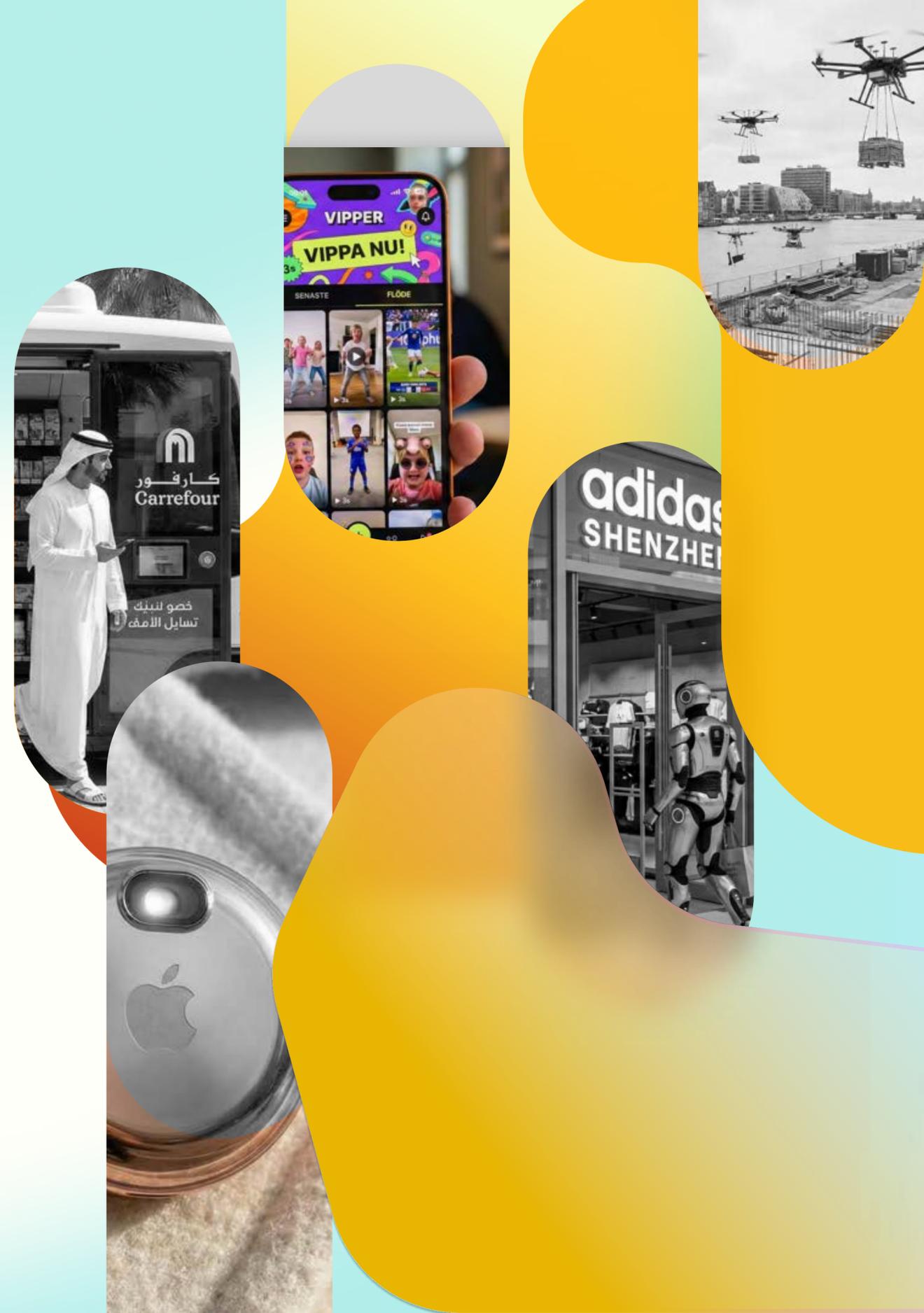


See what's next Create it first

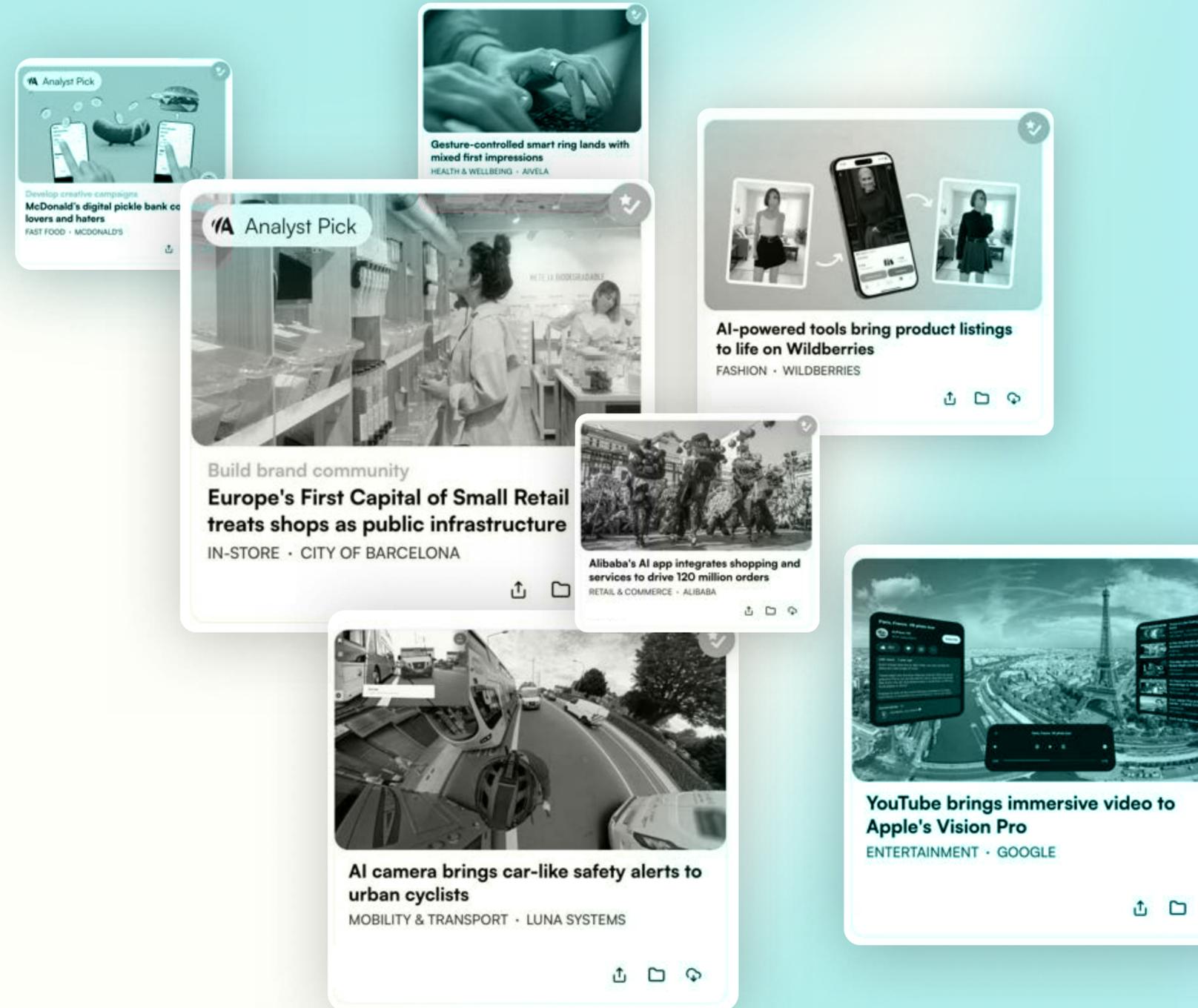
There's no shortage of consumer trends. Only a shortage of time. On behalf of you, we keep an obsessive eye on what consumers will want before they know it.

Goodbye overwhelm
Hello opportunity



We're TrendWatching, one of the world's leading trend firms, and for more than 20 years, we've been grounded in purpose and **guided by opportunities.**

We are passionate about bringing professionals like yourself the intel and tools to turn signals into winning products, services and experiences.



Backed by our global Trend Analysts...

From our bases in Amsterdam, London, Bangkok and beyond, our Trend Analysts cover many industries and **continents**.



