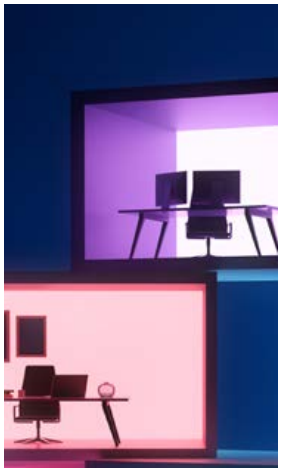
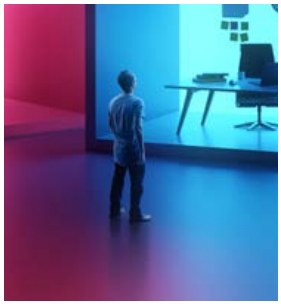
MINTEL

2030

Consumer Trends 2030

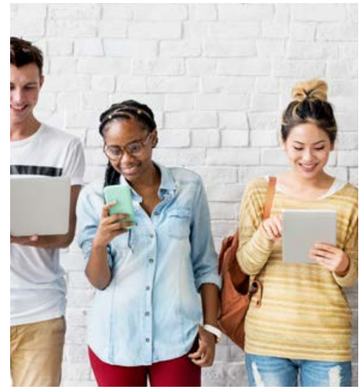


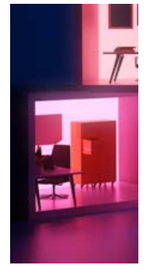


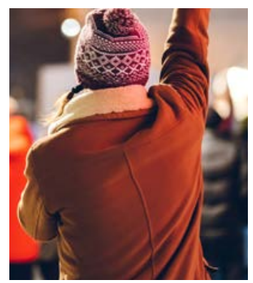
Seven core drivers of consumer behaviour that will shape global markets over the next 10 years.

2030

Consumer Trends 2030



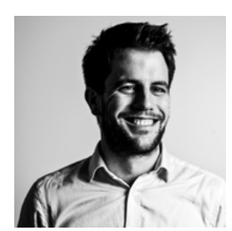




Editor's Note:

Matthew Crabbe
Director of Mintel Trends, APAC

Gabrielle Lieberman
Director of Mintel Trends and Social Media Research, Americas



Simon Moriarty
Director of Mintel Trends, EMEA

As experts in what consumers want and why, we're best suited to accurately predict the future of consumer behaviour and what that means for brands.

This year, we're taking a bold approach with our predictions about the future of global consumer markets by incorporating seven key factors that drive consumer spending decisions: wellbeing, surroundings, technology, rights, identity, value, and experiences.

Grounded by these seven drivers of consumer behaviour, and backed by our robust consumer and market data, we layer economic, demographic, technological, political, and sociological (to name a few) data sets to analyse the impact that internal and external environmental change has on consumer motivation and choice, and the behaviour that comes from that.

From there, we observe and identify crucial connections between developments, patterns, and disruptions in consumer behaviour. We put this into context to better understand what it means for – and how it could inspire – our clients' business decisions across industries, categories, demographics, and amid global themes.

It's an approach that's uniquely Mintel. The combination of consumer and market data, predictive analytics, expert recommendations, and action-oriented insights will enable you to make better business decisions.

While extensive, what you'll read here isn't exhaustive. For full and in-depth insight and analysis of the Mintel Trends 7 Drivers, please visit mintel.com and get in touch.

Contents

PAGE 6

Wellbeing

Seeking physical and mental wellness.

PAGE 18

Surroundings

Feeling connected to the external environment.

PAGE 30

Technology

Finding solutions through technology in the physical and digital worlds.

PAGE 44

Rights

Feeling respected, protected, and supported.

PAGE 68

Value

Finding tangible, measurable benefits from investments.

PAGE 56

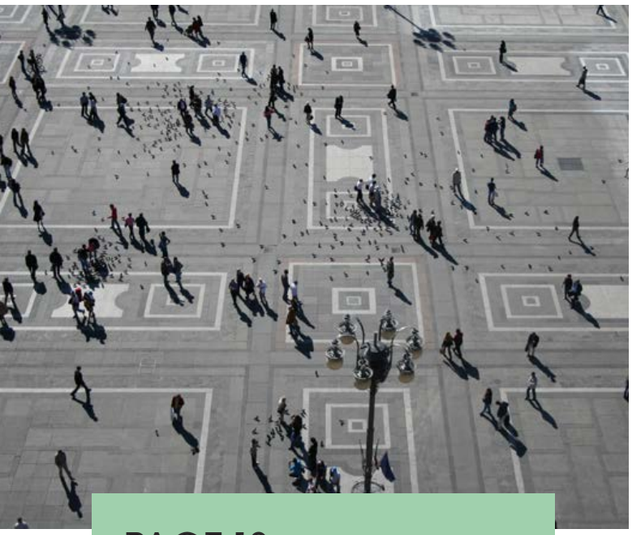
Identity

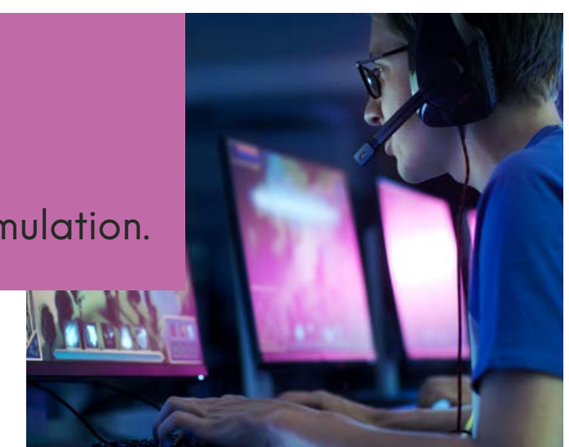
Understanding and expressing oneself and one's place in society.

PAGE 80

Experiences

Seeking and discovering stimulation.





01

Wellbeing

Seeking physical and mental wellness.

Wellbeing is no longer about simply wanting to look after oneself in broad terms, nor is it about the extremes of a total lifestyle change or commitment to an intense regime. Instead, a holistic approach is becoming a key motivator of consumer behaviour, underpinned by convenience, transparency, and value. People are becoming more familiar with, and questioning, products and ingredients that promise previously-niche or unheard of solutions. At the same time, there is a growing demand for products that enhance life rather than simply make superficial changes. We are seeing the roles of mindfulness and conscious movement become more prevalent in busy lifestyles, and barriers to talking about and understanding emotional and mental wellbeing are being torn down.

There are opportunities for brands to become wellbeing partners with their customers. While the mass-market and 'one-size-fits-all' approach will still have value, we will see the emergence of bespoke solutions that aim to fit the many disparate needs of consumers. As lifestyles become more fluid and non-linear, we will see solutions targeted at different life stages instead of those that reframe or address specific wellbeing needs based solely on age.

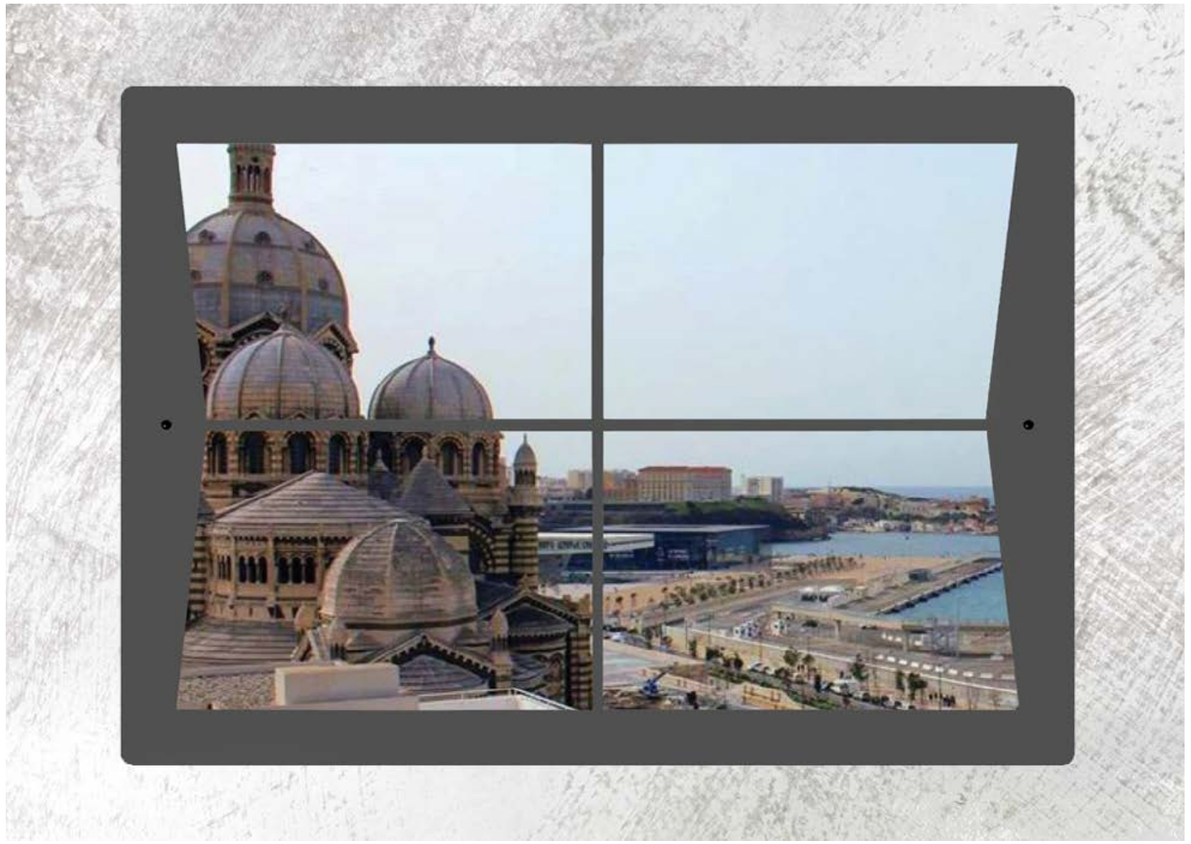
A holistic approach is becoming a key motivator of consumer behaviour, underpinned by convenience, transparency, and value.

The Anantara Spa in Bangkok offers an anti-pollution beauty treatment using Biologique Recherche products.
Source: Anantara

The Pet Loss Café, for grieving pet owners in Tokyo, offers guests the opportunity to share memories and recover from their loss.
Source: The Japan Times

Optune, from Japanese skincare company Shiseido, offers personalised skincare regimens by monitoring the user's skin condition, health, and environment.
Source: Cosmetics Design Asia

A sunflower installation in São Paulo's Largo da Batata in September 2019 aimed to raise awareness of the importance of breaking down the social stigma of depression.
Source: salvadepalmas.com.br



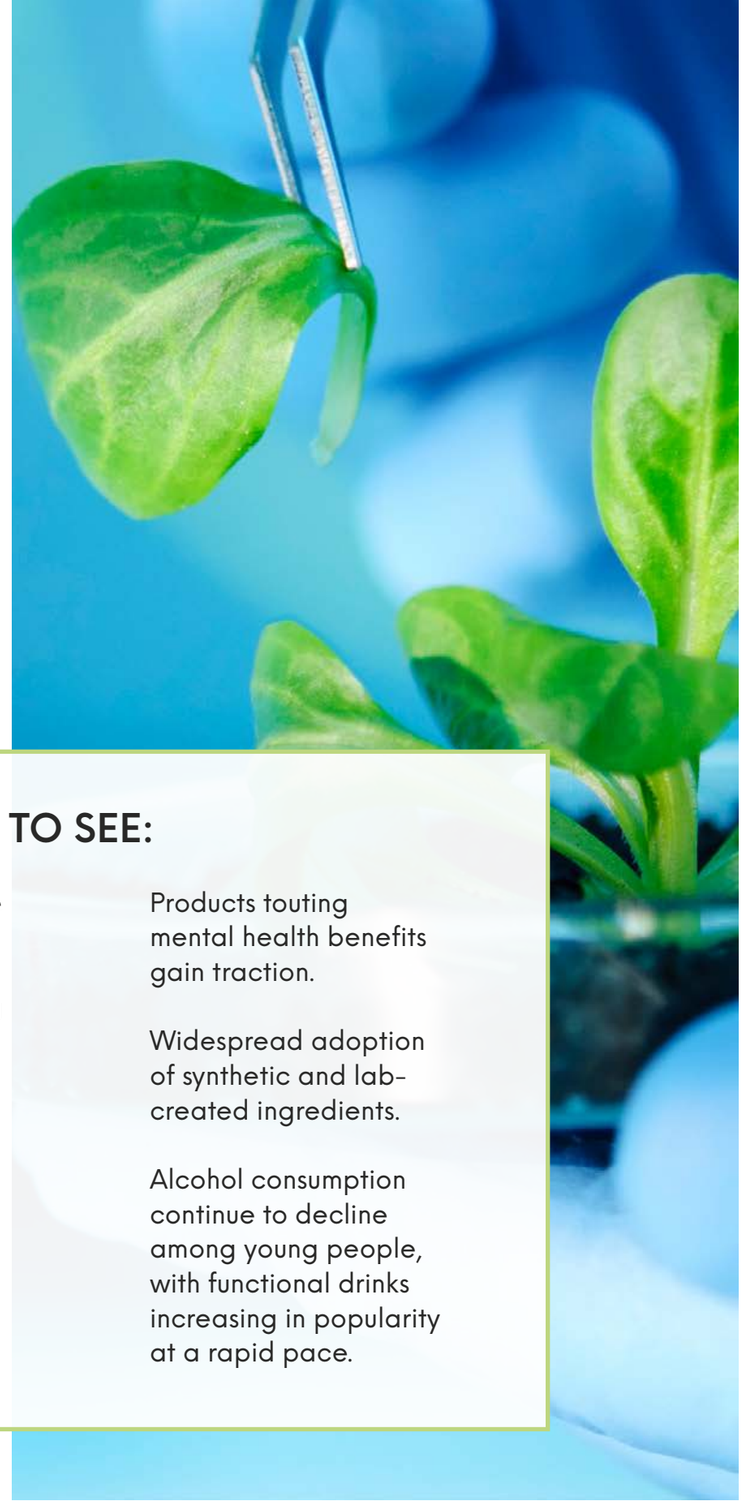
French tech start-up WINTUAL creates virtual windows that connect windowless spaces to the outside with the purpose of improving people's moods and ecosystems.
Source: wintual.fr

What's happening now?

