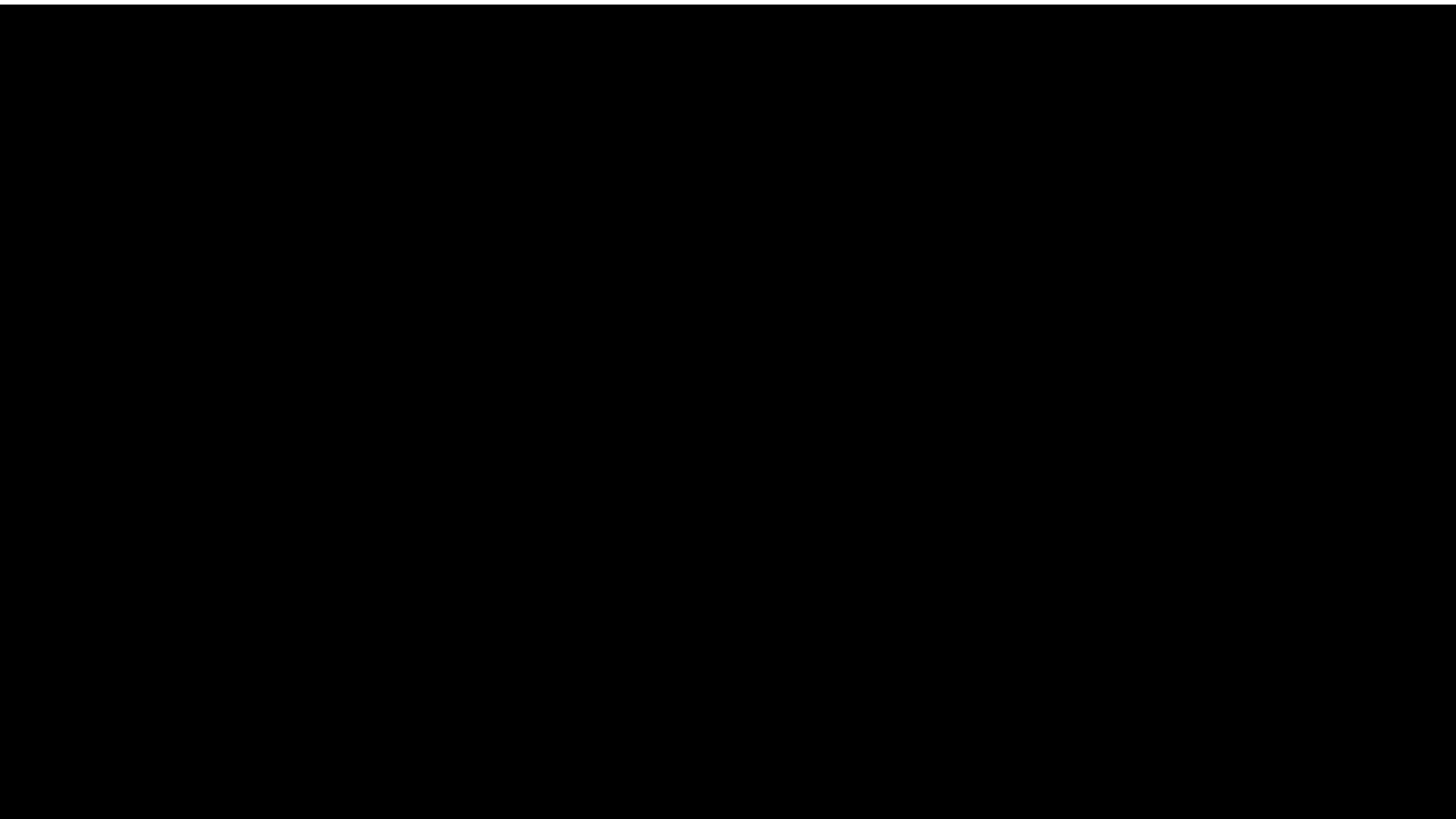


A vibrant crowd at a festival, likely Holi, with colorful powder (red, yellow, green, pink) being thrown in the air. Many people have their hands raised, and some are holding cameras to capture the moment. The scene is filled with energy and celebration.

Expectation Overdrive

Key consumer trends in 2017
and beyond

Henry Mason, Managing Director, TrendWatching
24 May 2017, UKI, London



**BUSINESS
TODAY...?!**



“What will your customers want next?”