...and supported by our Trend Locals

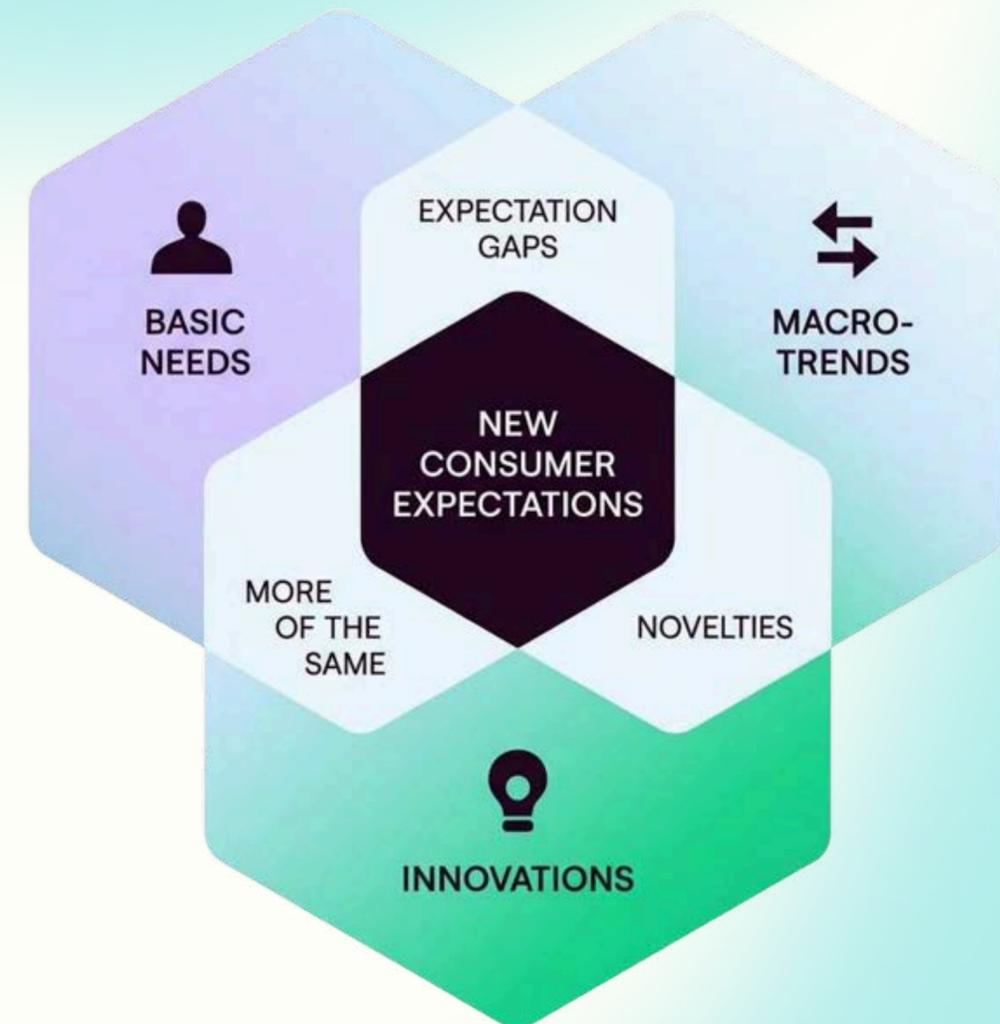
Trend Locals is TrendWatching's network of **100+ local trend spotters** who come together to share and discuss innovations, manifestations and insights. The network has a focus on regionality, enabling us to be on the “trend pulse” in as many countries as we can.



Guided by our methodology...

There are three fundamental elements at the heart of our trend-spotting process:

- **Basic Human Needs**
Fundamental, rarely-if-ever-changing human needs, wants and desires.
- **Macro-Trends**
Long-term, macro changes that play out across years or even decades.
- **Innovations**
The startups, and new products, services, experiences, and campaigns that continuously reset consumer expectations.



...and always looking for opportunities

The secret ingredient of trends, isn't actually found in these three elements, but in the tension that's created as they interact with each other.

Consumer trends emerge when the relatively constant Basic Human Needs (like community, status, self-expression) bump up against ever-changing Macro-Trends (climate crisis, AI, ageing societies).