Consumers are seeking holistic solutions that move away from instant results. Looking good is important to many consumers, but considerations of longer-term physical, mental, and emotional health benefits are growing. Greater awareness of environmental factors is creating demand for products that preemptively guard against these concerns. As stress becomes more and more recognised as a key health concern, the emphasis is on brands and organisations to help consumers deal with the causes. Finally, technology in fitness is creating opportunities as people look to maintain health in smaller spaces, while also connecting with others.

There are opportunities for brands to become wellbeing partners with their customers.

Greater awareness of environmental factors is creating demand for products that preemptively guard against these concerns.



IN 2020, EXPECT TO SEE:

Convenient, non-obtrusive wellness solutions in the home, from water-filtering and water-saving showerheads to noiseless filtration fans.

Beauty and personal care products move away from improving or changing appearance and toward internal and external wellbeing.

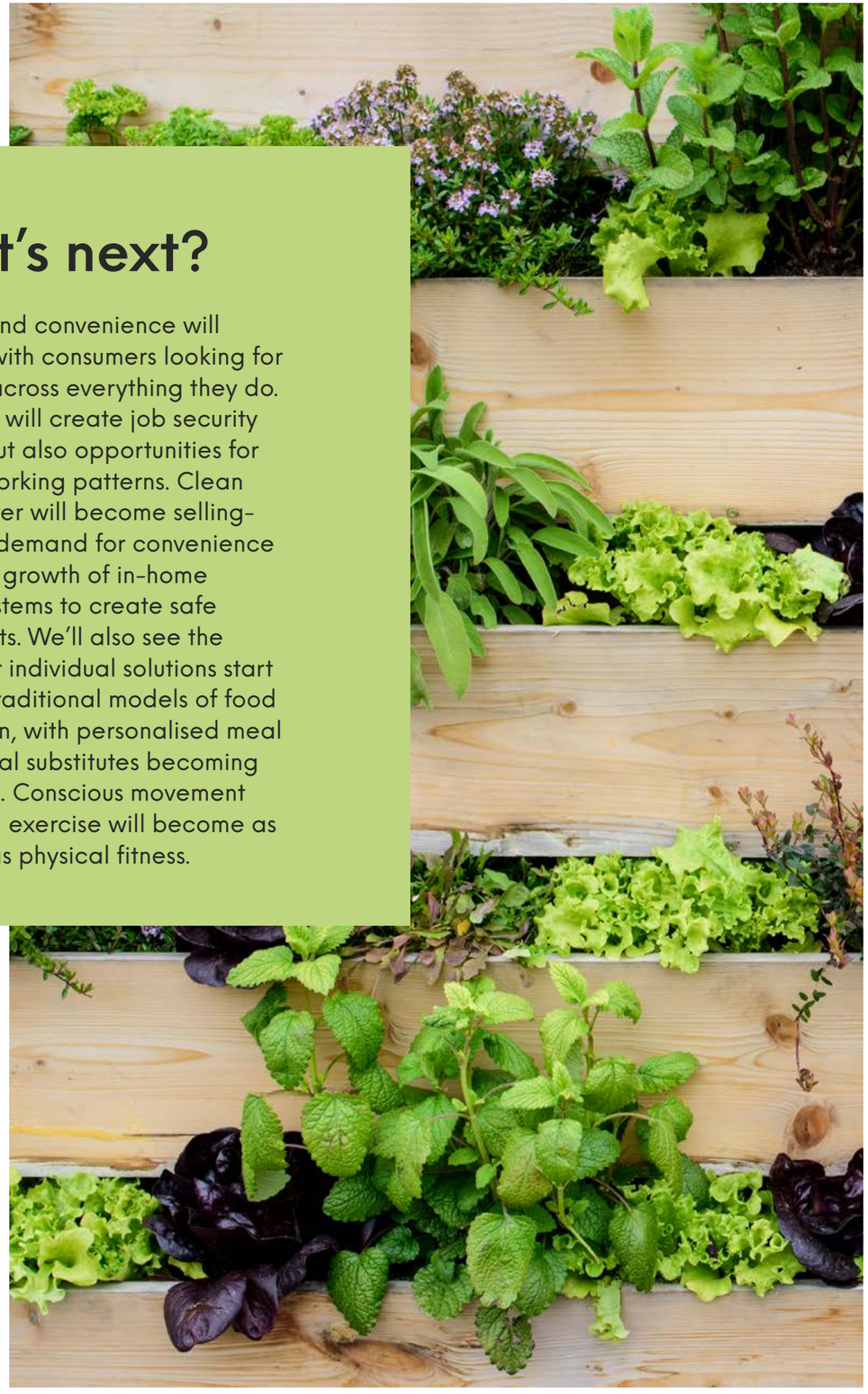
Products touting mental health benefits gain traction.

Widespread adoption of synthetic and lab-created ingredients.

Alcohol consumption continue to decline among young people, with functional drinks increasing in popularity at a rapid pace.

What's next?

Longevity and convenience will converge, with consumers looking for wellbeing across everything they do. Automation will create job security pressures but also opportunities for healthier working patterns. Clean air and water will become selling-points and demand for convenience will see the growth of in-home filtration systems to create safe environments. We'll also see the demand for individual solutions start to impact traditional models of food consumption, with personalised meal kits and meal substitutes becoming mainstream. Conscious movement and mindful exercise will become as important as physical fitness.



IN 2025, EXPECT TO SEE:

Red meat consumption move from mainstream to luxury to taboo.

At-home DNA testing kits become mainstream for personalised wellness, from diet to skin and hair solutions.

Benefits of blood-based solutions in beauty, drink, food and personal care become widely acknowledged.

Alternative ways of working and studying emerge to counter the stress of the automation threat.

Government-led changes to water consumption, focusing on filtration and preservation.

IN 2030, EXPECT TO SEE:

Vehicle ownership shrink as physical space and the environmental impact of air pollution become a priority.

Development of micro-robotics in the bloodstream to proactively and preemptively fight threats.

Clean air as a selling point for high-street retailers, venues, and public buildings.

Over-population and geo-political changes create new ways of existing in communities, with shared facilities and resources becoming essential.

02

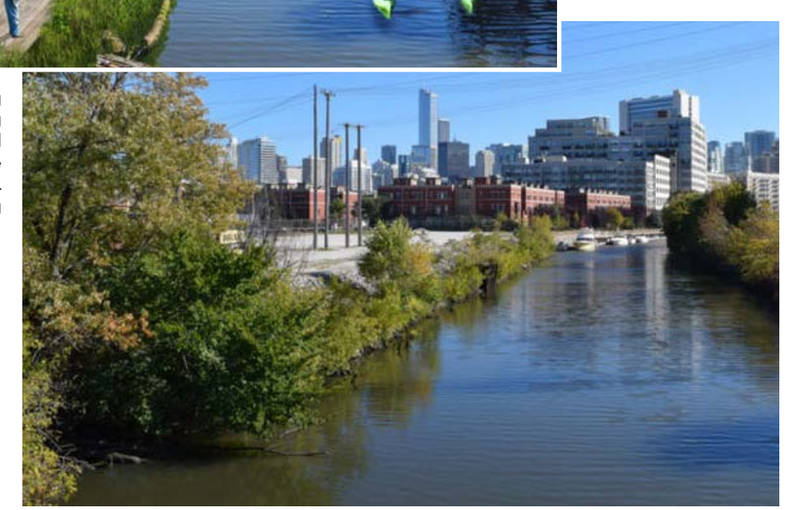
Surroundings

Feeling connected to the external environment.

If, as predicted by the United Nations, thehuman population reaches 8.5 billion by 2030, we'll all be seeking better ways to maximise the space we have and create better ways to share limited resources. Necessity will drive politics, societies, science, and economics to innovate along more ethical lines. That necessity will be driven not only by population stress but also by the need to learn to deal with a new climate reality. While communications technology will make it easier for people to collaborate across national boundaries, the tech will increasingly be used to share knowledge about how locally-focused social disruptor enterprises can create sustainable economies at the grassroots level.

Necessity will drive politics, societies, science, and economics to innovate along more ethical lines.

Saudi Arabia's futuristic megacity NEOM is 33 times the size of New York City; set to debut in 2020.
Source: kcrw.com



The first-ever mile-long floating eco-park containing gardens and forests, 'Wild Mile' will debut on the Chicago River in 2020.
Source: wildmilechicago.org

Green Farm, a start-up in Ho Chi Minh City, uses aeroponic technology to help consumers grow their own vegetables in small apartments.
Source: Green Farm via Facebook

Evermore crowded cities will increase the price of space, while people will need to be more mobile as they shift to working in project-based ways, rather than as employees doing one job. This will push urban development into smaller hubs in suburban areas, made up of vertical forest buildings that are energy self-sufficient.

Homes will need to get smaller and less cluttered, for both affordability and flexibility of movement, and will have shared living spaces. This will alter how cities are organised, relying more on carbon-neutral public transport and allowing for more shared-use space that is suitable for those with limited mobility. Shared space will be used to incubate new enterprises, share learning, create urban agriculture and 'rewild' recreation spaces within local communities.

The increased global population and climate crisis are forcing people to reduce their consumption, waste, and energy use.

Downtown Oslo is nearly car-free after eliminating parking spots and banning cars on certain streets, which is part of its long-term plan to be carbon-neutral by 2030.
Source: oslo.kommune.no

What's happening now?

The increased global population and climate crisis are forcing people to reduce their consumption, waste, and energy use. They are learning to share limited space more efficiently and to work more collaboratively towards mutual gain rather than commercial profit. People are rethinking how communities work and how urban space is designed and used, giving people more say in how shared resources can be used for local community benefit. How unpaid workers are properly remunerated is also up for discussion. As carbon dioxide levels rise, the 'rewilding' of suburbs is kicking into full swing, creating more green spaces to help cool local climates.

Sharing living, working, learning, and leisure spaces is creating new community-based organisations, where people collaborate to create new products and services suited to local needs. Better and more affordable telecommunication technology allows flexible work conditions, enabling consumers to become digital nomads. Workplaces will increasingly be required to offer services to cater to specific needs, like childcare for working parents. Public spaces provide better, on-demand lighting to increase security, with discrete, privacy-assured surveillance. This will allow public transport to take priority, resulting in many roads and parking lots being converted into urban farms, pop-up markets, or green areas.

IN 2020, EXPECT TO SEE:

A reimagining of corporate purpose and push-back against open-office layouts, robot, urban, and warehouse farming, and a reclaiming of public space.

Critical stages for political problems stemming from the income gap, social media misinformation, the climate crisis, and the continued rise in nationalism.

Home ownership out of reach of more people, more home working, and commercial domination of public space.

Wilderness and biodiversity on the decline.

What's next?