**TREND
WATCHING**





Beat accelerating customer expectations with

TREND DRIVEN INNOVATION

Henry Mason, David Mattin, Maxwell Luthy, Delia Dumitrescu

Foreword by Alexander Osterwalder, lead author of the
international bestseller *Business Model Generation*

WILEY

FREE NEWSLETTER

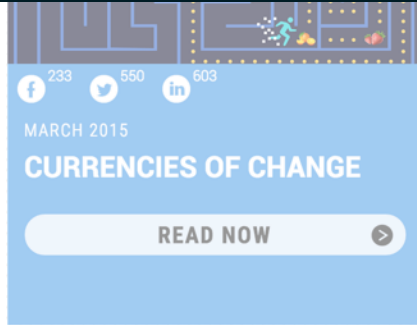


914 2155 1384

NOVEMBER 2014

POST-DEMOGRAPHIC CONSUMERISM

[READ NOW](#)



233 550 603

MARCH 2015

CURRENCIES OF CHANGE

[READ NOW](#)

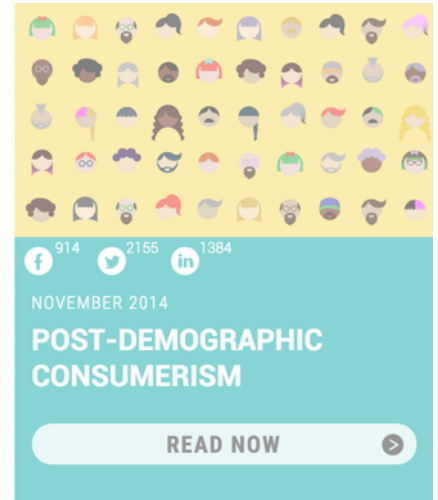


887 1712 1818

SEPTEMBER 2014

FUTURE OF CUSTOMER SERVICE

[READ NOW](#)



914 2155 1384

NOVEMBER 2014

POST-DEMOGRAPHIC CONSUMERISM

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428 800 996

MAY 2015

NO INTERFACE

[READ NOW](#)

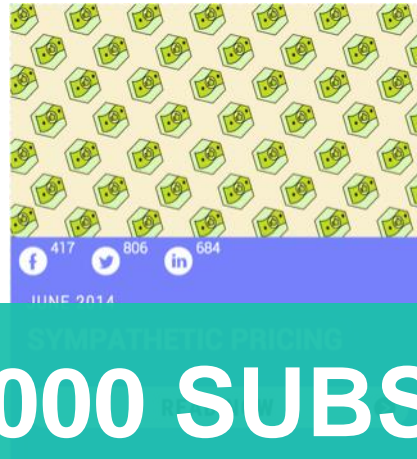


2648 5358 2781

DECEMBER 2014

10 TRENDS FOR 2015

[READ NOW](#)



417 806 684

JUNE 2014

SYMPATHETIC PRICING

[READ NOW](#)



233 550 603

MARCH 2015

CURRENCIES OF CHANGE

[READ NOW](#)

250,000 SUBSCRIBERS

PREMIUM SERVICE

accenture



CARAT

Deloitte.

DDB°



GREY

HAVAS

JWT

johnst

KARMARAMA
Good Works

Le Burnett

McCANN

mcgarrybowen

MEDIACOM

MINDSHARE



Opily

publicis

SAATCHI & SAATCHI

TBWA

WUNDERMAN

WPP

Y&R

BOEING

Coca-Cola

Disney

ebay

FUJITSU

Google

GREENPEACE

HSBC

Johnson & Johnson



PHILIPS



Red Bull

Reebok



SAMSUNG

skype

Spotify



Telefonica

Unilever



1,200 CLIENTS



*Trends emerge as innovators
address people's basic human
needs and wants in novel ways.*

CHANGE



BASIC NEEDS



INNOVATIONS

Jet



THE IMPOSSIBLE CHEESEBURGER

You love meat. You love cheese. For thousands of years we've relied on animals to make them, Impossible Foods has found a better way. We use plants to make the best meats and cheeses you'll ever eat.



MODSY

The modern & easy way to design your home.



M

Your audience awaits. Tell a story on Medium today.