When this occurs, tension arises and opportunities appear / grow / come to light.



For trend-loving, time-challenged professionals...

Whether you're in innovation, marketing, product development or strategy, our intel and tools empower **every professional** to see what is next, and act on it.



...from any trend-minded organization

Whether you're a freelancer, startup, scale-up or global enterprise, and whether you're representing a **B2C, B2B, agency, consulting firm, NGO, government or university**, we empower any teams to be trend-driven innovators.



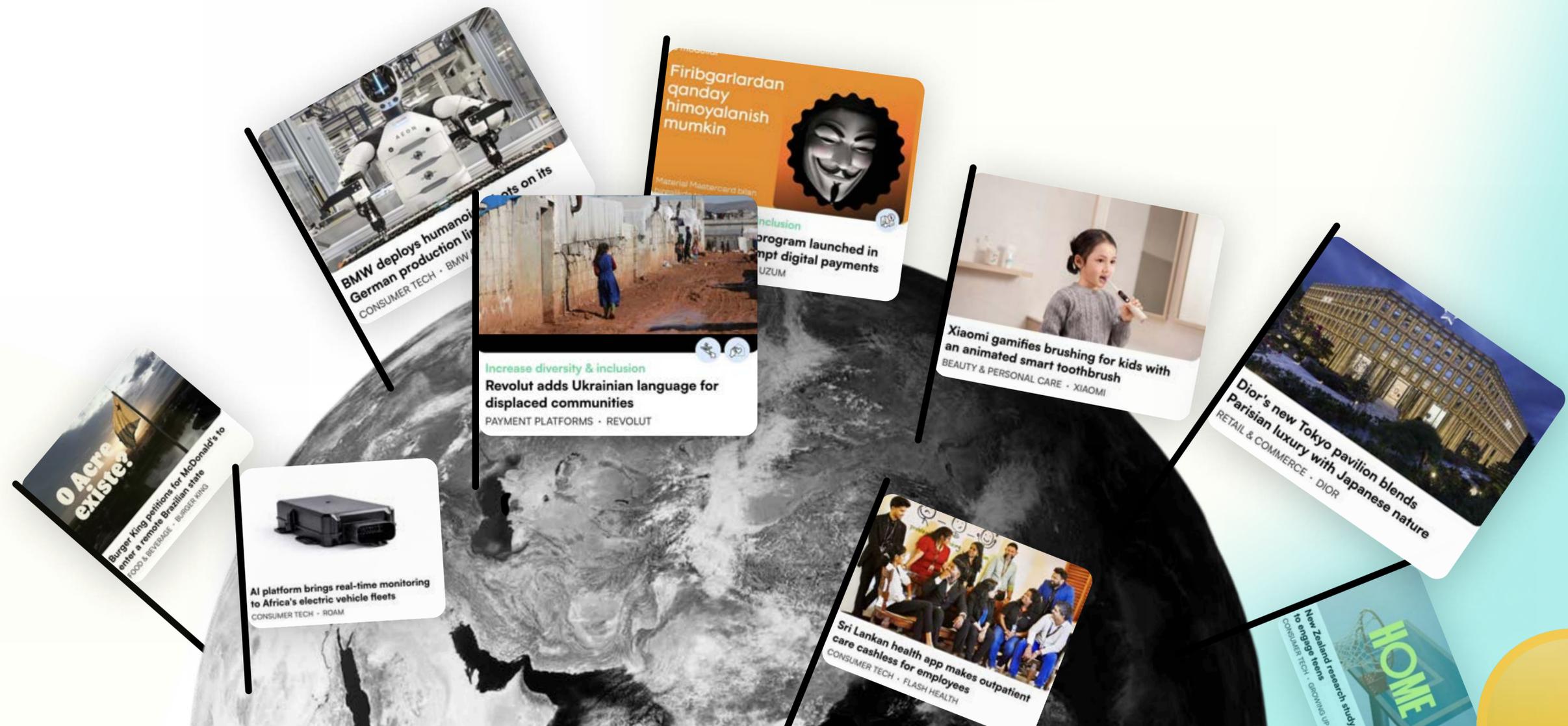
And within any B2C industry...

From retail to technology, finance to healthcare, our platform delivers insights that matter **across 15 major sectors**. Discover emerging patterns, cross-industry inspiration, and opportunities shaping the future of your market.



