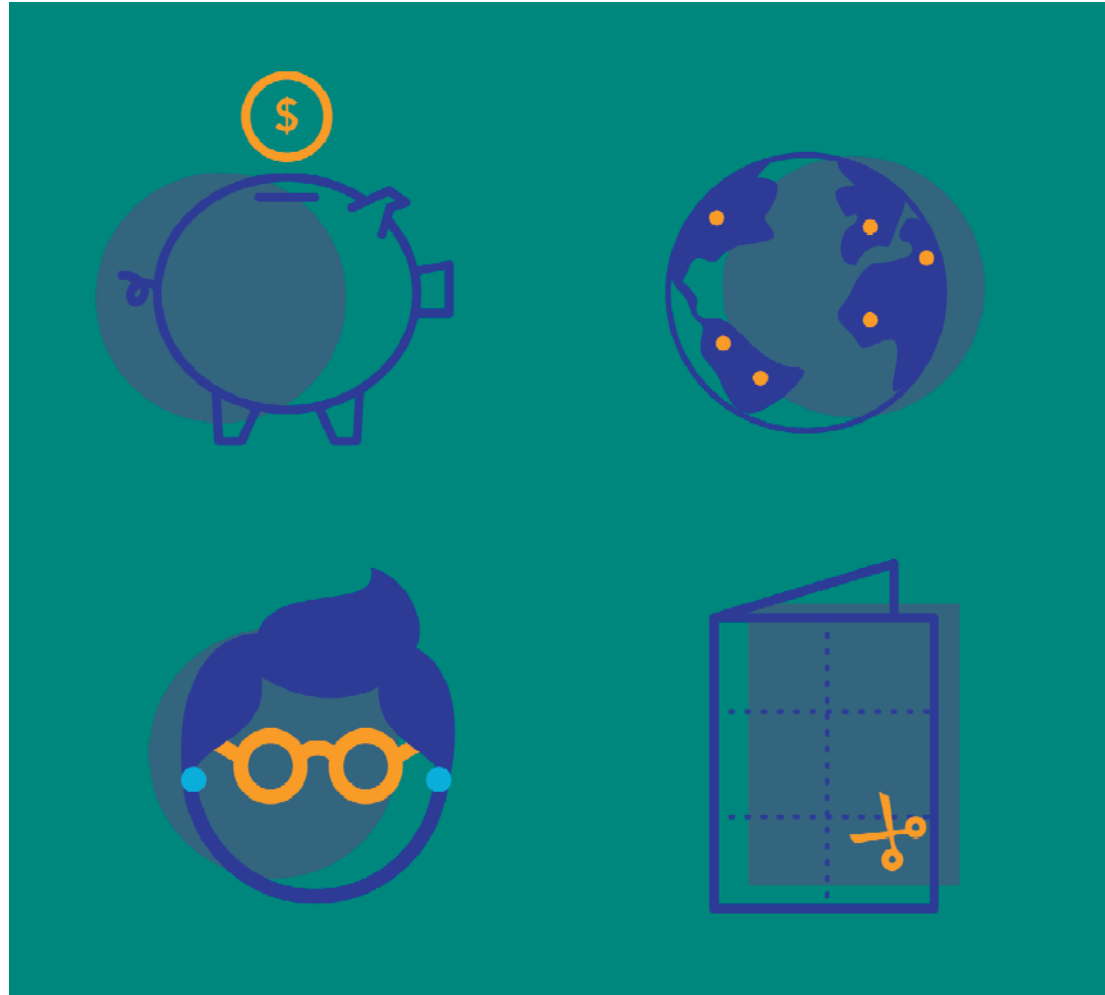
- Driven, tech-savvy, high-earning
- ‘Bohemian capitalist’ via kickstarter: Jason Aramburu
- Edyn, smart garden monitoring, watering
- *“Part of a generation that believe in entrepreneurialism as a way toward global salvation” NYT*



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Conclusion

- 3 key global consumer trends:
 - Gender blurring
 - Over-connected consumers
 - Spending singles
- Impacting consumer choices & aspirations
- Trend awareness can enrich private label business strategies
- Bringing your brand closer to current, potential customers



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THANK YOU FOR LISTENING

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