Start writing



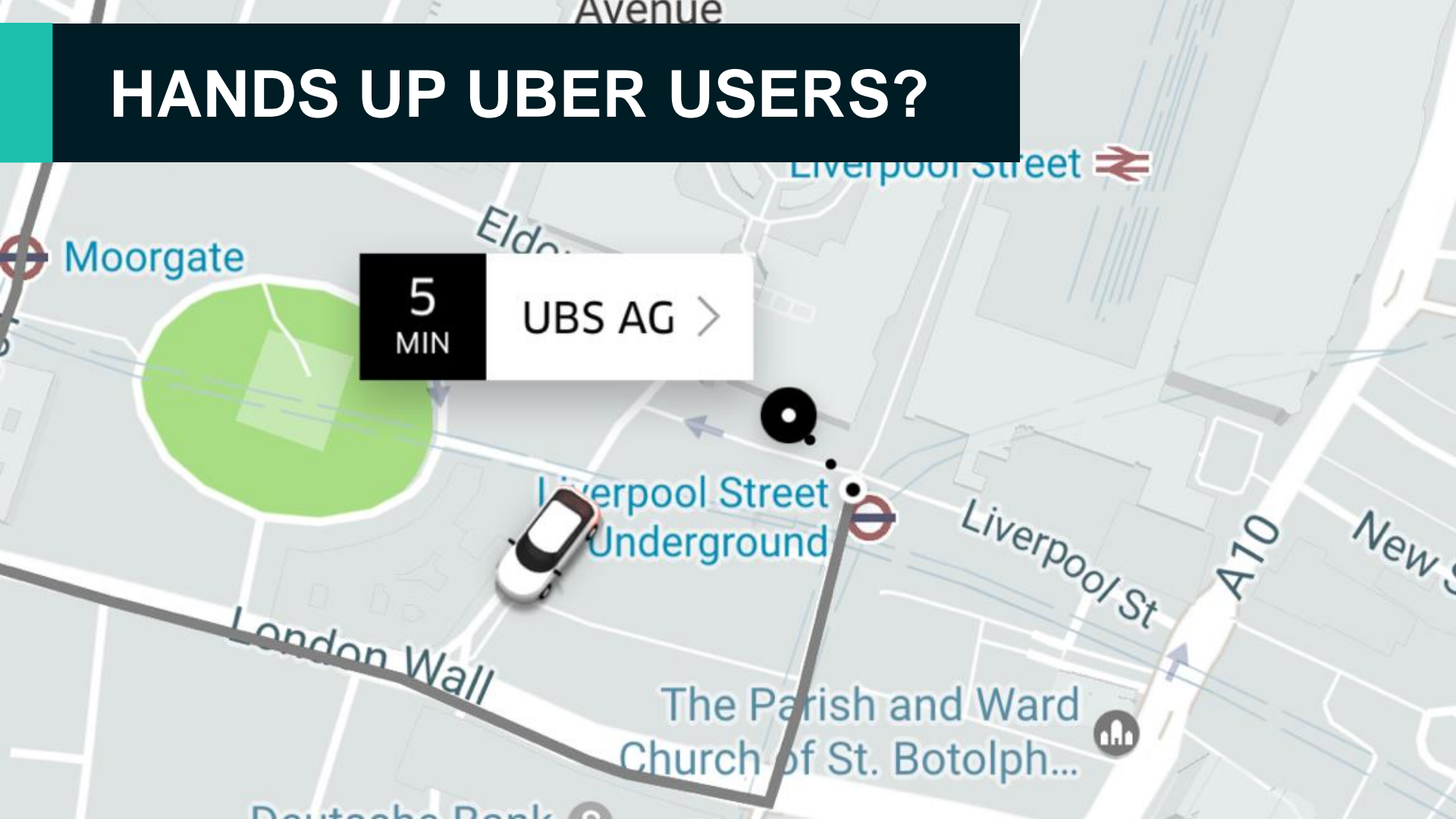
CREATE VIDEOS TOGETHER



EMERGING EXPECTATION S



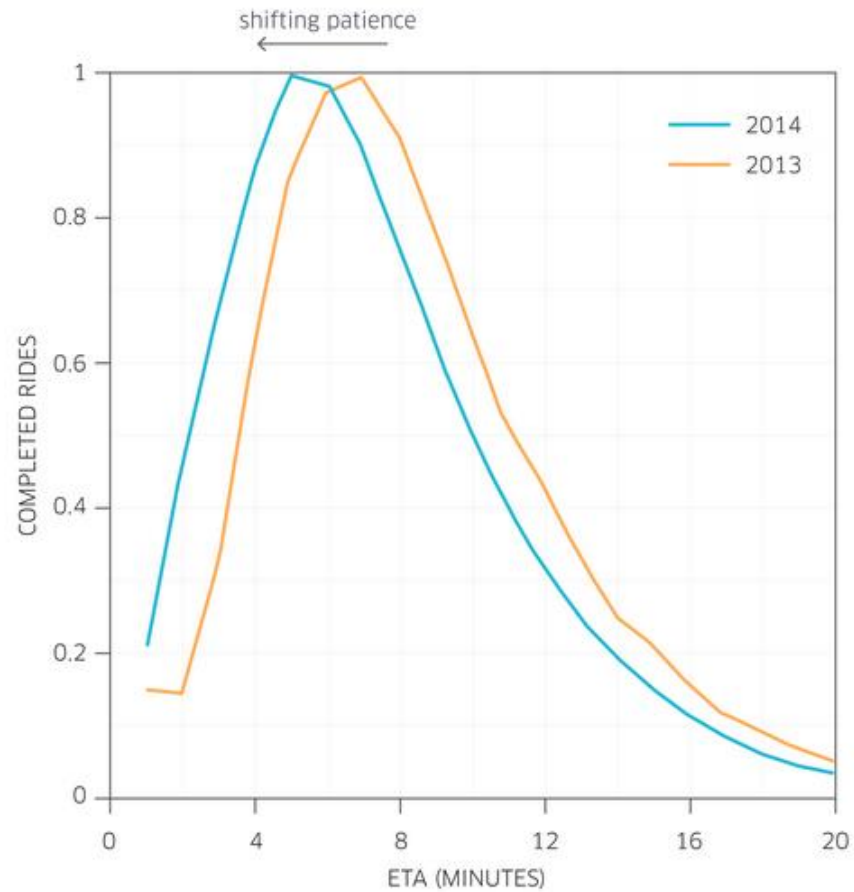
HANDS UP UBER USERS?



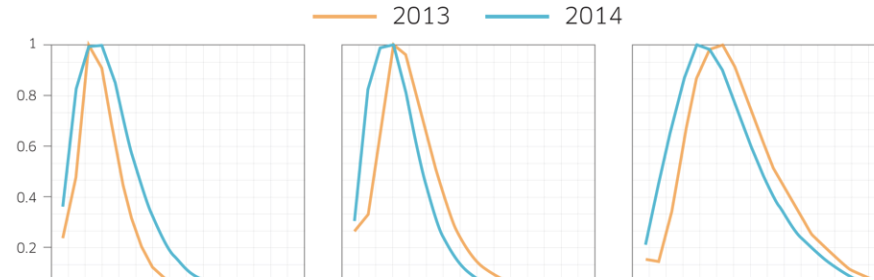
5
MIN

UBS AG >

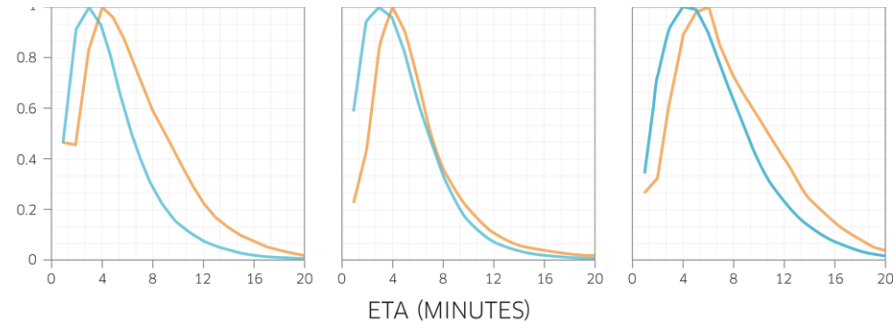
Willingness to Wait in a City, 2013 vs. 2014



Willingness to Wait in 9 Other Example Cities



The longer Uber has been in a city, the less willing to wait for a car everyone becomes.



EXPECTATIO N ECONOMY



THE RITZ-CARLTON®



TOMS





LIGHTBULB MOMENTS!