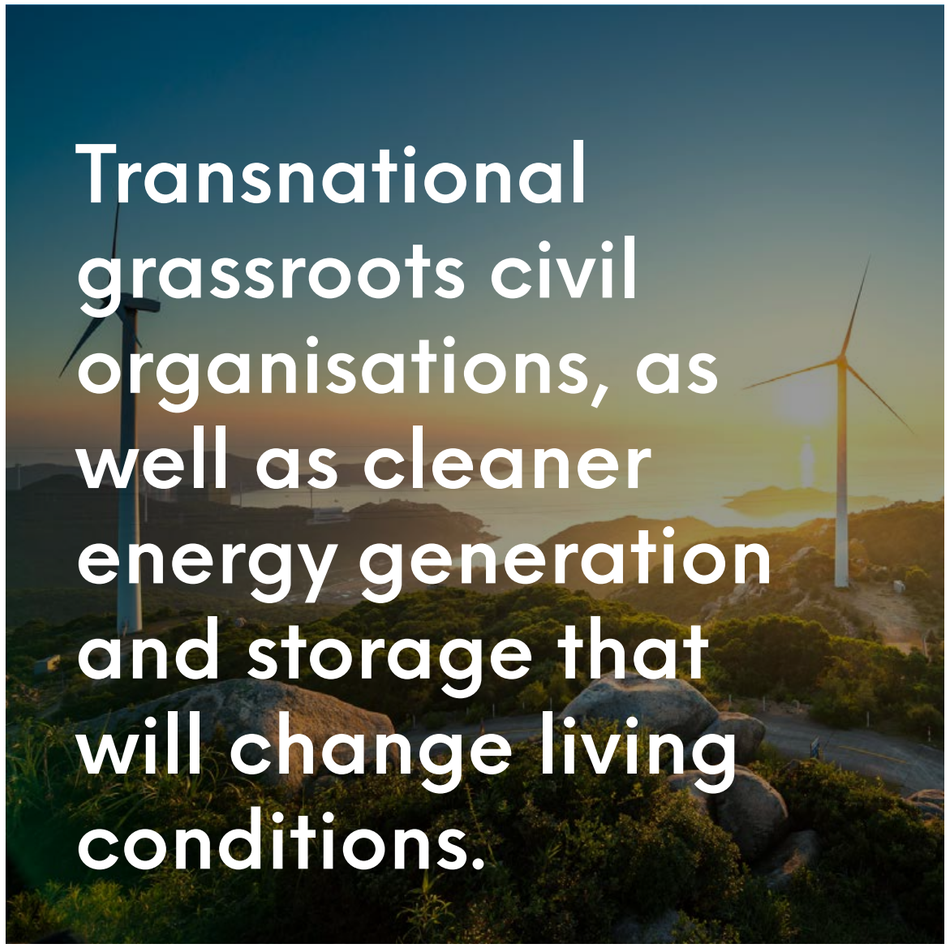
If we don't reduce our consumption, waste, and energy use, urban areas will become increasingly polluted, choked with waste, and gridlocked with traffic. With more people crammed into less space, social tensions will only increase as competition for resources increases. This will create more walled communities for the privileged, greater stratification of society along the lines of wealth, and failure to tackle the need for more efficient use of resources and better urban planning. This will consequently put pressure on cities to continue to expand, further encroaching into remaining wildernesses and rural farming areas, further exacerbating the cost of growing, watering, and transporting food – making even basic products more expensive for most people.

IN 2025, EXPECT TO SEE:

The growth of data-as-currency as consumers demand more value from social media in exchange for their data.

Broadening focus on human rights by consumers, especially in developing nations, more local social enterprise, and young people become economic migrants.

Universal work-from-home policies, the explosion of the gig economy, work and social lives intertwine, and shopping spaces become multi-sensory, social sanctuaries.

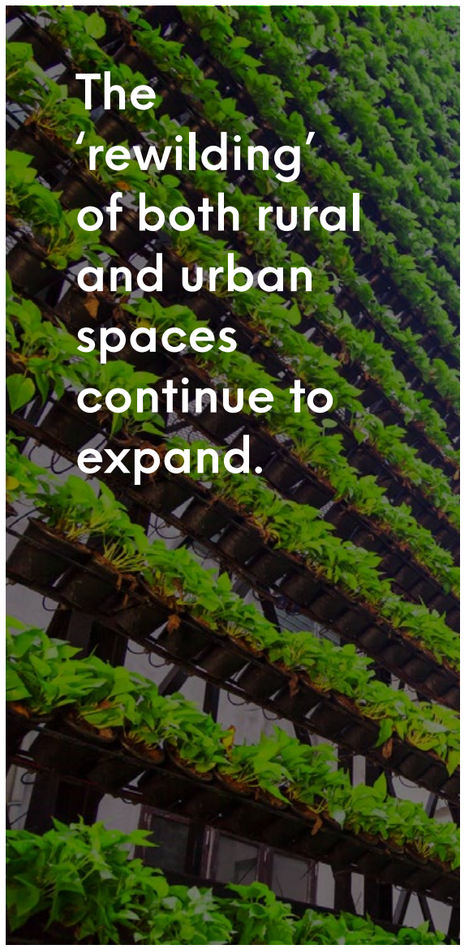


Transnational grassroots civil organisations, as well as cleaner energy generation and storage that will change living conditions.

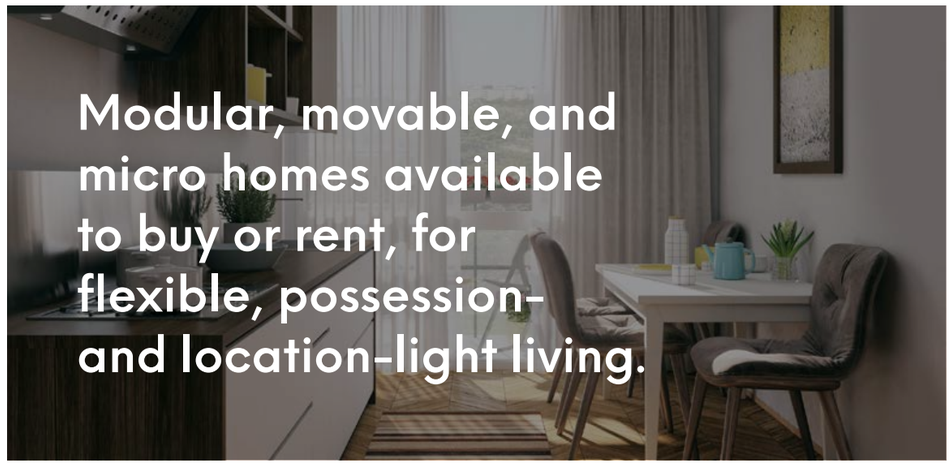
IN 2030, EXPECT TO SEE:

Social disruptor enterprises create new wealth at local grassroots levels.

Tribes of like-minded interest groups form globally via the internet.



The 'rewilding' of both rural and urban spaces continue to expand.



Modular, movable, and micro homes available to buy or rent, for flexible, possession- and location-light living.

Political, social, scientific, and economic ethics drive the direction of innovation, while people learn to deal with a new climate reality.

More public spaces as the result of smaller roads because more people have switched to public transport.

More publicly owned, shared, and pop-up commerce, recreation spaces fostering local, micro-business, and shared gardening and agricultural space.

03

Technology

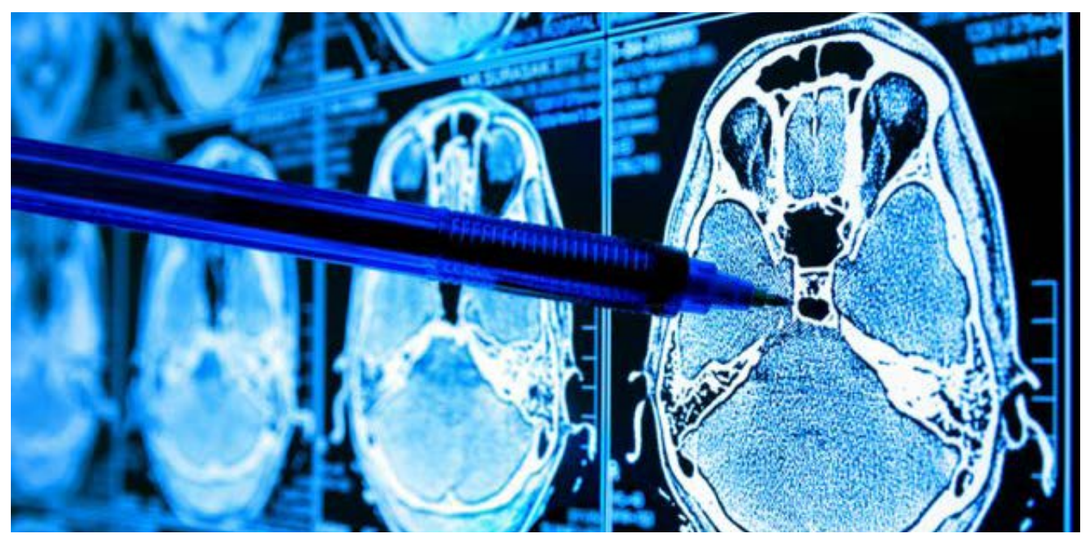
Finding solutions through technology in the physical and digital worlds.

With 5G expected to link 125 billion devices by 2030 (11 billion in 2019), mobile technology will blur the lines between time, travel, and location for work, learning, and leisure. This will increasingly incorporate elements of virtual and augmented reality (VR/AR) into various industries, like tourism and entertainment, and virtual esports will rival physical sports in popularity. Urban design will increasingly be driven by public transportation, using fleets of autonomous vehicles for last-mile connections. Developments in home-setting apps and smart furniture will mean people can recreate their preferred home settings wherever they are, to suit their mood, comfort, and media consumption habits.

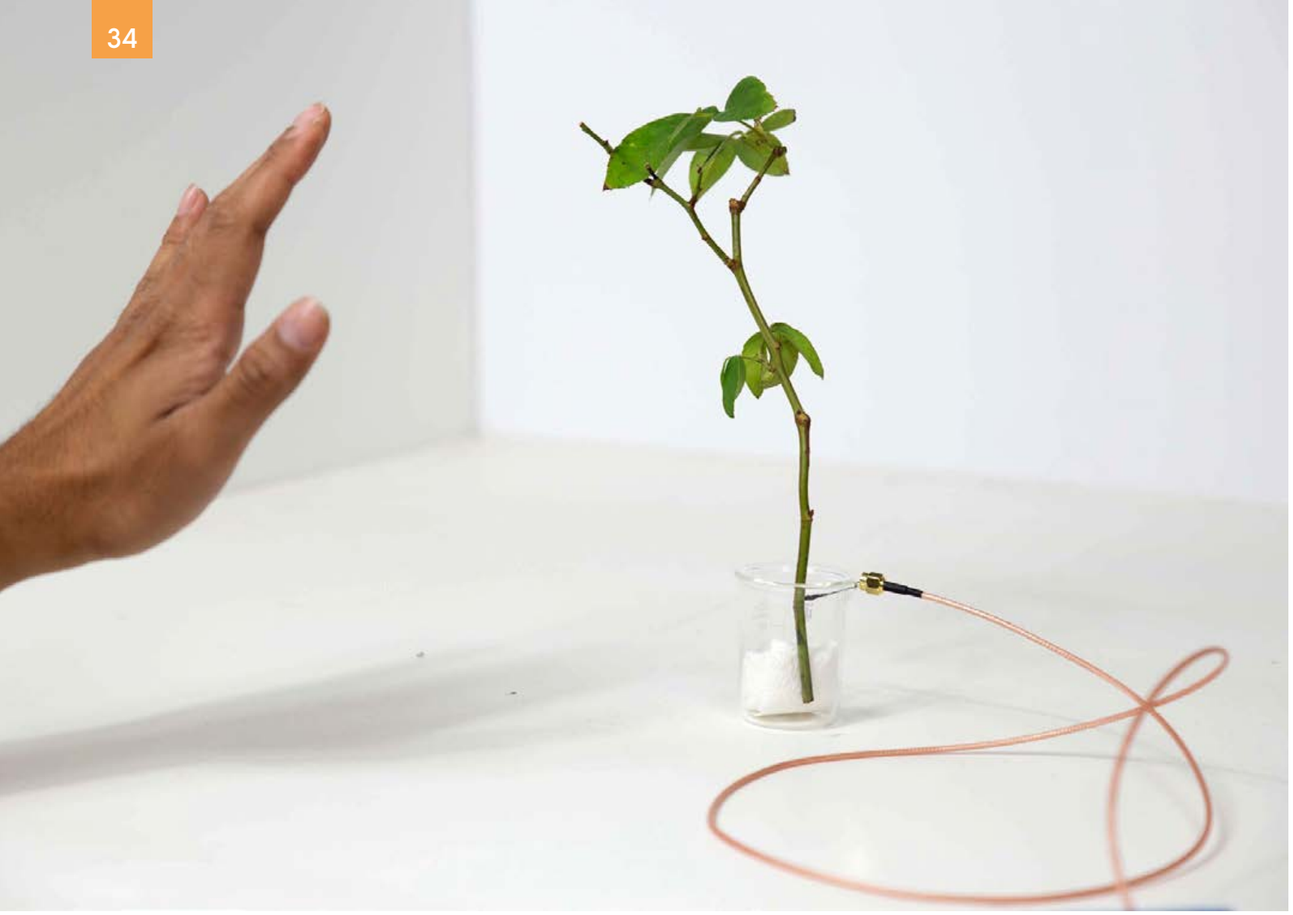
The exploitation of gig-economy workers could force the creation of unionised freelance workers, who use technology to work across organisations like consultants rather than traditional employees.

'Phygital' local community services will transcend retail as consumers pushback against cashless payments and fully-unmanned stores, demand more data privacy, and seek more 'human' interaction.

A start-up from technology entrepreneur and engineer Elon Musk, Neuralink wants to hack the human brain with an implanted computer chip.
Source: boldbusiness.com



Yongin Severance Hospital in South Korea is designed as the first '5G digital innovation hospital' with AI, AR and IoT.
Source: itpro.co.uk



Researchers at the Massachusetts Institute of Technology (MIT) are working on a 'cyborg botany' project intended to replace artificial devices with cyborg plants to reduce e-waste.
Source: nbcnews.com

'Phygital' local community services will transcend retail as consumers pushback against cashless payments and fully unmanned stores, demand more privacy, and seek more 'human' interaction. Community-based economies, including urban, vertical, and micro farms, will provide for the people living there, including artisanal and upcycled products. Meanwhile, healthcare will rely more on online specialist consultations aided by intravenous nanobot health-monitoring technology, increasingly aimed at mitigating the negative health effects of ageing.