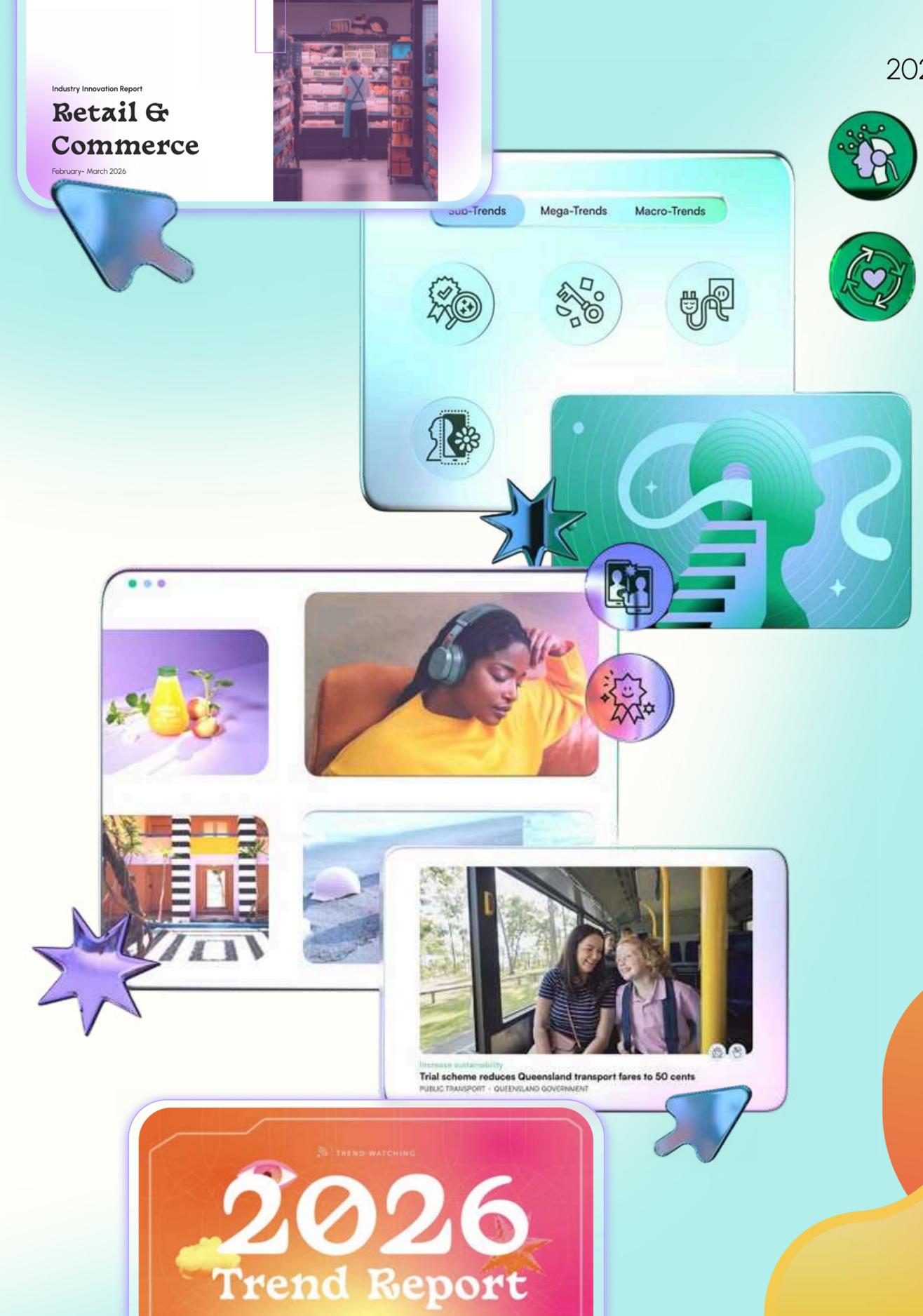
...from any part of the world

No matter where you're based, opportunity is global. Our platform delivers **region-spanning intelligence and innovations**, from San Francisco to São Paulo to Seville to Singapore, so you can act confidently in any market.