**STATUS:
SHIFTED**

**EXPECTATIONS:
DIGITIZED**

**BUSINESS
MODELS:
DISRUPTED**



**STATUS:
SHIFTED**

**EXPECTATIONS:
DIGITIZED**

**BUSINESS
MODELS:
DISRUPTED**



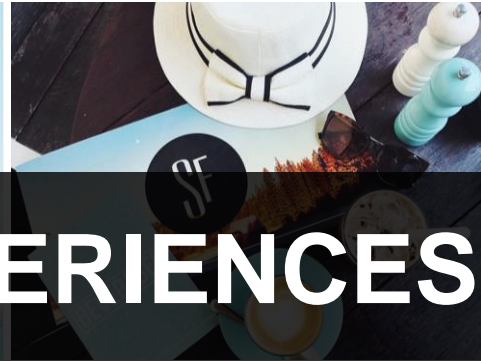
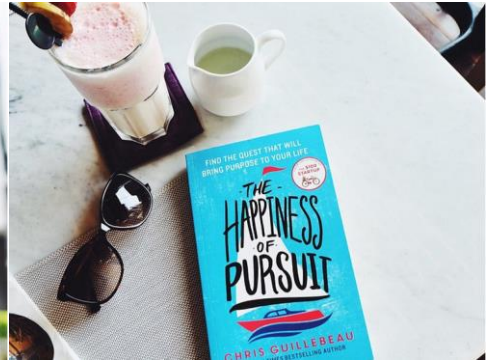
**ABUNDANT CHOICE
CONSUMPTION = IDENTITY**



**STATUS SYMBOLS:
NOT WHAT THEY USED TO BE!**

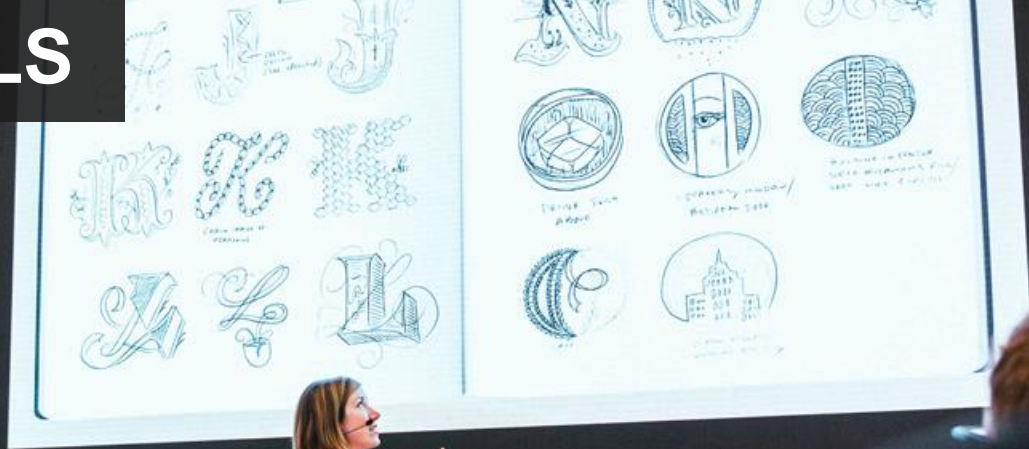


**EXPERIENCES:
OUR STATUS SALVATION!**



EXPERIENCES & DIGITAL STATUS

STATUS & SKILLS



APPLE

Apple offers free educational sessions at all stores

STATUS & SKILLS



TOPSHOP

*In-store classes focused on
'happy, healthy & successful
2017'*

STATUS AS HEALTH



**WESTIN
HOTELS**

Hotel rooms offer live-streamed spinning classes

HOLISTIC 'HEALTH'



BAR À MÉDITATION
PARIS - OPÉRA



BAR À
MÉDITATION

Meditation bar opens in Paris

HOLISTIC 'HEALTH'



**MARKS &
SPENCER**

*Retailer opens stress-relief
cafes for customers*



Eevee / CP 44



STATUS & 'VIRTUAL' EXPERIENCES



POWER RANGERS

*AR experience pops up in
shopping malls*

STATUS AS BEING IN-THE-KNOW



SNAPCHAT

Spectacles available via special vending machines only



What social currencies are your customers dealing in? Are you dealing in the same ones?



**STATUS:
SHIFTED**

**EXPECTATIONS:
DIGITIZED**

**BUSINESS
MODELS:
DISRUPTED**



STOP seeing the world through the lens of technology...



*...and start seeing technology through a lens of
basic human needs & wants!*

*Think about how to use technology to
give people **DIGITAL SUPERPOWERS!***



ONE-TOUCH CONVENIENCE



AMAZON

Dash buttons enable one-touch ordering

INSTANT PERSONALIZATION



CHOWBOTICS

*Robot prepares proportioned
salads in one minute*

Sally can dispense 20 different ingredients, and make hundreds of salad recipes.



