



GLOBAL CONSUMER MEGATRENDS ARE KEY TO DECODING YOUR FRESH FOOD CONSUMER

NOT BUSINESS AS USUAL: FRESHFEL EUROPE &
EUROPATAT BRUSSELS, JUNE 2 2016

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CONSUMER TRENDS CONSULTANT

In 2016

- Buying time
- Greener food
- Changemakers
- Mental wellbeing



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

Why Are Global Consumer Megatrends Key To Understanding Your Fresh Produce Consumer?

- Decode your consumer
- Buying, aspirations
- Digital disruption of shopper-brand dialogue
- Sharpen product
- Consumer at the heart



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

AGNOSTIC SHOPPERS



Agnostic Shoppers

- Post-recession
- Contradictory
- Innovation around value
- Geolocation discovery



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

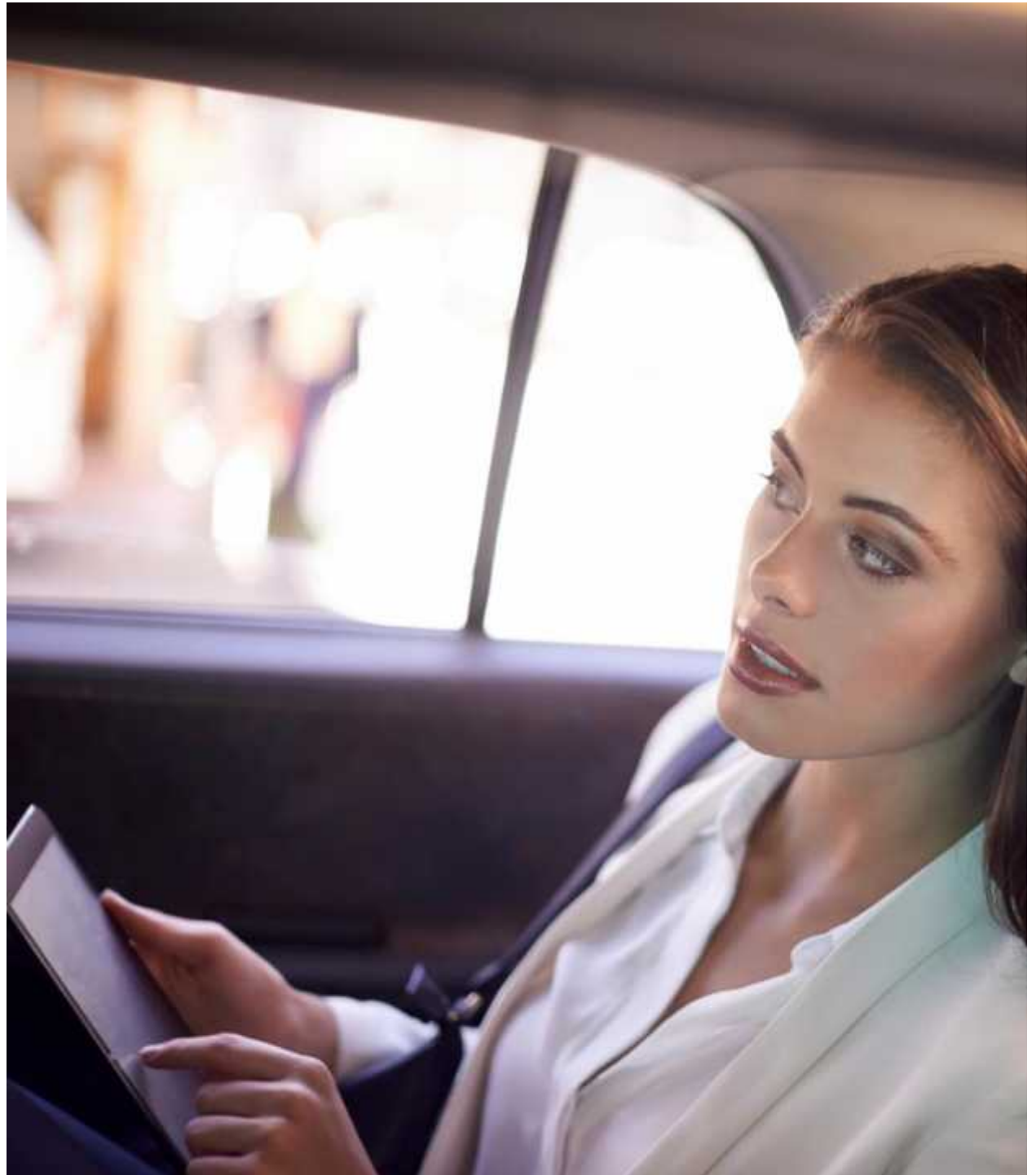
Agnostic Shoppers

- Discount love not total
- Choice, premium
- Shopping fatigue
- Downturns: savvy buying



Source: Euromonitor Report:
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BUYING TIME



