THIS PDF IS A SAMPLE OF THE

2016 TREND REPORT

TRENDWATCHING
PREMIUM

2016 TREND REPORT

Comprehensive and instantly actionable 100+ page report featuring the most powerful innovation opportunities for 2016 and beyond. Highlights include:

- **All the key consumer trends** set to define the future of business & consumerism – and your customers' expectations – in 2016.

- **Comprehensive Trend Framework** provides an overview of the consumer arena and structures your innovation tracking.

- **Hundreds of actionable innovation examples** to showcase how trends are playing out in the real world & inspire you.

- **Packed full of key stats** to support each trend.

- **Visual trend timelines** to illustrate the evolution of consumer trends and expectations over time.

- **Every new trend unpacked using our CONSUMER TREND CANVAS tool** to kickstart your team innovation meetings.

For more information, please go to **trendwatching.com/premium**
And if you have any questions, please contact **Sofie Hunt**, our Client Services Director.

THE TREND FRAMEWORK

The report is structured around the 16 mega-trends that form TrendWatching's Trend Framework.

These mega-trends are the slow-moving currents that, taken together, provide an overview of the entire consumer arena.

Inside the report, each mega-trend chapter picks out a new trend that offers a potent new innovation opportunity for 2016.

In addition, the Framework is an invaluable tool to structure your own trend spotting and innovation thinking.

STATUS SEEKERS
The relentless, often subconscious, yet ever-present force that underpins almost all consumer behavior

BETTERMENT
The universal quest for self-improvement

HUMAN BRANDS
Why personality and purpose will mean profit

BETTER BUSINESS
Why 'good' business will be good for business

YOUNIVERSE
Make your consumers the center of their YOUNIVERSE

LOCAL LOVE
Why 'local' is, and will remain, loved

UBITECH
The ever-greater pervasiveness of technology

INFOLUST
Why consumers' voracious appetite for (even more) information will only grow

PLAYSUMERS
Who said business had to be boring?

EPHEMERAL
Why consumers will embrace the here, the now, and the soon-to-be-gone

FUZZYNOMICS
The divisions between producers and consumers, brands and customers will continue to blur

PRICING PANDEMONIUM
Pricing: more fluid and flexible than ever

HELPFULL
Be part of the solution, not the problem

JOYNING
The eternal desire for connection, and the many (new) ways it can be satisfied

POST-DEMOGRAPHIC
The age of disrupted demographics

REMAPPED
The epic power shifts in the global economy

Check out some pages from the actual report below, including featured trends and examples!

STATUS SEEKERS

STATUS TESTS

In 2016, status means proving your worth before you purchase.

It's a long-standing trend truism: many status-hungry consumers have shifted their desires away from ownership and towards experiences. But when Givenchy's NYFW catwalk show has 1,000 attendees, when ice-cream is delivered on-demand by a taxi company, and when every 'exclusive' is Periscoped, even experiences start losing their edge.

So what's next for status? While many will continue to collect status points by buying ethical products, sharing resources, learning new skills and fighting for social causes, rising numbers will seek out new twists on the most traditional form of cachet: exclusivity.

For a very long time, privileges were a birthright. Then, in a booming consumer society, they could be bought. In 2016, brands will show customers that true privileges – and the only true status that remains – must be earned on merit.

READ MORE IN THE INNOVATIONS DATABASE: STATUS SEEKERS

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STATUS TESTS

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READ MORE IN THE INNOVATIONS DATABASE: STATUS SEEKERS

MEGA-TREND TIMELINE

New featured trends put in context by evolution visuals.

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THE EVOLUTION OF

STATUS TESTS

The diversification of status, the acceptance of brand-led demands and a crowdfunding mindset have converged to build 2016's appetite for STATUS TESTS.

2012
LIMITED LOCATION

Brands used time-limited offerings in specific locations to trigger buzz and premium prices.

Johnnie Walker launches its Platinum Label in South Africa with a pop-up store in Johannesburg. Visitors could bid for the only collector's bottle of Platinum Label in the country.