INSTANT PERSONALIZATION



ADIDAS

Pop-up store creates custom-made sweaters in four hours

EVERYTHING SEARCHABLE

fresh

food

berries

grow strawberries

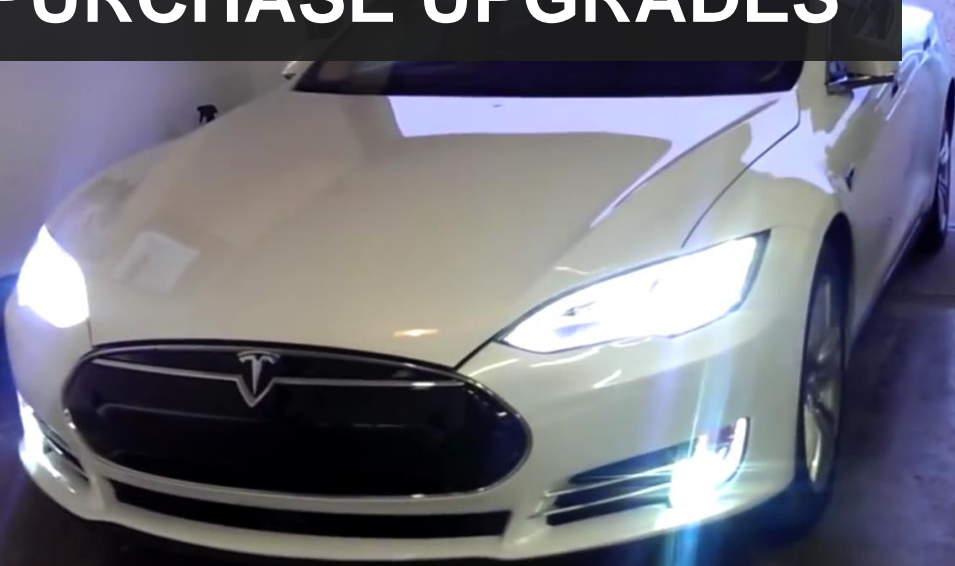


Chocolate Strawberry 124

PINTEREST

Pinterest's mobile app features visual search tool

POST-PURCHASE UPGRADES



TESLA

*Cars park themselves
independently with no driver
present*

EXTREME CONTROL



MOODO

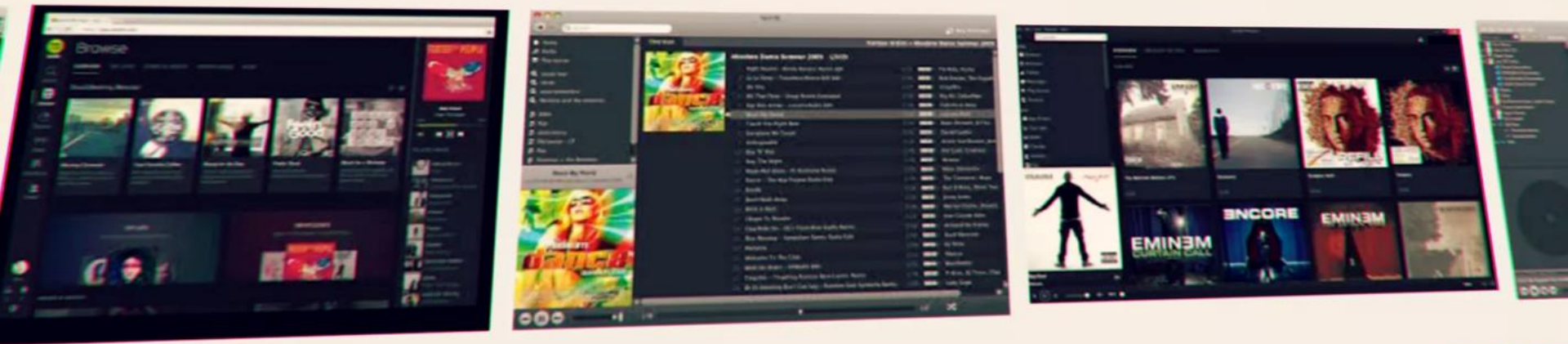
*Smart device allows people
to customize their home's scent*