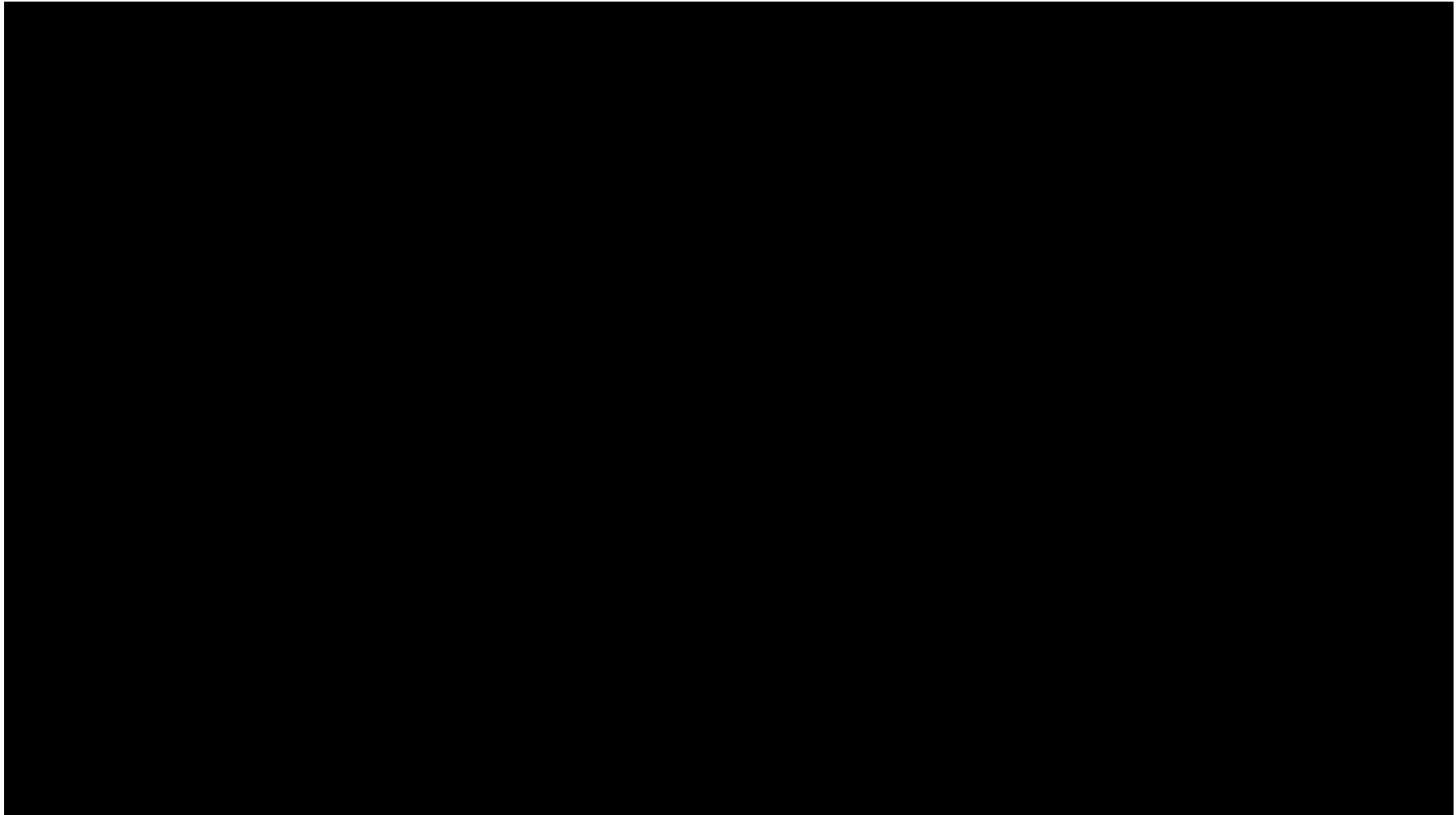
Buying Time

- Outsourcing our lives
- ‘Daycations’
- Digital timesaving devices
- Bimby ‘robot chef’
- Juicero



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Buying Time



Buying Time

- Real-time customer service
- Before “*go home and start stewing about it*” Jetblue
- Selling sleep
- Health, weight loss
- ‘Night milk’



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

CHALLENGING AGEING



Challenging Ageing

- 626 million 65+;
7.3 billion
- Varied segment
- Mature lifestyle
- Like discounts:
tourism,
supermarkets
- Image v function
- Raku 'clumsy'



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

Challenging Ageing

- Mature models
- Style; achievements
- Luxury shoppers in ads for them
- Tech: in touch; monitor health
- Push Doctor: social networks for offers



CHANGEMAKERS



Changemakers

- A better world
- Facebook CEO
- Social entrepreneurs

Change.org: *“A spectacular demonstration of the way ordinary folks can now mobilize extraordinary support for their causes”*

TIME Magazine

Changemakers

- Activism in fashion
- *“Our customers expect social commentary”* Paula Schneider, American Apparel
- Sharing economy
- Acquiring less
- Brands selling experience, lifestyle
- Green credentials



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

GENDER BLURRING



Gender Blurring

- Challenging stereotypes
- Consumption shaping them
- Ambassadors: Gucci
- Pirelli, Playboy
- Active heroines, gaming
- Androgynous style



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

Gender Blurring

- Goods, shop layouts
- Amazon, Target
- Kids' products
- Tech, fragrance
- New ads
- Parents
- Adele



© MillerCoors

“Beer Ads That Portray Women as Empowered Consumers Not Eye Candy”

New York Times

GREENER FOOD



Greener Food

- 'Eating greener'
- Healthier, natural, local
- No food waste!
- 'Ugly' food: Nicholas Chabanne
- Farmers' markets; hotels, airports
- Food vloggers
- Policy



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Greener Food

- Local food wheel
- Feelgood buying
- Familiar brands rethink ingredients
- Safer food
- Fast food upgrade
- No antibiotics, fresh