Nissan in Japan has engineered golf balls with self-driving technology to control the ball's path towards the hole.
Source: caranddriver.com

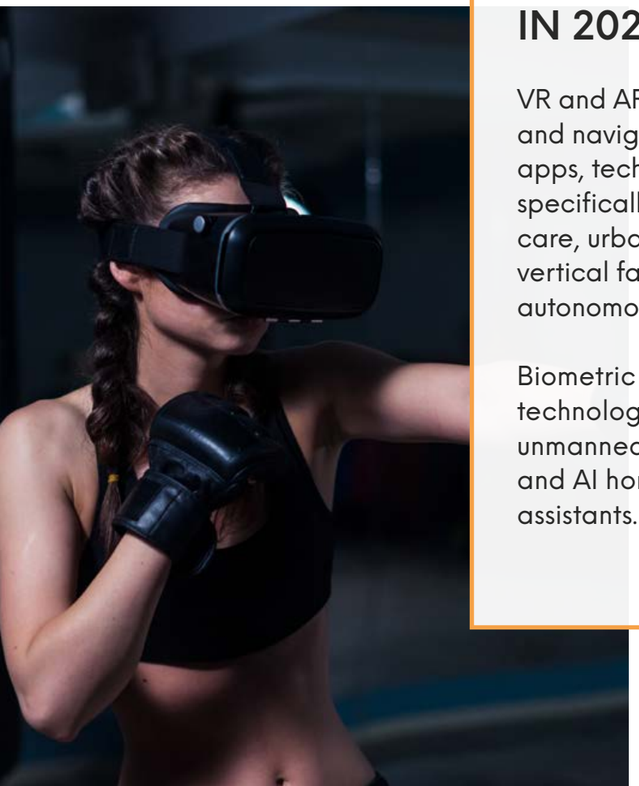
What's happening now?

If climate crisis mitigation works, it will spur activity in other areas of global common-interest, aided by faster, more democratised communications technology. This will extend to using technology to further bridge the gap between consumers and brands, helping the spread of ideas and innovations, and making economies more equal. It will also result in a more collaborative, global approach to innovating new products and services, and applying new technologies.

People will become less attracted to fixed work employment and desire more flexible freelance opportunities where technology facilitates project work across organisations.

People will become less attracted to fixed work employment and desire more flexible freelance opportunities where technology facilitates project work across organisations. If population growth slows, expect to see older people delay retirement or pursue partial retirement so companies can continue to benefit from their experience, creating the need for new technologies to meet the new set of needs.

Mexican archaeological site Chichén Itzá will be digitised in 2020 in order to better interpret and share the sacred geography of the Maya Culture.
Source: chichenitza.com



IN 2020, EXPECT TO SEE:

VR and AR travel and navigation apps, tech designed specifically for senior care, urban and vertical farming, and autonomous cars.

Biometric technology, unmanned stores, and AI home assistants.

Mainstream penetration globally of mobile audiobooks, e-sports, cashless payments, and media streaming.

The nature of white-collar jobs shift as AI streamlines administrative and data entry functions.

What's next?

The worst-case scenario is that climate crisis action fails to gain enough momentum, resulting in people needing new technologies to mitigate the effects and help them live with the consequences. One of those consequences will be climate migration, which will make economies even more unequal, and nation states and communities more insular. We'll see technologies developed to mitigate the effects of migration and displacement, amidst the broader challenges of economic inequality and an ageing society.

IN 2025, EXPECT TO SEE:

5G reach half of all mobile users globally, 4D VR experiences as 'the new luxury', bluetooth monitors replace TVs, and AR navigation and online medical consults become the norm.

Fully unmanned retail operations limited to discount and convenience stores as more consumers demand human interaction when shopping.

Reduced business travel thanks to better video conferencing.

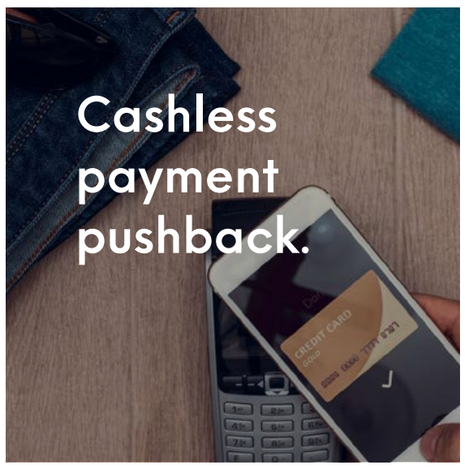
More AI-enabled autonomous public transportation systems thanks to improved energy storage.

Cashless biometric payments and urban vertical farms widely used.

IN 2030, EXPECT TO SEE:

A decline in retail store branding in favour of branding the seamless online-to-offline (O2O) retail services.

5G blurring the lines between work, learning, leisure, and travel time.

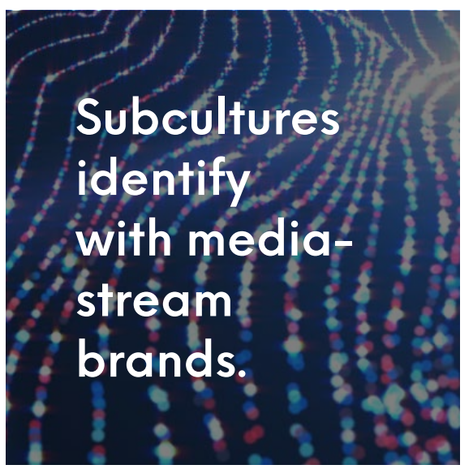


Cashless payment pushback.

Urban and vertically farmed food and local micro farms produce the majority of the food people consume.

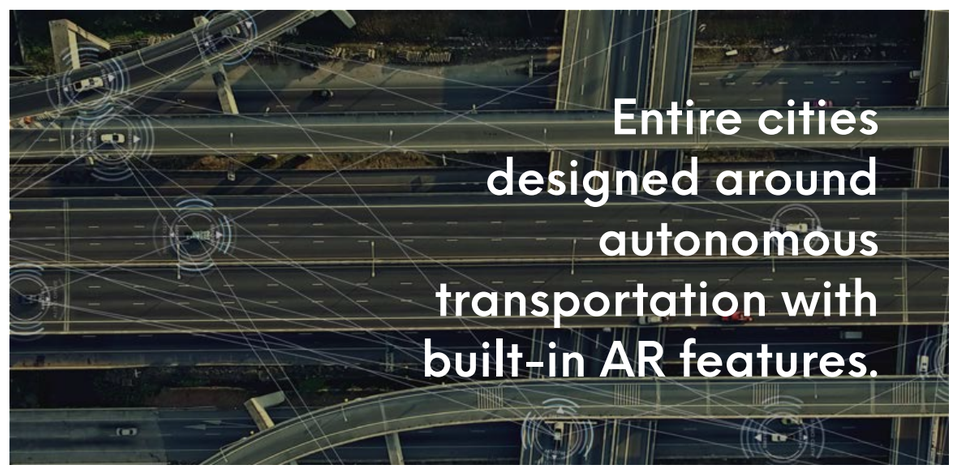
VR/AR as the norm for tourism and entertainment.

Intravenous nanobots that continuously monitor body functions and vitals.

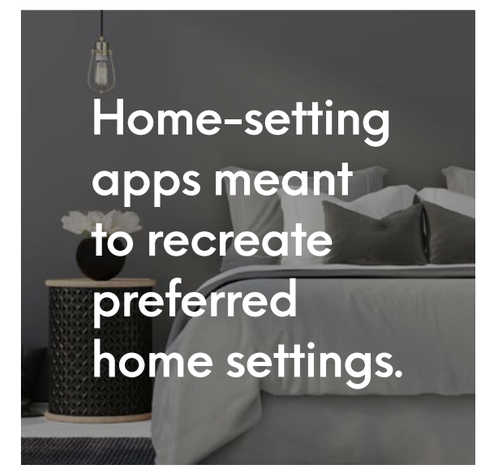


Subcultures identify with media-stream brands.

5G-enabled virtual esports overtake physical sports in popularity.



Entire cities designed around autonomous transportation with built-in AR features.



Home-setting apps meant to recreate preferred home settings.

Join the conversation!

Mintel's new podcast series 'Little Conversation' brings you fresh ideas and new perspectives on how we eat, drink, shop, groom, and think. From the key issues impacting society to trends in food, beauty, tech, and retail, we're discussing what consumers want and why.

Mintel Little Conversation is a podcast about innovation brought to you by the experts who know consumers better than anyone else.

Subscribe, rate, and review

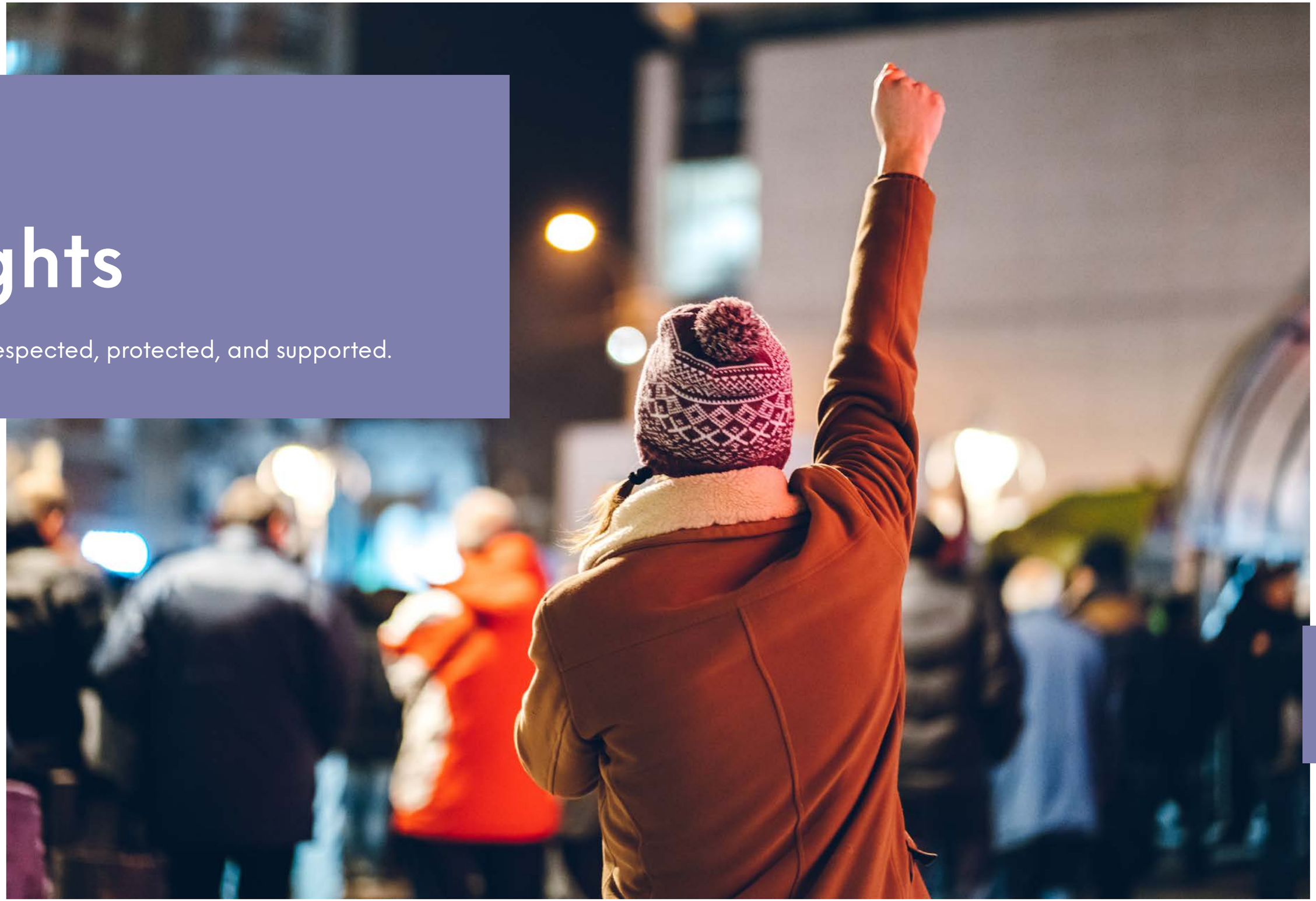
A brand new podcast from Mintel.