2008
STATUS STORIES

Choice-saturated consumers increasingly achieved a status fix from the stories they could tell about their consumption.
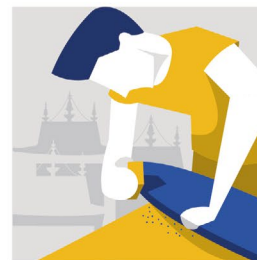
Swiss company Arniko offers a range of hand-carved skateboards produced by traditional local enterprises in Nepal.

2013
SWEAT EQUITY

Sophisticated consumers embraced brands that demand some (sweat-inducing) effort on their part.

The Russian Olympic Committee lets Moscow subway commuters pay for their travel by completing 30 squats in two minutes in front of a specially installed ticket machine.

MEGA-TREND TIMELINE

New featured trends put in context by evolution visuals.

STATUS SEEKERS

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2014

PERKFUNDING

Consumers on crowdfunding sites responded to exclusive and unique rewards offered in return for pledges.

George R.R. Martin launches a fundraiser for a wolf sanctuary. A USD 20,000 donation secures the donor a role in a Game of Thrones novel.

2016

STATUS TESTS

Seeking new forms of exclusivity and community, consumers embrace brands that demand customers prove their worth before they can buy.
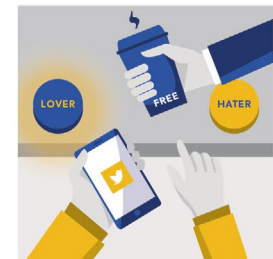
Marmite offers free coffees at a London café to consumers whose social media account proves they are 'lovers' and not 'haters'.

2015

BRAND FANATICS

Public, passionate brand fanaticism from devoted consumers became a counter-intuitive status play.

In Malaysia, IKEA runs a competition inviting passionate fans to dress up as their favorite IKEA product and post photographs on Facebook.

TRENDS & EXAMPLES

New featured trends and examples highlight key innovation opportunities.

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STATUS SEEKERS

STATUS TESTS

ONLY THE WORTHY WILL BE SERVED.

In the battle to reach more consumers, a host of once status-worthy products have lost their sheen. Meanwhile, the experience economy has democratized; now, almost every consumer has a great story to tell. The reaction in 2016? Consumers embrace a new form of exclusivity that demands they prove their worth to the brands they desire.

WHY NOW?

TOO EASY

Thanks to an unending stream of retail innovations and on-demand services, getting what you desire, from Korean tacos to runway dresses, is easier than ever. Convenient, sure. But, there's little status in anything that comes easily.

TOUGH BRANDS

Consumers have grown to expect brands to push them to be better versions of themselves. That's left them open to the challenge – serious or frivolous – of a STATUS TEST.

PRESUMERS

Crowdfunding platforms normalized a model of retail where people are more than 'shoppers', but instead members of a like-minded community of supporters. Now, they're seeking new retail experiences that offer the same.

WHAT NEXT?

NO COMMITMENT-PHOBES

The more stringent the test, the greater the status hit. Make consumers prove their passion, creativity, kindness, taste, fitness or knowledge. Netflix created an IoT button – but demanded users built it themselves.

NEW CREDENTIALS

What counts as credentials? Think beyond traditional loyalty schemes: air miles aren't the only measure of worth! Marmite analyzed social media accounts to gauge consumer worthiness, whereas for UNO NYC, presence on the Williamsburg Bridge was the key.

CLUB KIDS

Those who pass a STATUS TEST are a ready-made, high-status community of like-minded (*or like-skilled*) peers. Foster that community!

1930

Tinder users charm their way into an Italian speakeasy

The exclusive 1930 speakeasy bar in Milan, Italy, recreated its strict door policy online by utilizing dating app Tinder. In May 2015, the bar set up a profile of a girl from 1930, asking potential entrants to 'court me like they used to in the old days'. The profile had 4,000 matches in the first week, with applicants asked to 'act like gentlemen' and pick up digital handkerchiefs. In what it described as the lowest conversion ever, the bar eventually let one winner enter its premises.
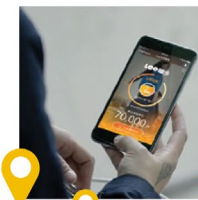
LEE JEANS