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MENTAL WELLBEING



Mental Wellbeing

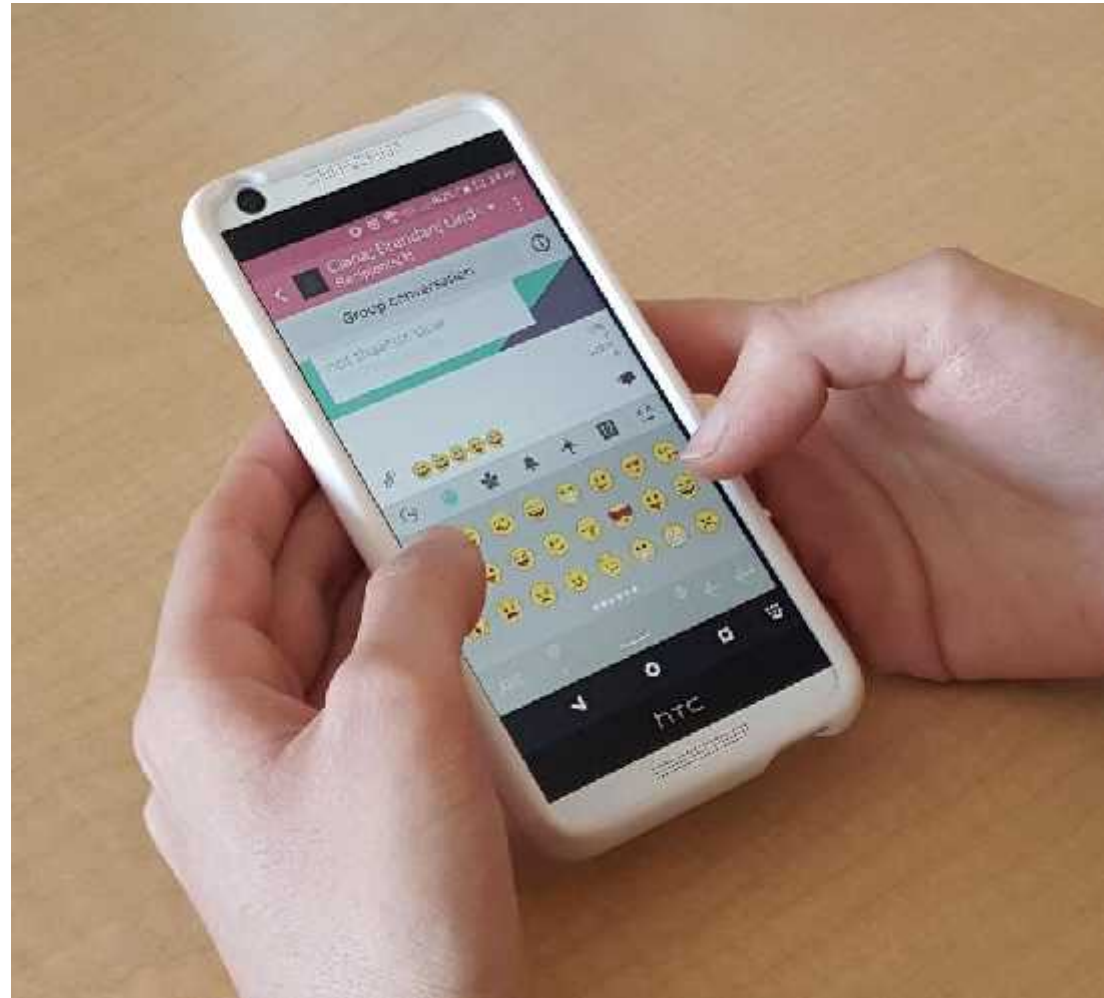
- Beyond physical fitness
- Bestsellers, apps, holidays, yoga
- Decluttering
- Antidote to work/life balance



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

Mental Wellbeing

- Mindfulness
- Awareness of others
- Business, blogs
- Schools, prisons



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

OVER-CONNECTED CONSUMERS



Over-connected Consumers

- Flipside
- *“Happiness is not an app you download on your mobile”* Pope Francis
- Global Motorola
- Teen texters compulsive gamblers
- ‘Vampire Kids’



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

Over-connected Consumers

- Reclaiming offline
- Tech to escape tech!
- Osss
- Altruism: “Key alerts only”
- Drives wellness, shopping



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

SHOPPING FOR CONTROL



Shopping For Control

- Turmoil, food scandals, 'greenwashing'
- Buying protection
- Smart living for control
- Driving online shopping



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

Shopping For Control

- Brands rebuilding trust
- Privacy
- Ethical across production
- Quality control
- Distribution, packaging



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

SPENDING SINGLES



Spending Singles

- Beyond Gen €1000
- Goods, experiences
- Cruises, hotels rebranded
- Urban creatives
- Counterculture & luxury