EXTREME PERSONALIZATION

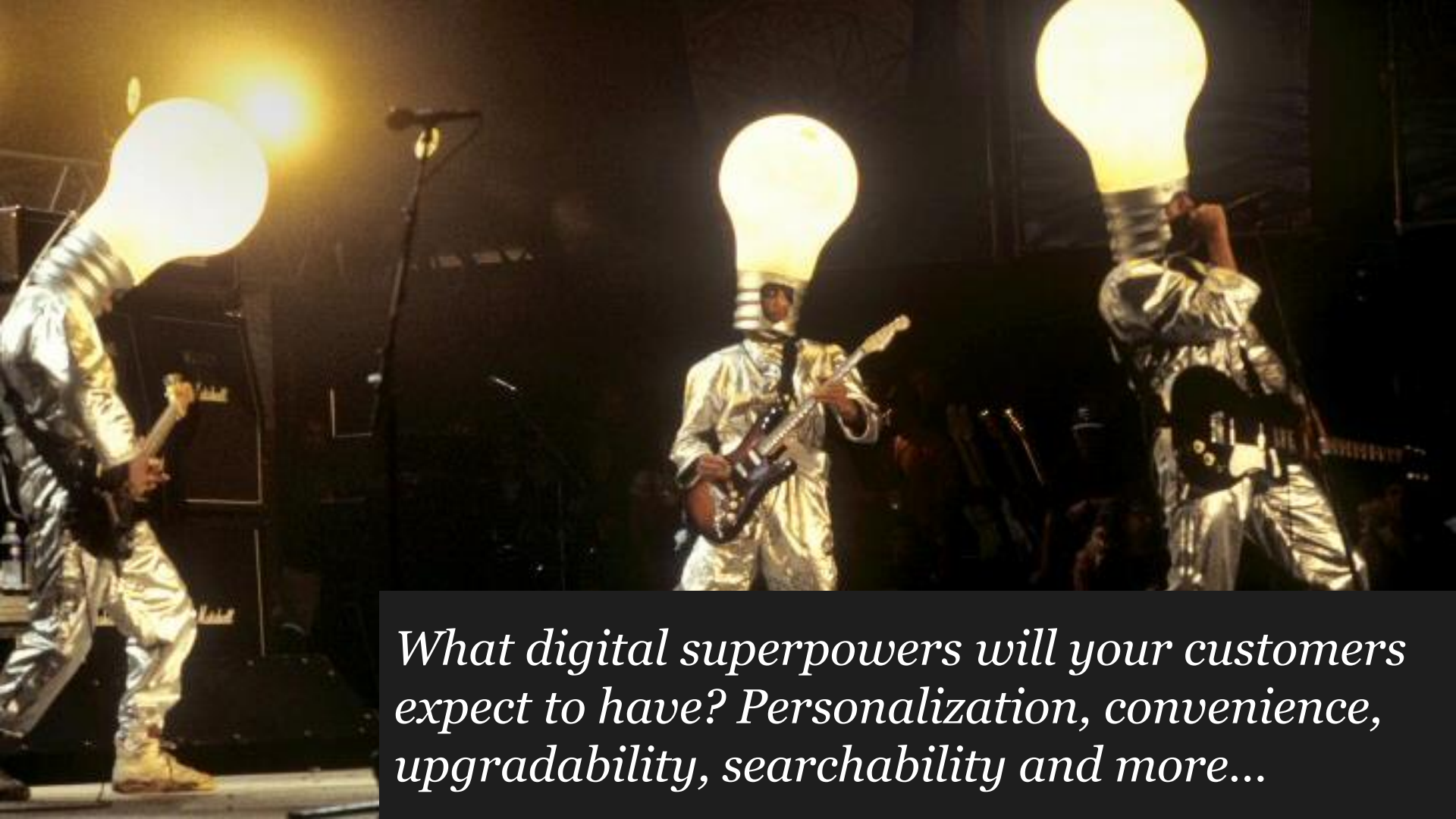


MEANTIME

*Craft brewery uses DNA to
create bespoke beer*



DON'T DISMISS THE 'RIDICULOUS'



What digital superpowers will your customers expect to have? Personalization, convenience, upgradability, searchability and more...