Chinese consumers earn rewards by exploring their city

How about physical commitment as a STATUS TEST? In October 2015, Lee Jeans launched a campaign across 32 cities in China to promote a range of heat-retaining denim. Consumers were asked to explore their cities (even in the cold) while tracking their movements with the Warmth Tracker WeChat app. Warmth Index points were collected when users scanned QR codes at chosen locations. By collecting points users could earn Magma Fusion denim products and access exclusive events.
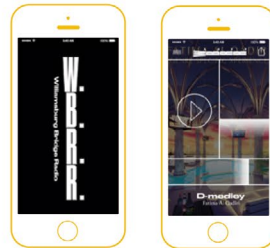
TRENDS & EXAMPLES

New featured trends and examples highlight key innovation opportunities.

STATUS SEEKERS ◇ STATUS TESTS

THE HUNT

Active members of fashion site can apply to access exclusive perks

Online fashion community The Hunt allows users to post photos of items they seek, 'Hunts', along with budget and size requirements. Other members suggest 'Finds' that meet the criteria. In July 2015, the US-based brand launched a Community Stylist program. To apply, users share their favorite three item #hashtags from the platform, a short bio and a description of why they love The Hunt. If accepted they gain access to local events, exclusive contests, new features and a VIP newsletter.

MARMITE

Free coffee and toast for 'lovers' only

Savory spread Marmite has in many past campaigns celebrated the fact that it's a 'love it or hate it' food. In August 2015, the brand promoted a new edition of the spread with the pop-up Love Café at London coffee shop Soho Grind. Before entry, visitors were asked for their social media handle, then Marmite scanned previous posts to detect the overall sentiment and decide whether the customer was a 'lover' or a 'hater'. Lovers enjoyed Marmite on toast and coffee for free, while haters had to pay full price. A full 94% of visitors were identified as 'lovers'.

UNO NYC

Digital radio station is only available on the Williamsburg Bridge

What more fertile ground for a STATUS TEST than hipster exclusivity? In July 2015, Brooklyn-based record label UNO NYC launched W.B.R.R. (Williamsburg Bridge Radio), a radio app that broadcasts only to Brooklynites making their way across the Williamsburg bridge. W.B.R.R. features exclusive music from the label's roster, and plays one track to 'push you' on the way up the bridge, and another for 'kicking back' on the way down.

NETFLIX

One touch 'Netflix and chill' button poses DIY challenge

Remember, the more stringent the TEST, the greater the STATUS. In September 2015, Netflix unveiled The Switch: a button that automatically switches on the TV, launches Netflix, dims the lights and orders takeout. The button debuted at the NYC Maker Faire, but was not made available to buy. Instead, the streaming service released an online tutorial showing people how to make their own. Netflix recommended makers have 'a solid understanding of electronics and programming' and encouraged them to share their own product hacks and ideas online.

MEGA-TREND

Update on the direction of travel for each of our 16 mega-trends in 2016.

LOCAL LOVE

OPEN ARMS

In 2016, find ways to support new arrivals and the local inhabitants who welcome them.

MEGA-TREND

Update on the direction of travel for each of our 16 mega-trends in 2016.

In 2016, the globe is rattled by conflict, destructive weather patterns respect no national borders, and millions continue to endure economic turbulence while looking to brighter horizons. Meanwhile, our world becomes ever smaller and more connected.

One result? For rising numbers, the word *local* becomes a focus of shifting meaning, allegiance and action. Those who leave their home to settle in a foreign place must discover new ways of life. Meanwhile, those receiving newcomers will seek new ways to welcome, serve and integrate them.

What, in the end, makes a place special to those who inhabit it? The landscape? The traditions? The connections shared amongst locals, from barbers to bankers? In 2016, brands that help people answer those tough questions – in the context of an increasingly borderless world – will prosper.

READ MORE IN THE INNOVATIONS DATABASE: LOCAL LOVE

MEGA-TREND TIMELINE

New featured trends put in context by evolution visuals.

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THE EVOLUTION OF

OPEN ARMS

2016's desire to welcome newcomers with OPEN ARMS has evolved out of past trends around local pride and brand values.