Find out more:
mintel.com/little-conversation

MINTEL

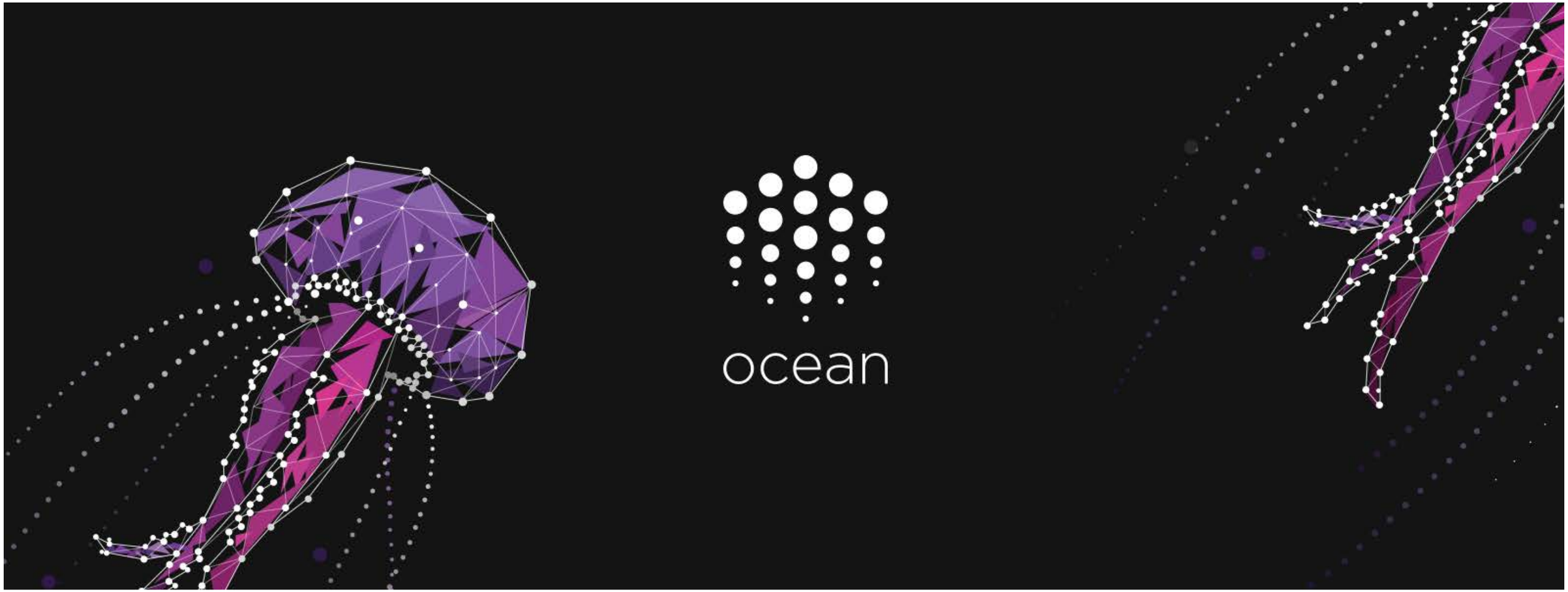
04 Rights

Feeling respected, protected, and supported.



'Cancel culture' or 'call out culture', is on the rise. Upset about the lack of data privacy and security, government accountability, and trust in brands, consumers are lashing out. No company, brand, or person is safe in today's social-media-driven world. However, consumers want companies and brands to stand for something. Expect to see a rise in consumer backlash over the next 10 years as consumers continue to find their voice in the digital era. We will also see pushback against the backlash emerge by 2030, as consumers tire of the seemingly endless cycle of reactive discourse.

Expect to see a rise in consumer backlash over the next 10 years as consumers continue to find their voice in the digital era.



Based in Singapore, Ocean Protocol is an ecosystem that connects data providers and consumers, allowing data owners to give value to and have control over their data.
Source: medium.com

Durex India launched a brand campaign aimed at creating awareness about orgasm inequality.
Source: newsroompost.com

These consumer voices aren't always negative—consumers want to support causes and brands they believe in, and activism is on the rise. People are finding that not only is activism deeply satisfying and empowering at an individual level, but it's fun to be a part of something bigger, joining together with others around a shared cause.

Lastly, as consumers begin to gain more control of their own voice, we'll begin to see the social power of the individual through technology. Consumers will move towards a more conscious approach to data sharing in 2030. People will begin to demand digital privacy and freedom of identity and start to ask for more in exchange for access to their digital identities.

SÜK is an Australian workwear brand that caters to women's bodies in a way that is both comfortable and practical.
Source: sukworkwear.com.au

What's happening now?

'Cancel culture' is growing as consumers feel increasingly empowered to call out companies, brands, and people they disagree with, greatly shifting influence into the hands of the collective consumer.

Activism as a whole is becoming more about having a shared experience that's Instagram-worthy, moving away from the traditional protest and the desire for transformative social change. A more human-centric approach to data is emerging that empowers people to control how their personal data is collected and shared. As consumers start to gain more access to their personal data and begin to realise it's true value, they are demanding more for it.

Founded by Sir Tim Berners-Lee, Solid gives data ownership back to the user, allowing them to choose where to store and manage date - like a secure USB stick for the web.
Source: solid.inrupt.com

IN 2020, EXPECT TO SEE:

Immigration and access to basic amenities (ie, water, housing, sanitation) highlight issues of inclusivity and diversity.

Fault lines appear in the ethical applications of technology.

Consumers demand the right to play, tell stories, and switch off.

'Cancel culture' create rifts between consumers and brands.

Activism centred around shared experiences and people speak about the 'joy' of joining a protest.

What's next?

Consumers will get tired of the never-ending race of 'cancel culture', making room for a change in narrative to emerge, with power in voice given back to companies and brands. Public demand for action will peak as more global social movements develop. Youth activism will take the lead in drawing public awareness of causes and will push legislative leaders to develop and enact ideas to make real change.

We will see a shift in the control of personal data from the platform to the person. The exchange of personal data will become more popular, given that total control related to the collection, storage, and selling of it will lie in the hands of consumers. Similarly, blockchain technology will change data ownership, empowering consumers to put the control back in their hands by determining who has access to their information online.

IN 2025, EXPECT TO SEE:

Corporate responsibility as the norm and key measure of performance.

Consumers demand stronger ethics and greater equality - from each other and brands.

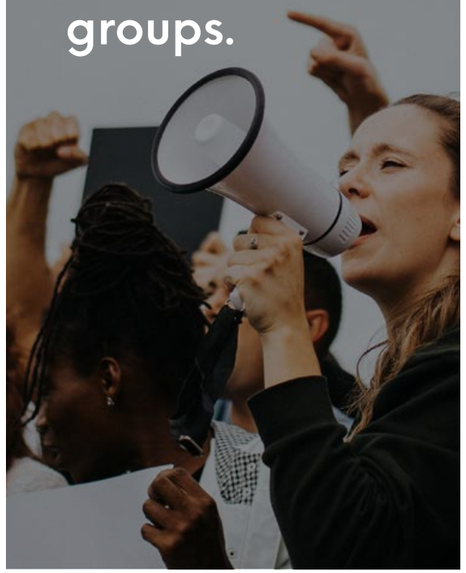
Movement away from the traditional protest model and movement toward a more personal commitment in activism efforts, empowering the individual beyond the collective.

IN 2030, EXPECT TO SEE:

Personal data exchanges widely used, putting control in the hands of consumers to collect, store, and sell their personal data.

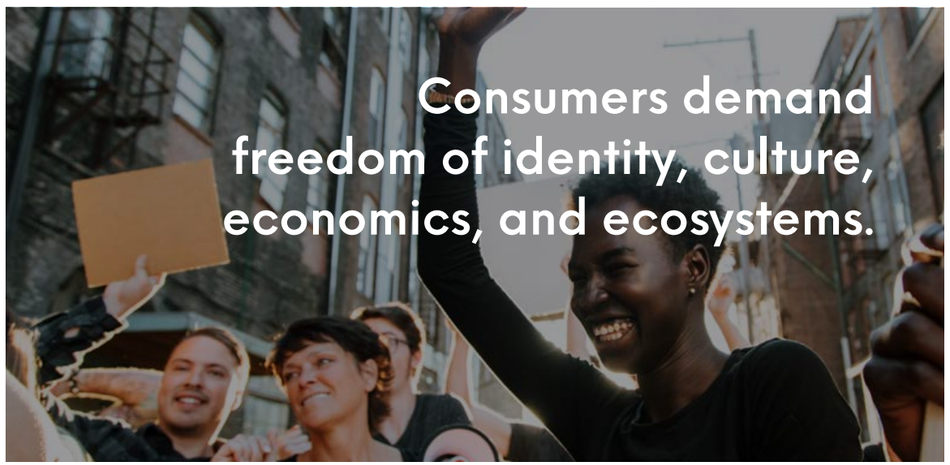
Technology further enhance the effectiveness and success in pushing for social change.

More targeted and defined objections in protest groups.



Corporations shape transnational politics.

Consumers demand freedom of identity, culture, economics, and ecosystems.



05 Identity

Understanding and expressing oneself and one's place in society.

Q is the first genderless voice, created to end gender bias in AI assistants.
Source: geek.com

Chicago-based Rebirth Garments offers gender non-conforming wearables and accessories for people on the full spectrum of gender, size, and ability.
Source: rebirthgarments.com

The Phluid Project is a gender-free brand that sells clothing, accessories, and beauty for the LGBTQIA+ community in New York City.
Source: thephluidproject.com

Identity is uniquely personal. Consumers are challenging the status quo, moving away from the rigid definitions of race, gender, and sexuality, and choosing a more self-defined, fluid approach to identity. Teens, in particular, are leading the charge in changing how they see themselves, their actions, and the world, creating new vocabularies and taxonomies along the way.

People are more connected today than ever before, but feelings of loneliness and isolation are on the rise and will reach epidemic proportions by 2030.

Gender is the most common category where this fluidity is taking shape, as more young teens identify themselves with nontraditional gender labels such as transgender or gender-fluid. Expect to see this fluidity evolve across all aspects of identity, and into new product categories, over the next 10 years.

As consumers seek to redefine their identities, rising fears of loneliness and isolation can make them feel like they are losing their sense of self, for which they have fought so hard. People are more connected today than ever before, but feelings of loneliness and isolation are on the rise and will reach epidemic proportions by 2030. Consumers are replacing emotional connections with digital ones, and losing the sensation of being present and feeling alive. As the push for more flexible and remote working situations continues, technology will remove the need for in-person interactions. Furthermore, loneliness among the elderly is among the most pressing issues in the next decade. Income inequalities among seniors and a lack of resources are only making the issue worse.

Expect to see companies, brands, social organisations, and governments create technology-based solutions to help combat loneliness.

ElliQ is a social companion robot and voice assistant aimed at combatting loneliness in older adults, from Israel-based Intuition Robotics.
Source: elliq.com

The BESPOKE refrigerator from Samsung South Korea offers customisable colours, sizes, and textures appealing to diverse consumer needs and tastes.
Source: samsung.com

What's happening now?

Consumers are moving away from the rigid definitions of gender, race, and ethnicity. In its place, a movement is emerging toward more fluid, self-selected identities. As the movement grows, rising feelings of loneliness and isolation are making people feel like they are, in fact, losing their identity. Loneliness is increasingly viewed as a threat to public health.

IN 2020, EXPECT TO SEE:

Gender and sexual identity fluctuate as teens challenge the meanings and traditional constraints of these concepts.

Continued backlash against Photoshopping, retouching filters, and AI apps in favour of a more authentic self.

The rise of 'anti-tech tech' that rewards users for not going on their phones.

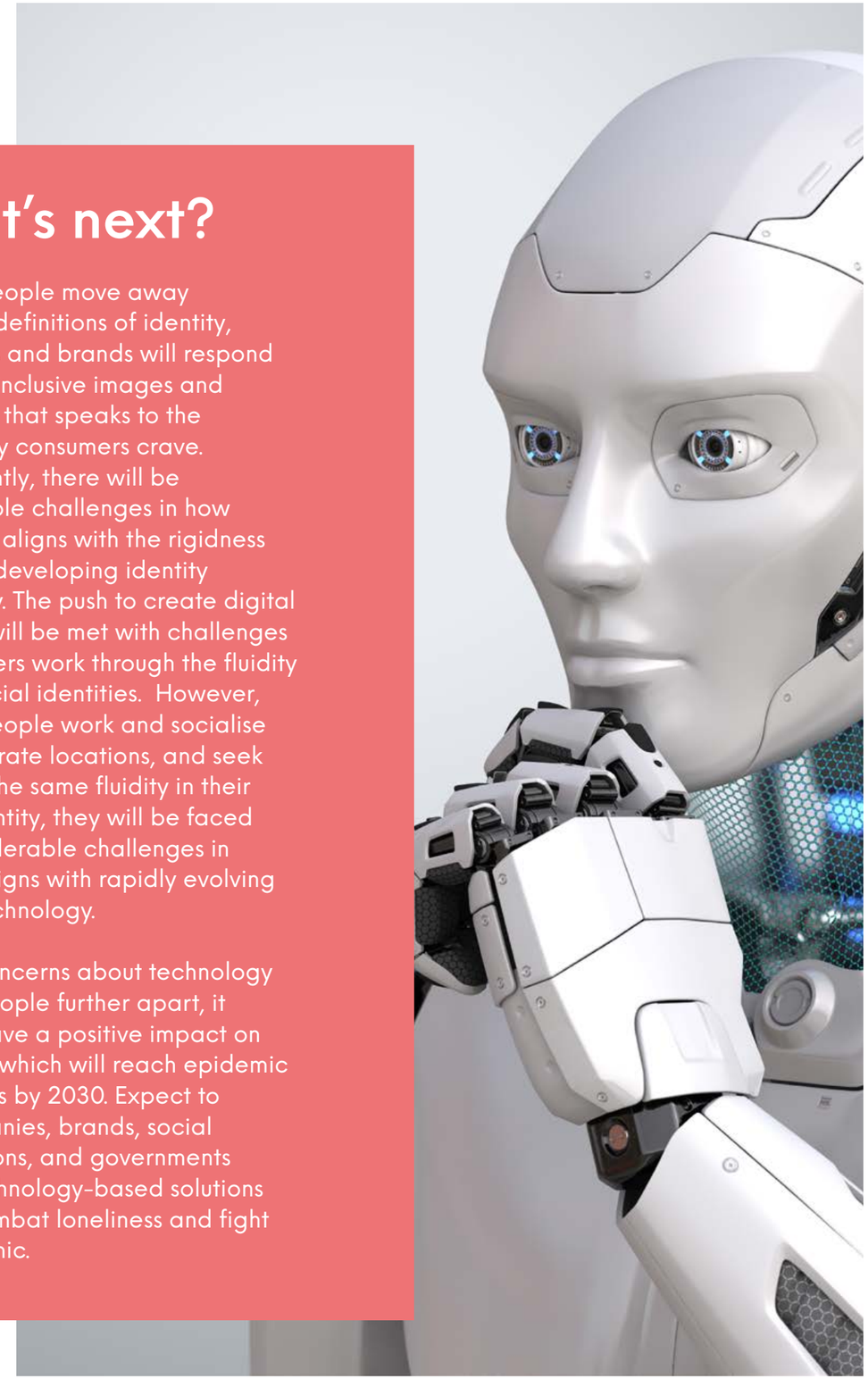
People find ways to disconnect from social media, encouraged by tech companies offering solutions that allow for more mindful usage.