Source: Euromonitor Report:
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Spending Singles

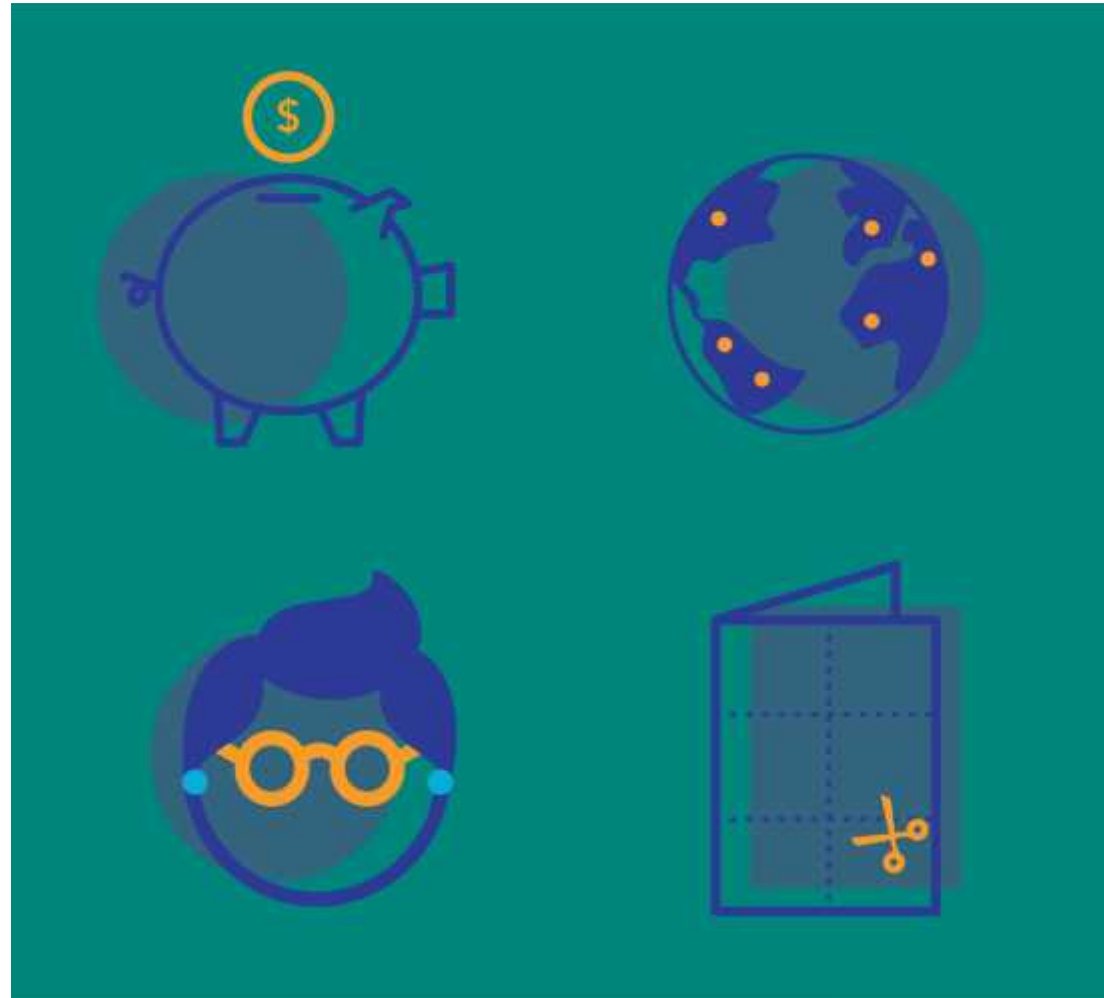
- Authenticity
- Online habit
- User images in ads
- Selling eBay
- Rihanna: Dior
- Savvy auntie ®
kids, +35% on food