2015

BRAND STANDS

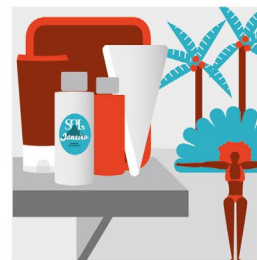Winning brands started contentious, painful and necessary conversations.

In response to subway violence, Brazilian feminine hygiene brand Dermacyd campaigns for female-only subway cars.

2012

CELEBRATION NATION

Booming emerging markets proudly exported, and even flaunted, their national and cultural heritage.

Beauty brand Sol de Janeiro, which celebrates iconic Brazilian beach culture, is stocked by Sephora in the US.

2016

OPEN ARMS

Amid an increasingly fluid global movement of people, locals look for brands that help welcome, integrate and serve newcomers.

Set up in the wake of the Syrian refugee crisis, Refugees Welcome is 'the Airbnb for refugees' and operates in multiple European countries.

SIGNS OF THE TIMES

Key statistics to evidence trends and support your presentations.

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LOCAL LOVE

THE EVOLVING IMPACT OF GLOBAL MIGRATION

51%

IN 2015, 51% OF US CITIZENS SAID IMMIGRANTS MAKE THEIR COUNTRY STRONGER BECAUSE OF THEIR HARD WORK AND TALENTS, UP FROM 31% IN 1994.

PEW RESEARCH, SEPTEMBER 2015

BETWEEN JANUARY AND AUGUST 2015, THE THREE MOST COMMON SURNAMES OF COMPANY FOUNDERS IN ITALY WERE HU, CHEN AND SINGH. ROSSI, AN ITALIAN NAME, WAS THE FOURTH.

CAMERA DI COMMERCIO, MONZA AND BRIANZA, AUGUST 2015

66%

GERMANY ESTIMATES THAT UP TO 1.5 MILLION MIGRANTS ARRIVED IN 2015. 66% OF GERMANS SAY IMMIGRANTS MAKE THE COUNTRY STRONGER.

PEW RESEARCH, SEPTEMBER 2015

TRENDS & EXAMPLES

New featured trends and examples highlight key innovation opportunities.

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LOCAL LOVE

OPEN ARMS

BUILD BRIDGES, NOT WALLS.

The past year saw epic global movement of peoples, and the intensification of immigration debates. In 2016, expect the impact to be felt. While some will fight to protect their locality from 'outsiders', many will welcome them on a human and economic level. A huge challenge for populations around the world. An urgent call for brands to step up.

WHY NOW?

DISLOCATION

An estimated 4.5 million refugees have left Syria, many heading for Europe. Thousands more are coming from Eritrea, Afghanistan and more. The impact will be felt for decades.

POROUS BORDERS

The sight of Syrians navigating to their new countries by smartphone. A USA in which 45 million are now foreign-born according to Pew Research. Yes these are local phenomena. But they are signals of a *global* shift towards a smaller, more connected world in which the movement of peoples will only become more fluid.

CONSCIOUSNESS

From South Africa to the Gulf States, from Europe to the USA, the events of 2015 have put immigration at the top of popular consciousness.

WHAT NEXT?

BRAND STANDS

What side of history does your brand stand on? Honey Maid declared its position with a campaign about a Dominican family in the US.

CITIZEN POWER

While Europe's politicians are stalled over the refugee crisis, citizens are busy building solutions. Refugees Welcome, for example, is 'the Airbnb for refugees'. How can you empower these citizens – and the new arrivals they are reaching out to? Partnerships? Resources? Expertize?

CELEBRATION

For many, new arrivals mean a heightened impulse to explain and celebrate their local culture. Beer brand Molson celebrated Canadian multiculturalism, while a group of Portland actors affectionately satirized their hometown.

ABRAÇO CULTURAL

School is staffed by refugees teaching about their native cultures

Abraço Cultural ('Cultural Hug') is a school in São Paulo where lessons are taught by refugees from around the world. The first classes began in July 2015, and students can study a refugee teacher's native language or learn about their national culture and heritage, from cooking to dancing and more. The school was created by Atados, a platform for discovering volunteering opportunities, and the nonprofits Adus and BibliASPA.