Loneliness combatted through alternative therapies, including cry therapy, cuddle therapy, and happiness classes.

What's next?

As more people move away from rigid definitions of identity, companies and brands will respond with more inclusive images and messaging that speaks to the authenticity consumers crave. Consequently, there will be considerable challenges in how this fluidity aligns with the rigidness of rapidly developing identity technology. The push to create digital identities will be met with challenges as consumers work through the fluidity of their social identities. However, as more people work and socialise from disparate locations, and seek to create the same fluidity in their digital identity, they will be faced with considerable challenges in how this aligns with rapidly evolving identity technology.

Despite concerns about technology pushing people further apart, it will also have a positive impact on loneliness, which will reach epidemic proportions by 2030. Expect to see companies, brands, social organisations, and governments create technology-based solutions to help combat loneliness and fight the epidemic.



IN 2025, EXPECT TO SEE:

Workplaces enact 'tech-free' times during the workday to encourage workers to reconnect in person.

People identify by their experiences, not their material possessions.

A push towards communal living in an effort to combat feelings of loneliness and isolation.

Gender-fluid fashion continue to evolve.

Broad usage of gender-inclusive voice assistants.

Alternative therapies integrate with advanced technology to create solutions for loneliness, anxiety, and depression, including VR therapy incorporating voice analysis via smartphones and machine learning to study vocal patterns to identify triggers.

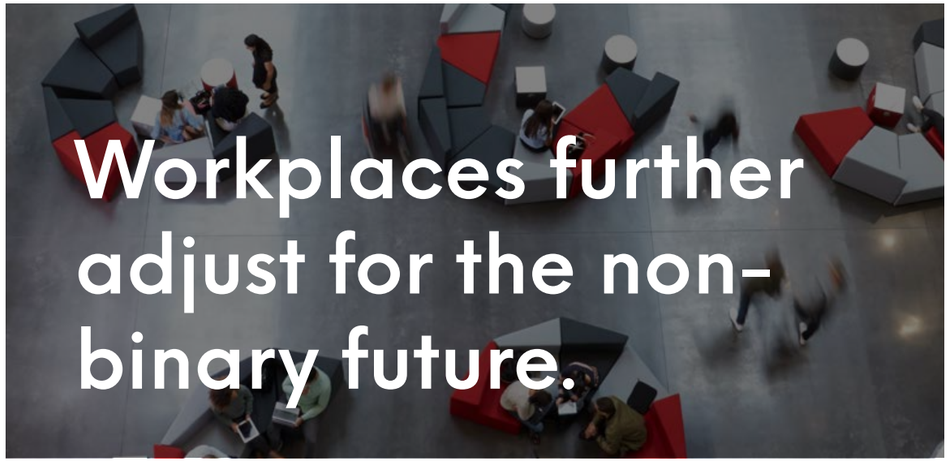
Ecotherapy, a series of nature-based exercises intended to address both mental and physical health, gain widespread appeal.

IN 2030, EXPECT TO SEE:

Identity fluidity persist beyond social identity to online identity.

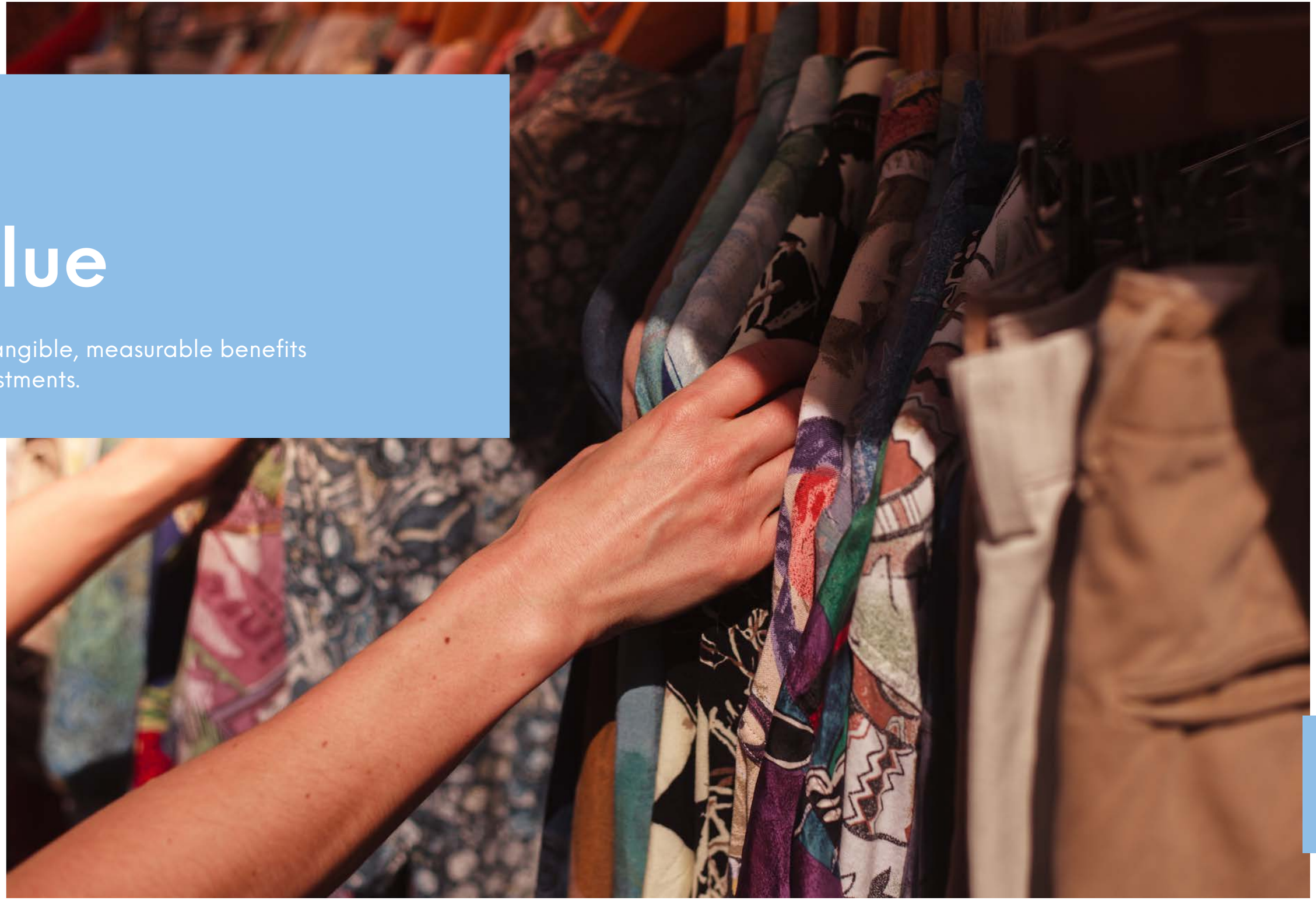
More subtle gender labels emerge.

People living together according to their 'tribe' – dictated by their mindsets and hobbies – rather than their family.



Workplaces further adjust for the non-binary future.

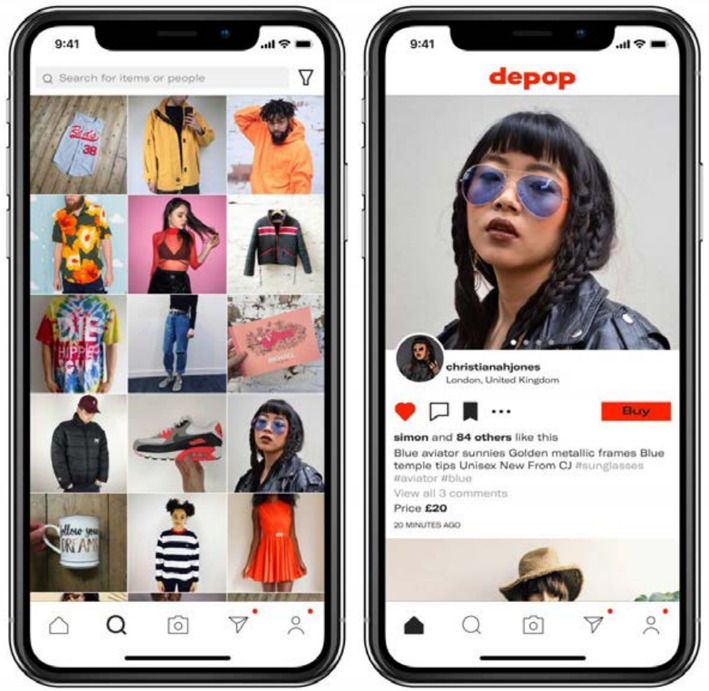
Widespread use of robots to reduce anxiety and encourage social interaction.



06 Value

Finding tangible, measurable benefits from investments.

The current era is one of excessive and unsustainable consumption. Social media's 'swipe up' culture has perpetuated the chase for buying more and buying better. With climate change as one of the defining issues of modern society, consumers are taking a closer look at their own consumption habits, and looking to make changes today that lead to a better future.



Depop is a peer-to-peer shopping app, headquartered in London, that allows users to buy and sell clothing, and follow sellers of influence.
Source: tempocap.com

Taking a closer look at consumption habits will change consumer opinion about the value of goods and services.

Paired with rapid urbanisation, with 68% of the world's population projected to live in urban areas by 2050 (United Nations Population Fund), consumer preferences will dramatically shift.

Many countries will be challenged to meet the needs of their rapidly growing urban populations, so consumers will be at the forefront of redefining value through tomorrow's sustainability needs.

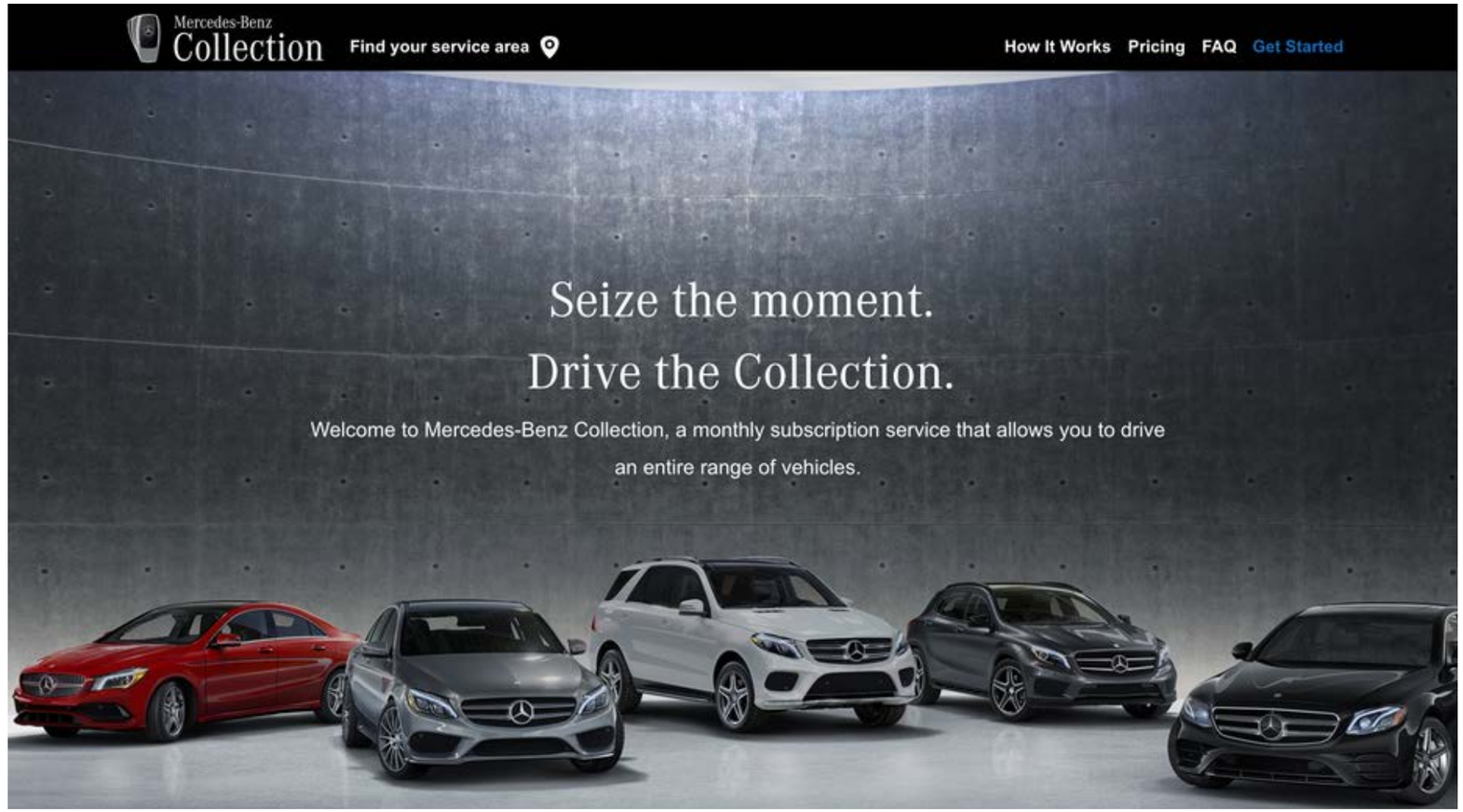
Driven by a desire for more environmentally-conscious purchases, consumers are in search of more affordable used items, leading to growth in the second-hand economy.