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Conclusion

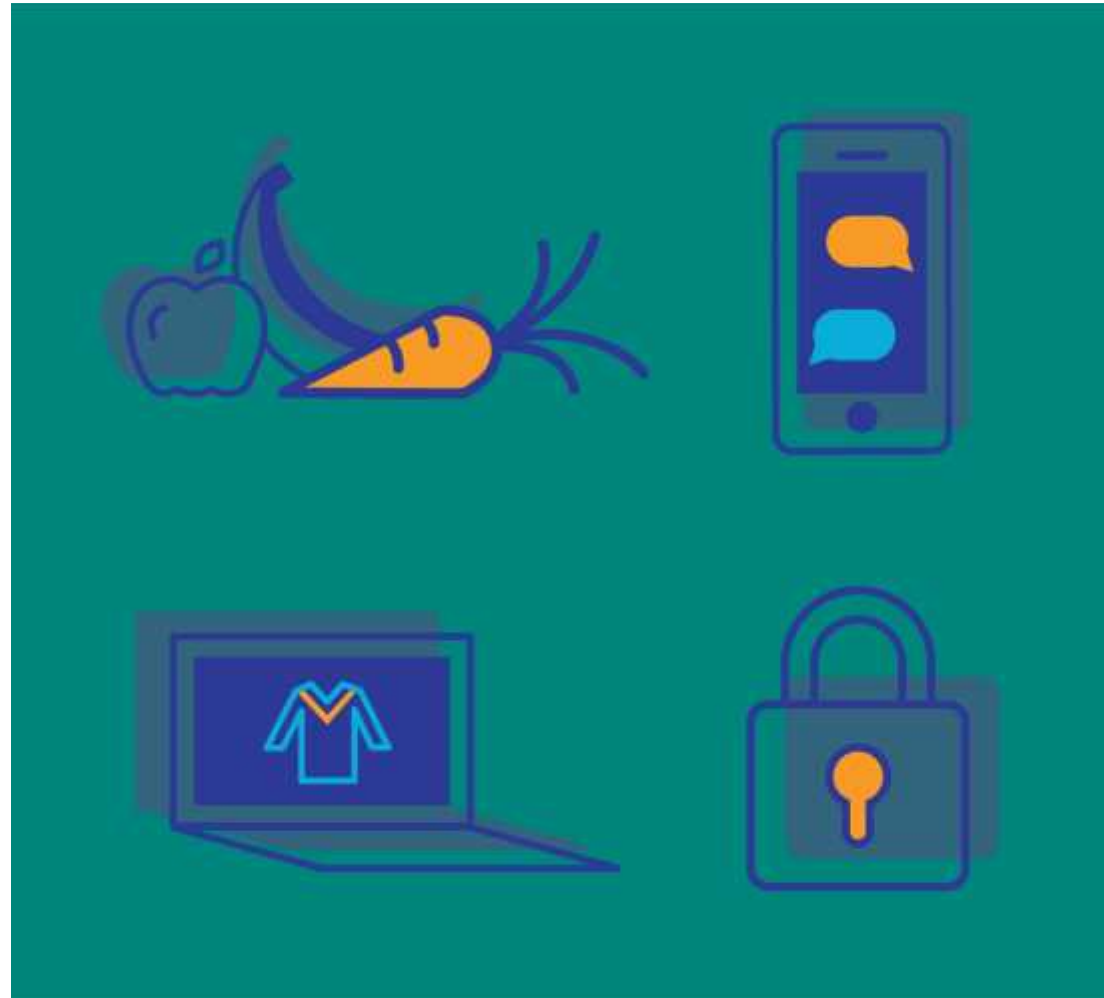
- Agnostic Shoppers
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- Challenging Ageing
- Changemakers
- Gender Blurring



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Conclusion

- Greener Food
- Mental wellbeing
- Over-connected consumers
- Shopping For Control
- Spending singles



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THANK YOU FOR LISTENING

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