HONEY MAID

American life seen through the lens of a Dominican family

US cracker brand Honey Maid created a television campaign that depicted the Gomez family – a family of Dominican immigrants – as they celebrated Independence Day. Running across the Fourth of July weekend, the ad saw the family talking about their experience of arriving in the US. Honey Maid said the ad was a response to the reality that 76 million people in the US, one-fifth of the total population, are now part of an immigrant family.

THIS IS WHOLESOME

TRENDS & EXAMPLES

New featured trends and examples highlight key innovation opportunities.

LOCAL LOVE   OPEN ARMS

MOLSON

Beer fridge celebrates Canada's racial diversity

In July 2015, Canadian beer brand Molson unveiled the Global Beer Fridge. Created in partnership with Google and intended to celebrate Canada's multi-ethnic population, the fridge would only open once it had recognized 'I Am Canadian' – Molson's brand slogan – spoken in six different languages. Launched just before Canada Day, the fridge was available to visitors of the Toronto 2015 Pan Am Games, and used Google technology to recognise over 40 languages, including French, Hindi and Mandarin.

我是加拿大人

GOOGLE

Tech giant adds more support for Arabic to its Instant Translate app

In October 2015, as part of its response to the European refugee crisis, Google added new functionality to its Instant Translate app for Arabic to German and Arabic to English text translation. The feature enables users to point their smartphone at German or English text and see it instantly translated into Arabic (and vice versa). Google reported the new feature was prompted by a five-fold increase in requests for Arabic translation in Germany.

STOP TELLING PEOPLE ABOUT PORTLAND

Portland actors playfully discourage migration to their city

The US city of Portland, Oregon, has a reputation for hipster culture that has been amplified by the TV comedy sketch show Portlandia. In January 2015, a group of Portland actors created a five-minute video called Stop Telling People About Portland, in which they attempt to discourage newcomers to the city. As of early November, the video had received over 342,000 views on YouTube. According to a 2015 survey by transport company United Van Lines, Oregon was the most frequent destination for US citizens who moved out of state in 2014.

REFUGEES WELCOME, WORKEER, WELCOME TO DRESDEN

A wave of digital innovations helps refugees settle in new locations

The Syrian refugee crisis has prompted a wave of innovations from local and independent creators. Launched in multiple European countries in October 2015, Refugees Welcome is an 'Airbnb for refugees' that connects citizens with refugees in need of lodging. By early November, the site had matched 365 refugees. Launched by two German students in July 2015, Workeer connects refugees to local employers. Welcome to Dresden is an app launched in September 2015 that provides information and support to refugees arriving in the city.

A HEADSTART ON
THE CONSUMER TREND CANVAS!

The CONSUMER TREND CANVAS (CTC) is a simple tool for turning trends into ideas for new products, services, campaigns, and more.