Sharing Cities Sweden seeks notoriety as a country that actively and critically works with the sharing economy.
Source: @sharing_sweden via Twitter

The sharing economy is well positioned to help consumers navigate their desire for convenience and more sustainable consumption.

This closer look at consumption habits is changing consumer opinion about the value of goods and services. While consumers are in search of a more mindful approach to their spending, they also desire something that is authentic and unique to them, that fits within their ever-evolving identity and desire for non-conformity.

While consumers are in search of a more mindful approach to their spending, they also desire something that is authentic and unique to them.

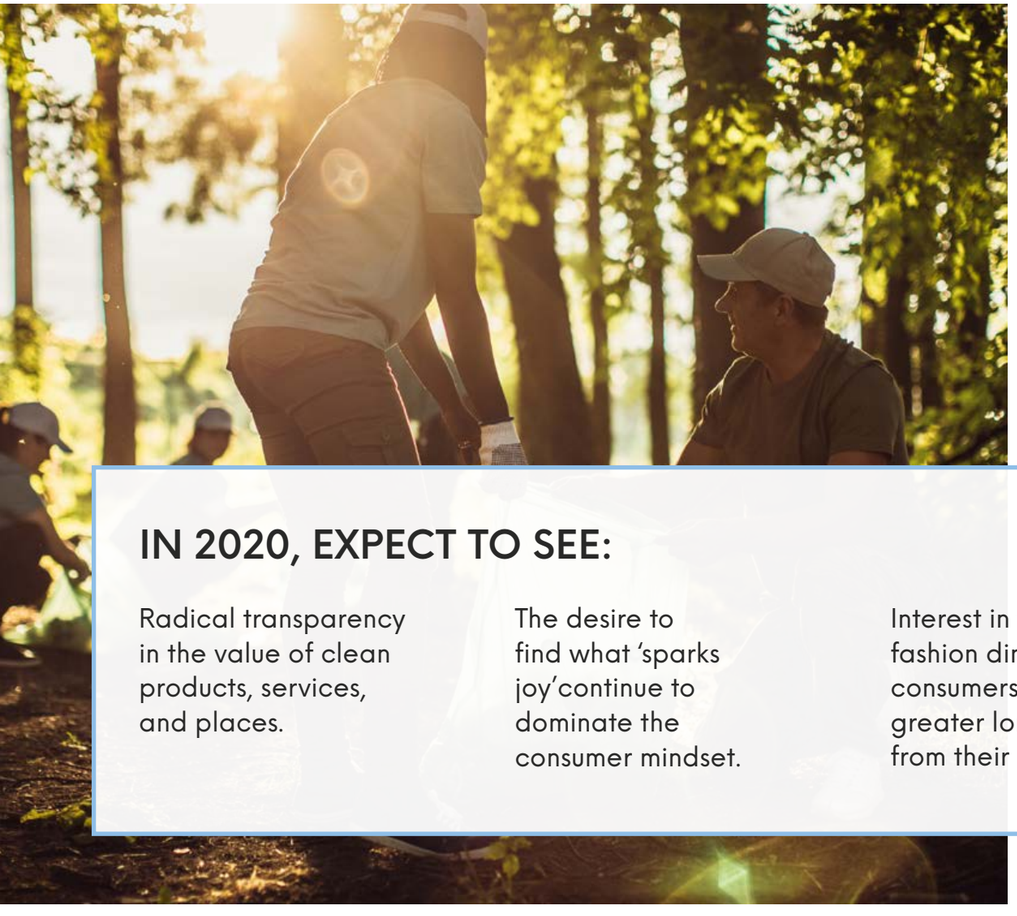


Mercedes-Benz offers a subscription service in a handful of cities worldwide that enables drivers to change car models without any additional costs.
Source: Mercedes-Benz

Source: @muglifecafe via Instagram
Sydney-based Mug Life, a hip-hop café, partners with Sneaker Laundry, a Melbourne-based sneaker cleaning company, to offer customers a thorough sneaker cleaning with their coffee.

What's happening now?

Consumers are redefining value through the lens of the impact their purchases have on the world. Driven by a desire for more environmentally-conscious purchases, consumers are in search of more affordable used items, leading to growth in the second-hand economy. Companies are moving beyond the functional benefits to the emotional benefits of a purchase.



IN 2020, EXPECT TO SEE:

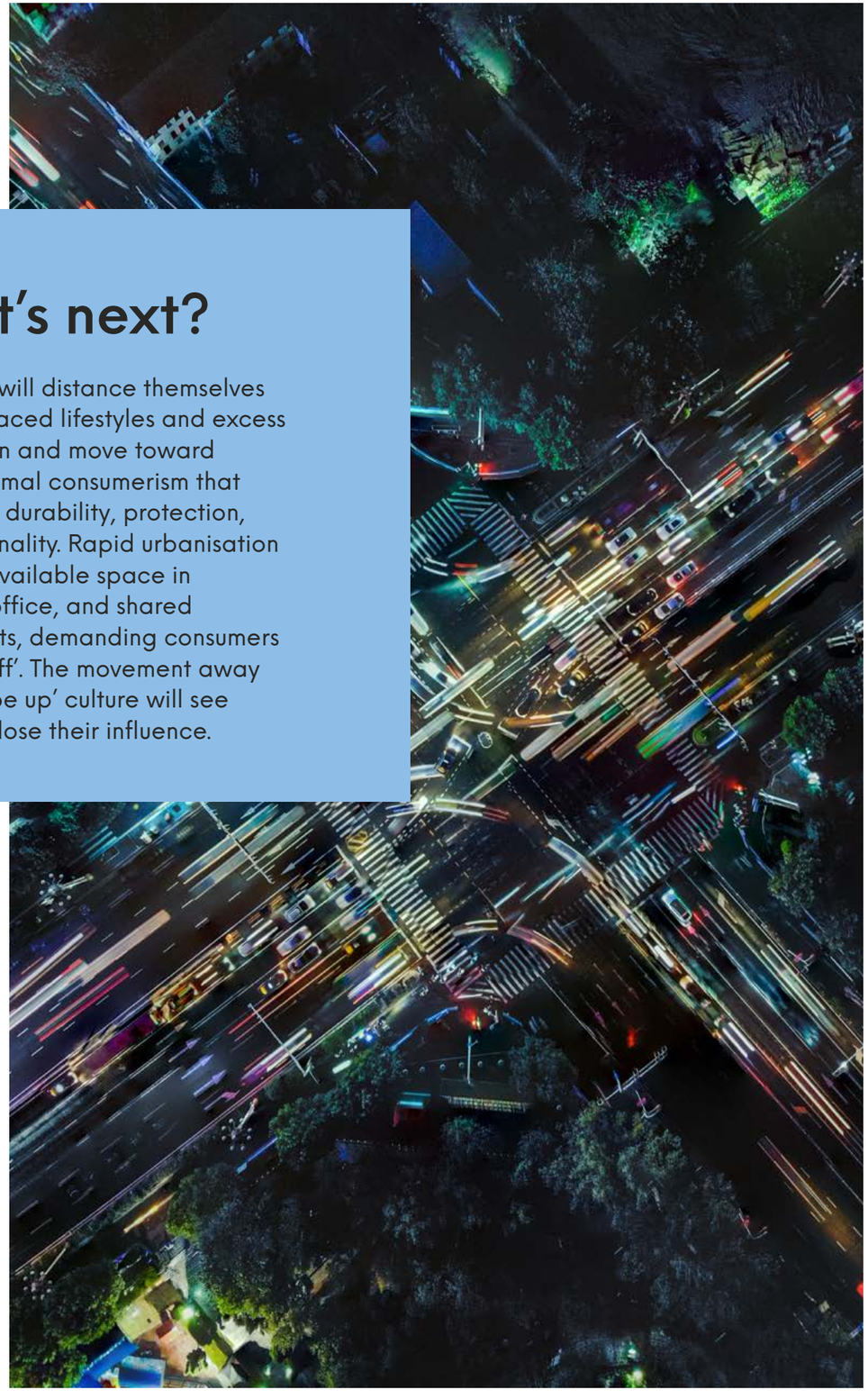
Radical transparency in the value of clean products, services, and places.

The desire to find what 'sparks joy' continue to dominate the consumer mindset.

Interest in fast-fashion diminish as consumers demand greater longevity from their purchases.

What's next?

Consumers will distance themselves from fast-paced lifestyles and excess consumption and move toward slower, minimal consumerism that emphasises durability, protection, and functionality. Rapid urbanisation will shrink available space in the home, office, and shared environments, demanding consumers buy less 'stuff'. The movement away from a 'swipe up' culture will see influencers lose their influence.



IN 2025, EXPECT TO SEE:

Purposefulness and ethical business philosophy rise to the top.

Rapid, mainstream growth in the second-hand economy.

Brands prioritise people and the planet over profitability.

Greater value placed on inner journeys rather than outer appearances.

The luxury goods market grow as more consumers opt for longer-lasting, sustainable goods.

Sharing economy services continue to evolve, moving beyond economic benefits to the environmental and social benefits.

IN 2030, EXPECT TO SEE:

Consumers embrace creative, artisan values and genuine, quality, and durability products.

The sharing economy force urban planners to focus on efficient use of resources within the concept of 'sharing' cities.

Consumer spending focused on public utility rather than private exclusivity.

'Slowness' become an ideal state, with consumers completely turning away from any desire for speed.

07

Experiences

Seeking and discovering stimulation.

While the demand for stimulation is not new, the role it plays in consumer decision-making is evolving. No longer should 'the experiential' be diminished as a mere marketing tool or a fad; instead, consumers are experiencing powerful emotional connections to brands that are creating a point of differentiation. Technology has made experiences available to the masses, while simultaneously creating a counter demand for offline interaction with brands.

Technology has made experiences available to the masses, while simultaneously creating a counter demand for offline interaction with brands.

KFC Australia offers a fried chicken-themed wedding service, complete with a KFC-themed celebrant, food truck, photo booth, music, and customised chicken buckets for guests.
Source: kfc.com.au

SK Telecom launched South Korea's first AR zoo accessible by smartphone.
Source: sktelecom.com

e-ZONe Denno Kukan is Japan's first esports-dedicated hotel.
Source: kotaku.com

Both act as a means for consumers to feel like they are stepping out of their comfort zones.

The tenets that make up experiences enable consumers to feel like they are in control of their lives and enriching their lives in the ways that matter to them. People are challenging themselves in more demanding ways than ever before; meanwhile others seek thrills in the 'nothing experience' and the importance of shutting down, switching off, or simply not doing anything at all.

Traditional boundaries like age and gender that dictate who should experience what, when, and how are falling by the wayside.

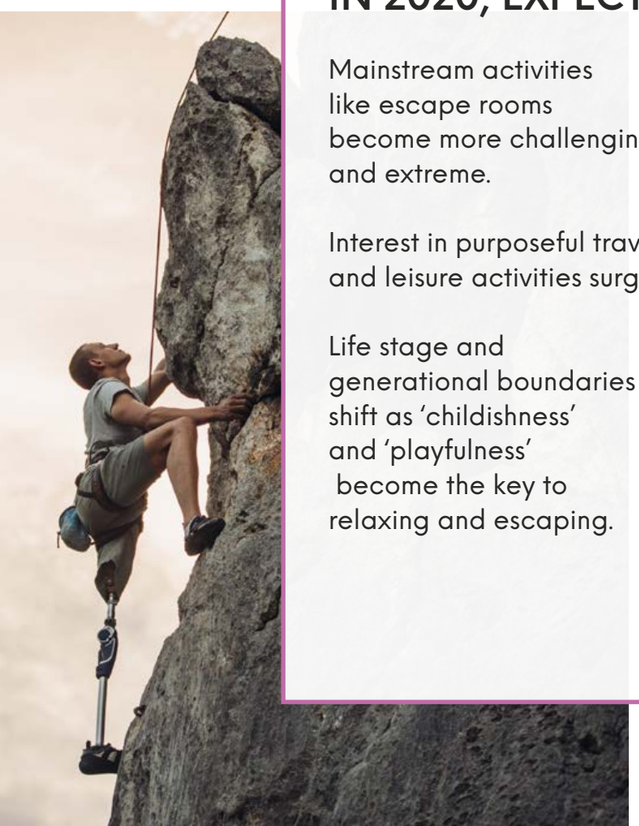
What's happening now?

Technology is driving experiences, from leisure to retail, and has become the norm both in the home and at work. But the constant connectivity is also causing demand for offline interactions to become more extreme and boundary-pushing.

Traditional boundaries like age and gender that dictate who should experience what, when, and how are falling by the wayside. Meanwhile, nostalgia is playing an essential role as consumers increasingly seek comfort and security.