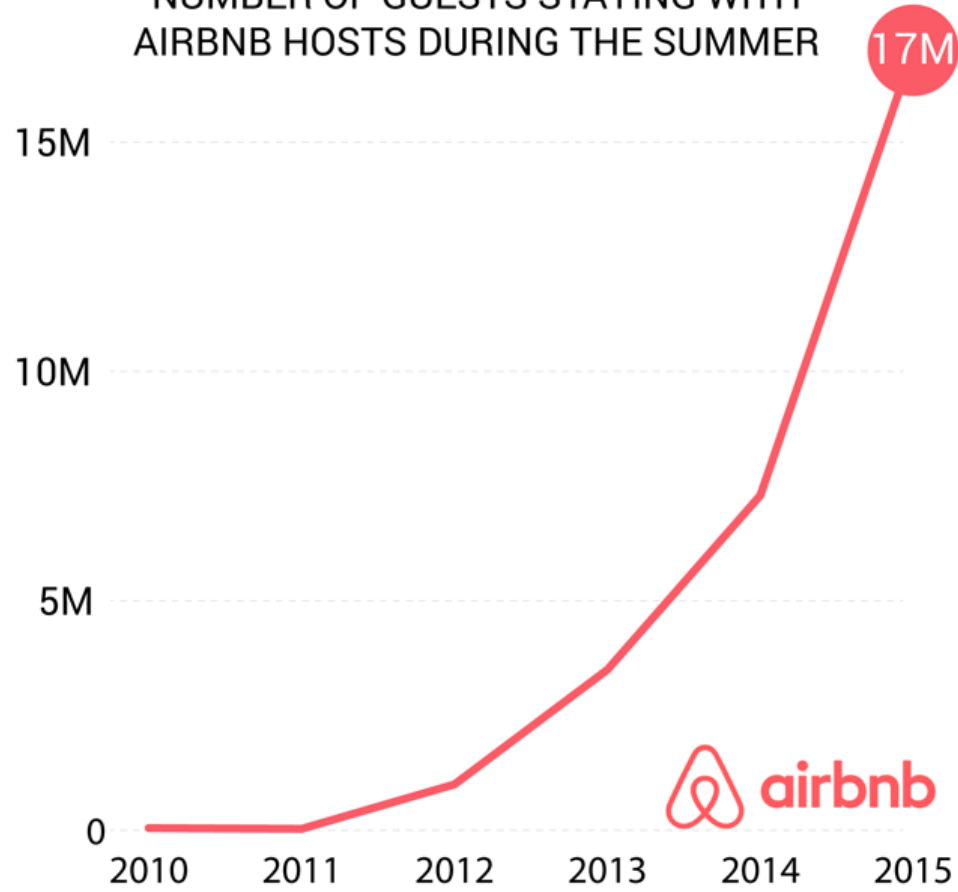


**STATUS:
SHIFTED**

**EXPECTATIONS:
DIGITIZED**

**BUSINESS
MODELS:
DISRUPTED**

NUMBER OF GUESTS STAYING WITH AIRBNB HOSTS DURING THE SUMMER



UNLOCKING VALUE



SPACIOUS

*Out-of-hours restaurants used
for co-working spaces*

NEW VALUES



ROAM CO-LIVING

*Global co-living provider
offers short term leases in cities
around the world*

MAXIMISED VALUE



STYLETHEORY

*Subscription service offers
designer apparel for a fixed
monthly fee*

BESPOKE SERVICES



CITYMAPPER

Transport app unveils smart popup bus service

NEW DISTRIBUTION CHANNELS



DIDI KUAIDI

*Taxi service offers its users a
test-drive and car sales service*

NEW PRODUCTION CHANNELS

A large array of solar panels is installed on a rooftop in Brooklyn. The panels are arranged in neat rows and are supported by a metal structure. In the background, a body of water is visible, along with a city skyline featuring several tall buildings. The sky is clear and blue.

BROOKLYN MICROGRID

*Energy-trading blockchain
network links solar power
users*

NEW PRODUCTION CHANNELS



IKEA

*Free vegetable growing
designs for city living*



*What services – and value – are you providing?
Who else might provide or distribute them?*



**STATUS:
SHIFTED**

**EXPECTATIONS:
DIGITIZED**

**BUSINESS
MODELS:
DISRUPTED**



**JUST THE
TIP OF THE ICEBERG**



**A NEW WAY
TO SEE THE WORLD**

BASIC NEEDS



INNOVATIONS

Jet



THE IMPOSSIBLE CHEESEBURGER

You love meat. You love cheese. For thousands of years we've relied on animals to make them, Impossible Foods has found a better way. We use plants to make the best meats and cheeses you'll ever eat.



MODSY

The modern & easy way to design your home.



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Your audience awaits. Tell a story on Medium today.

Start writing



CREATE VIDEOS TOGETHER



EMERGING EXPECTATION S



HOW TO APPLY TO YOUR BUSINESS



A vibrant crowd of people at a festival, likely a Holi celebration, with colorful powder (red, yellow, green, blue) being thrown in the air. The scene is filled with energy and joy. A dark semi-transparent banner is overlaid in the center, containing the text "THANK YOU!" and "henry@trendwatching.com".

THANK YOU!
henry@trendwatching.com