Alongside this year's Trend Report, you'll find a standalone PDF and fully interactive PPT in which we've unpacked all 16 of the featured trends using the CTC. That's a deep analysis of the trend done – leaving you free to focus on how your organization can *apply* the trend.
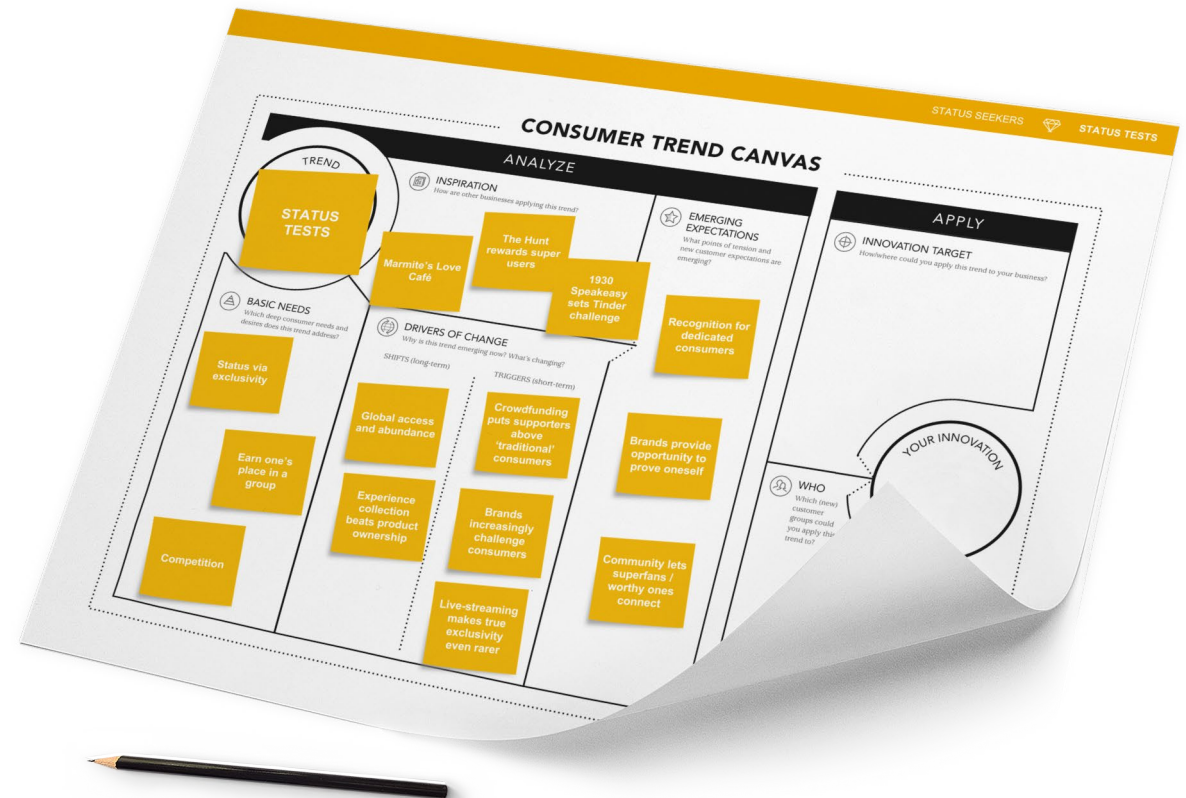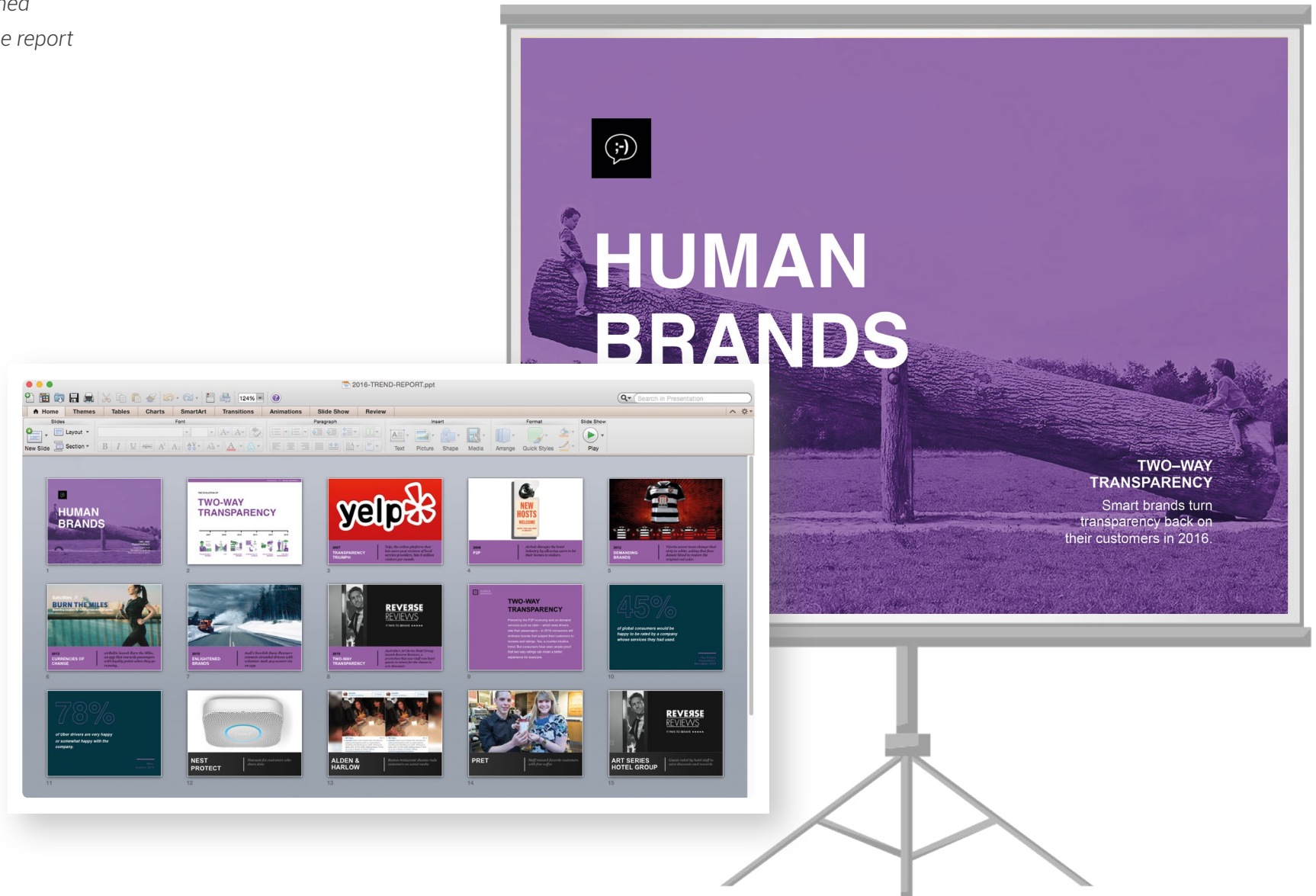
TRENDS UNPACKED