The mission of The Sweet Art Museum in São Paulo is to 'spark the imagination, cultivate happiness, and promote the sharing of good memories'.
Source: @thesweetartmuseum via Facebook

Chinese bubble tea chain HEYTEA offers a series of snacks and accessories, including stinky tofu and smelly socks.
Source: internationalsupermarketnews.com



IN 2020, EXPECT TO SEE:

Mainstream activities like escape rooms become more challenging and extreme.

Interest in purposeful travel and leisure activities surge.

Life stage and generational boundaries shift as 'childishness' and 'playfulness' become the key to relaxing and escaping.

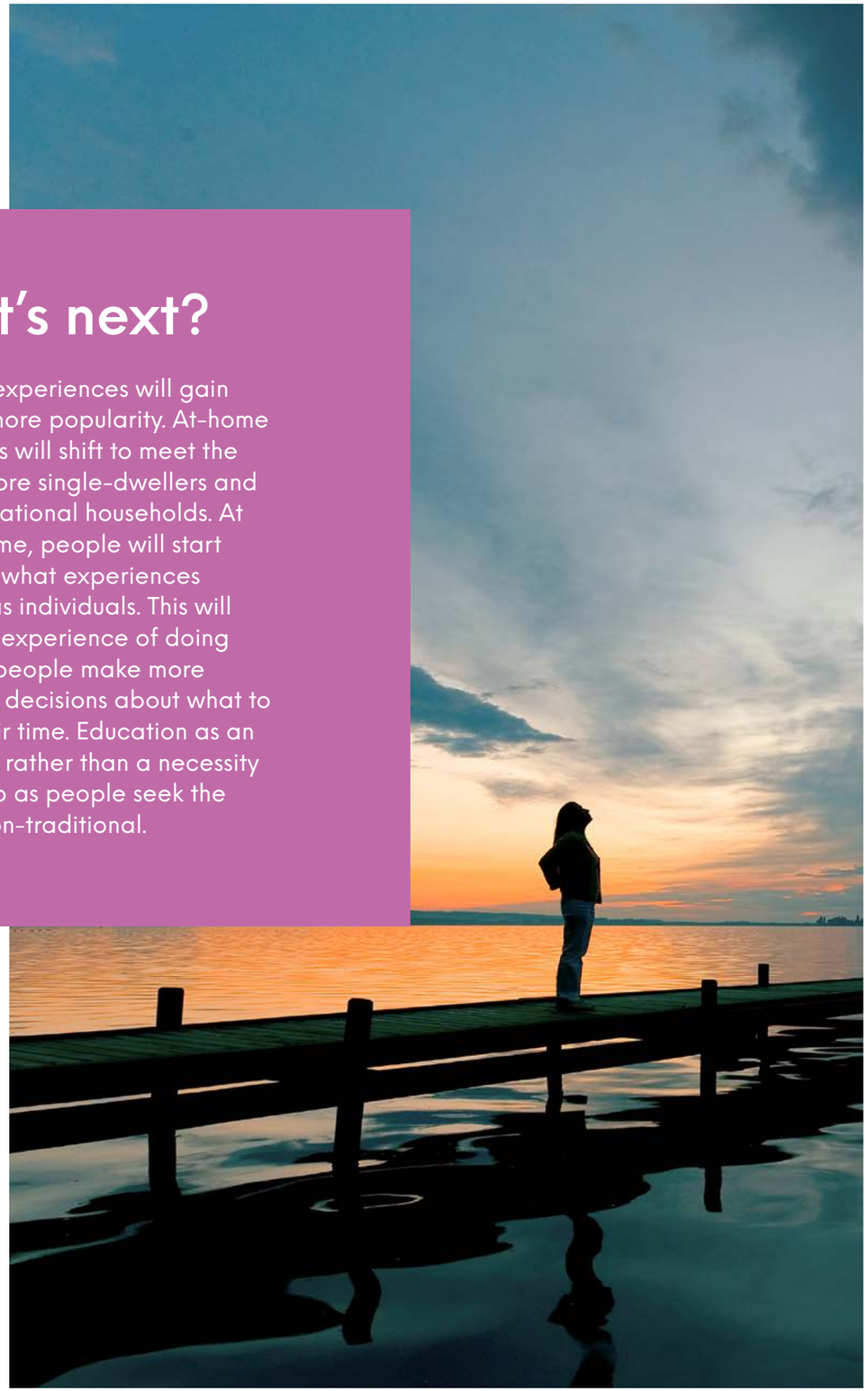
A more holistic approach to experiences where being in the moment of a mindfulness activity is as important as the end benefit.

A renewed focus on older traditions and celebrations that are centred around heritage and nostalgia, as they bring communities together.

The cycle of nostalgia become shorter as consumers yearn for the not-so-distant past.

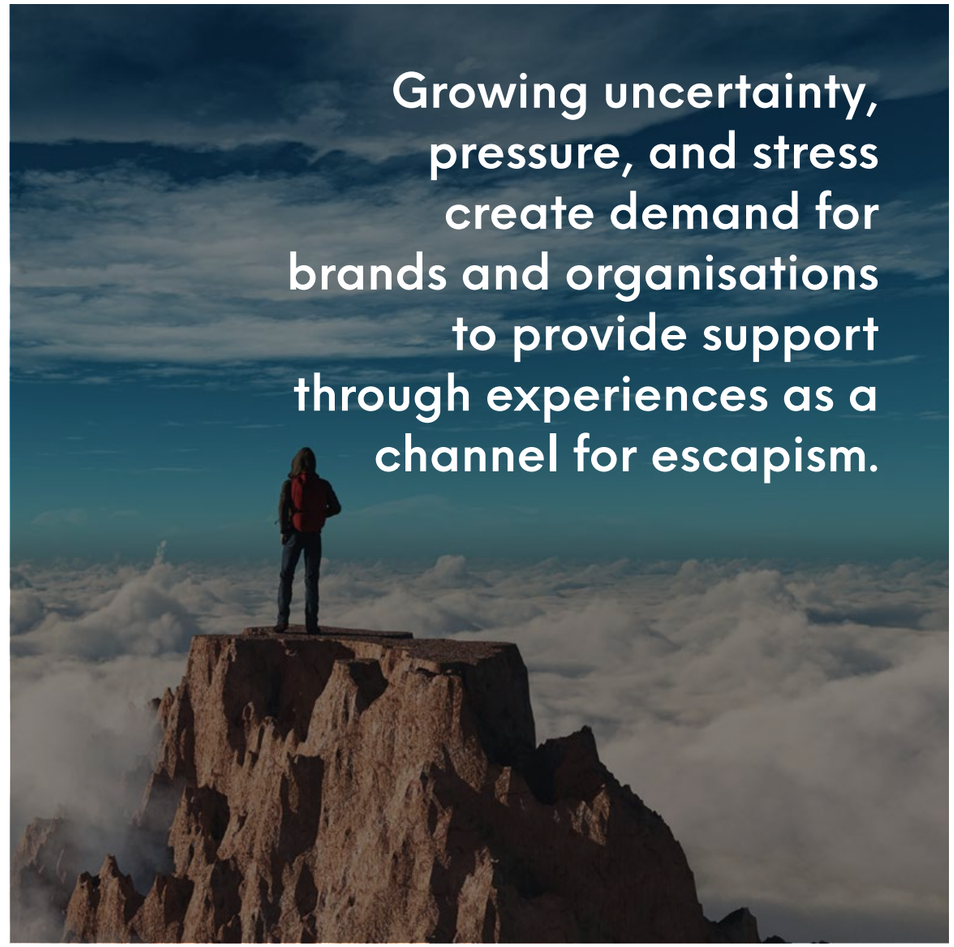
What's next?

Collective experiences will gain more and more popularity. At-home experiences will shift to meet the needs of more single-dwellers and multi-generational households. At the same time, people will start to redefine what experiences they want as individuals. This will include the experience of doing nothing as people make more mindfulness decisions about what to do with their time. Education as an experience rather than a necessity will develop as people seek the new and non-traditional.

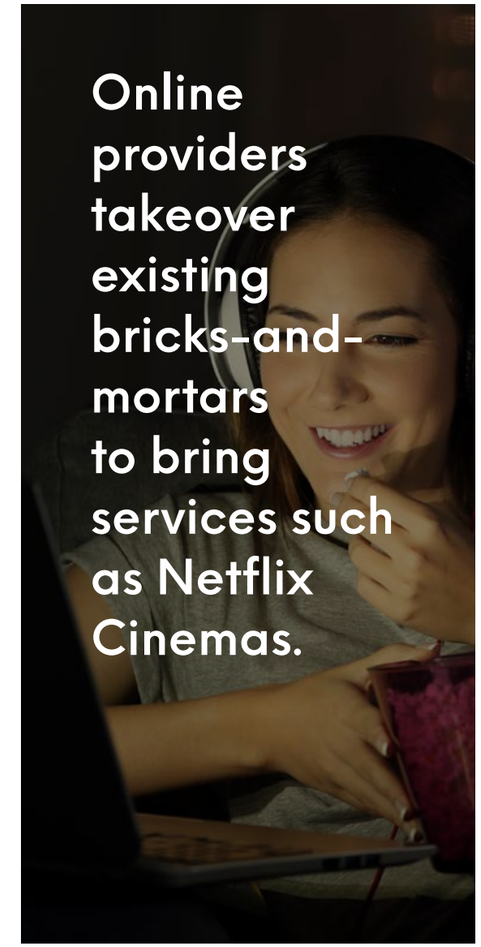


IN 2025, EXPECT TO SEE:

Esports rise to the top as one of the most lucrative entertainment markets, with competitiveness being the core driver.



Growing uncertainty, pressure, and stress create demand for brands and organisations to provide support through experiences as a channel for escapism.



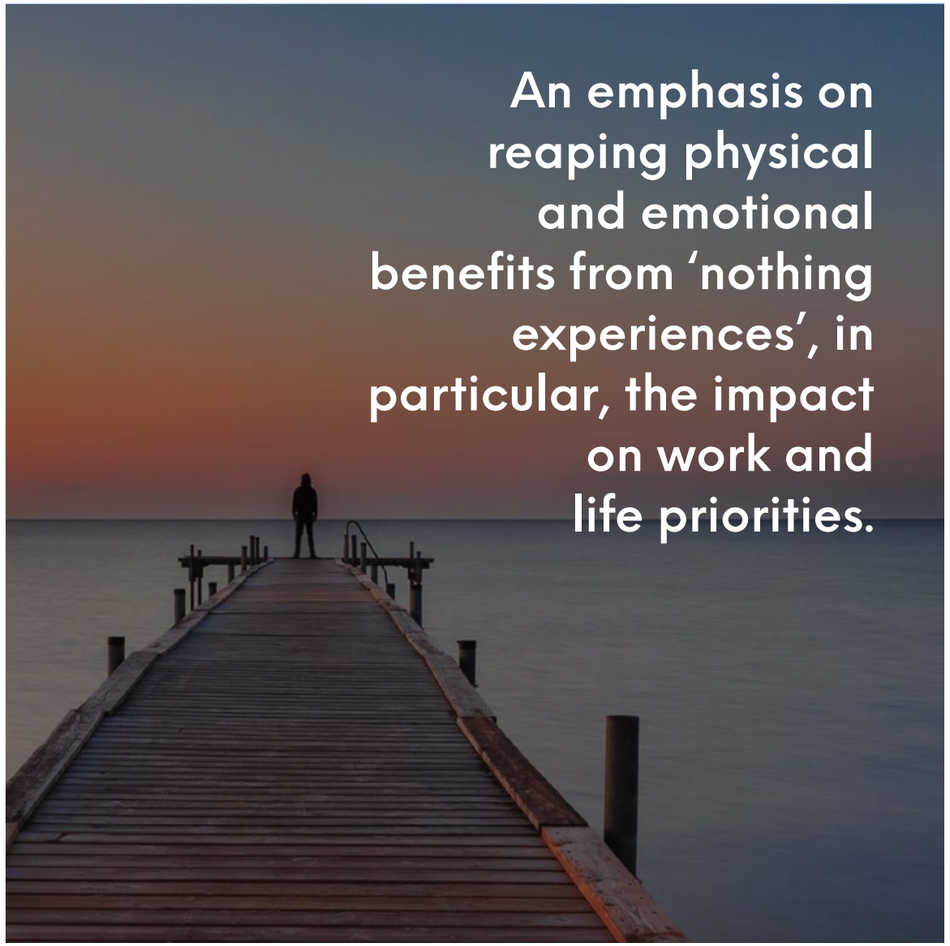
Online providers takeover existing bricks-and-mortars to bring services such as Netflix Cinemas.

The growth in single households drive further demand for pets and the smart technology to help care for them.

IN 2030, EXPECT TO SEE:

Greater importance placed on 'shutting down' for pleasure.

Traditional education routes become immaterial as consumers prioritise their own happiness and explore new pathways to education and career.



An emphasis on reaping physical and emotional benefits from 'nothing experiences', in particular, the impact on work and life priorities.

Mintel has been at the forefront of predicting the consumer trends that matter most, calling them early and accurately, for over 15 years.
You know your market. We know where it's heading next.
MINTEL
YOU HEARD IT HERE FIRST.

About Mintel

Mintel is the **expert in what consumers want and why.** As the world's leading market intelligence agency, our analysis of consumers, markets, new products and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster. Our purpose is to help businesses and people grow. To find out how we do that, visit **mintel.com**.

© 2019 Mintel Group Ltd. All rights reserved.