The TrendWatching Intelligence Platform – the intel and tools to turn trends into breakthroughs

Our teams relentlessly scan the globe to spotlight trends and innovations – supported by a network of 100+ spotters in dozens of countries, and yes, lots of AI assistance. The most promising findings end up on our easy to use platform – all curated, structured, tagged, searchable.



How we empower you...

Stay ahead of the curve, forever

Dive into our platform's **innovations**, new trends, hot topics and **amazing trend reports** — an endless source of business opportunities at your fingertips. 24/7.

Save hours on trend research

We've already done the work — quickly future-proof your strategy with our consumer-trend framework and actionable insights.

Dream up trend-driven products, services and experiences

What's better than inspiration or insights? Using the platform's **Trends x AI Ideation Playbook** to actually *create* new products that will transform your (or your client's) marketplace.

Unlock your trend potential through upskilling

Develop a more trend-driven mindset, too: take one of the platform's **training courses** and learn how to see what is next, and why.



...and how we empower you entire team

Forever in the know

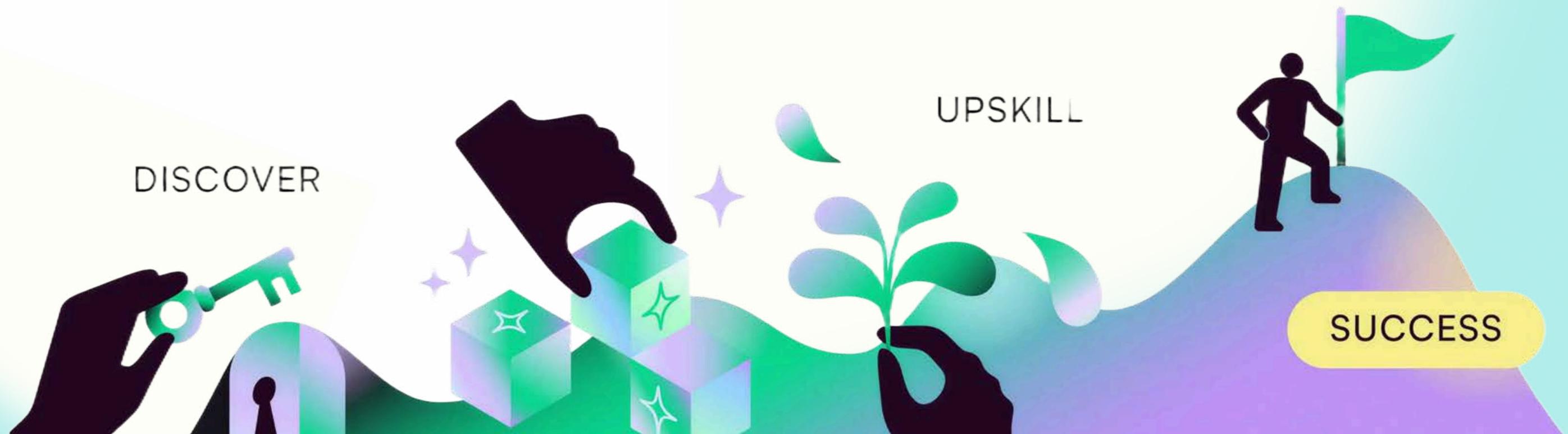
No time for endless research? Our platform enables you to instantly discover emerging trends and business opportunities — while saving you countless hours.

Winning innovations

Use the platform's AI x Ideation Playbooks to turn your discoveries into new concepts, products or campaigns for your customers or clients — for the better.

Learn and prosper

Upskill yourself with all of the platform's snackable training courses and tools — a trend-driven mindset is a joy forever!



Platform insights and tools at your fingertips



Trend Framework

Discover and track trends specific to you with our Trend Framework, which revolves around 15 mega-trends and 230+ sub-trends.



Annual Trend Reports

Gain inspiration from our beloved, deeply curated Annual Consumer Trend Reports.