Perfect to kickstart a powerful 2016 team innovation or strategy meeting.

PPT VERSION

Full, beautifully-designed PPT version makes the report instantly presentable.

EXCECUTIVE SUMMARY POSTER

Keep the trends in easy view – and make a powerful statement of your commitment to a trend-driven culture.

STATUS SEEKERS	BETTERMENT	HUMAN BRANDS	BETTER BUSINESS
STATUS TESTS	**VIRTUAL ACTUALIZATION**	**TWO-WAY TRANSPARENCY**	**INSIDER TRADING**
YOUNIVERSE	LOCAL LOVE	UBITECH	INFOLUST
TRUE SELF	**OPEN ARMS**	**BENEFICIAL INTELLIGENCE**	**INFORMAL INFO**
PLAYSUMERS	EPHEMERAL	FUZZYNOMICS	PRICING PANDEMONIUM
PARTY OF ONE	**LIVESTREAM PRISONERS**	**NEW LABOR**	**PERSPECTIVE SHIFTS**
HELPFULL	JOYNING	POST-DEMOGRAPHIC	REMAR...
CONTEXTUAL OMNIPRESCENCE	**S.I.P. ECONOMY**	**POST-DEMOGRAPHIC IMPERATIVES**	**ORGA... MAS...**

TESTIMONIALS

Don't just take our word for it!

"My innovation encyclopedia!"

Sharmila Martis
Head of Knowledge Management
Standard Chartered

" A different and refreshing perspective on our consumers and the world we live in."

Gavin Emsden
Consumer Insight, Dolce Gusto
Nestlé

"Makes my life so much easier!"

Elena M. Garvey
Strategy Director
American Express

"One of my favourite research tools & easily the best Trend Report I've seen! Entertaining and invaluable in providing insights into consumer behaviour and product development!"

Justin Stone
Research Director
Bauer Media

"TrendWatching's annual Trend Report is more than a wrap-up – it's colourful, visual, inspiring and provoking!"

Jens Bode
Global Strategic Management
Henkel

"The Trend Report? I actually loved it! Packed full of inspiring, easily digestible examples of innovations from many different sectors. Just what our business needs for inspiration / innovation. "

Toby Reeves
Research Manager
MTV Europe

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