Innovations Database

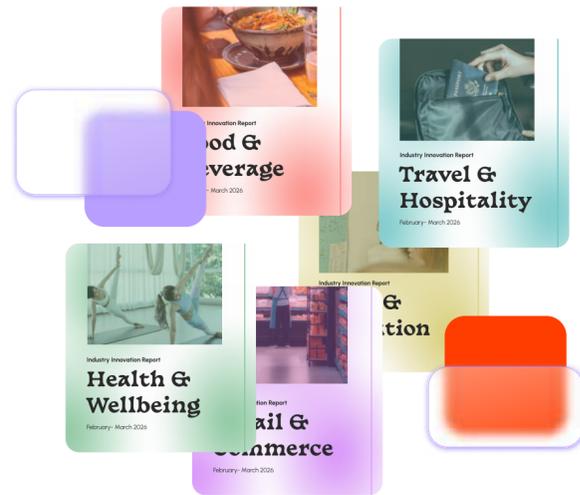
Spot your next Big Idea by diving into our 32,000+ tagged, on-trend innovations, across 15 B2C industries.



AI x Ideation Playbooks

Instantly create new, on-trend products with our AI x Ideation Playbook's instructions and prompts.

Platform insights and tools at your fingertips



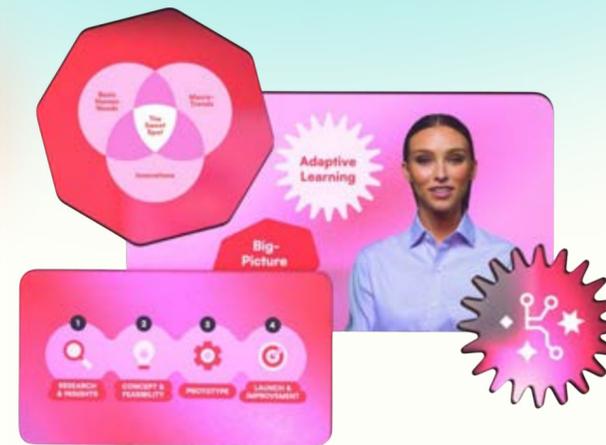
Industry Reports

Don't ever miss your competition's trend endeavours again with our monthly overview of the latest trend-driven innovations from 15 B2C industries.



FastForward Reports

Keep your finger on the cultural pulse with our monthly mini-trend reports highlighting emerging consumer trends and related hands-on innovation opportunities.



Academy

Upskill by enrolling in our Purpose-Driven and AI-Driven Innovation courses in the platform's Academy.



Meetups

Learn, contribute and mingle with fellow local trend enthusiasts outside the platform, too — join one of our exclusive yet casual member meetups, around the world.

As a member, you're in for a big 12 months

Throughout this year, we're rolling out an **ambitious expansion** of TrendWatching's content and tools. Expect a continuous stream of new innovations, Industry Trend Reports, FastForward Reports and AI x Ideation Playbooks — all designed to help you move faster from trend intelligence to real-world opportunity.

And of course, it's **all included** in your membership.

View our full roadmap [here](#).



Some of the brands already making the most of our platform

More than **50,000 members** at 1,000+ organizations are already acting on our platform's intelligence, while we've also worked hands-on with dozens of leading brands on custom trend sessions, workshops and research projects.



How they use the platform



**MARS
WRIGLEY**

Weave glocal insights into strategy development

 Mars Wrigley's Human Intelligence group (which consists of Foresight, Agile Innovation and Portfolio Brands) uses the TrendWatching platform to contribute insights to the team's overall strategic discussions.



**WARNER BROS.
DISCOVERY**

Understanding the future of trend-driven content

 Media conglomerate Warner Bros Discovery, whose teams have been using our platform for many years, also commissioned us to inspire professionals at leading ad agencies in Brazil with examples of trend-driven content creation.



Inspiring brand builders in 2026 and beyond

 Royal Bank of Canada has been using our platform for many years, and has also commissioned us a number of times to present on relevant global trends aimed to inspire and inform executives and brand marketers across the firm.



Shaping tomorrow's future-focused innovators

 With TrendWatching's platform added to UCCL's library, this leading Belgian university now offers its lecturers and over 500 business students access our trend reports, 230 trends and 32,000+ innovations.

And what they say about it

"It gives us access to valuable consumer trends fuelling our ability to anticipate market shifts and identify opportunities for our clients. Overall, it empowers our team to stay ahead in a rapidly evolving landscape"

Chief Sustainability Officer
HH Global 

"The platform's AI ideation tools are a huge help across our diverse team, from product designers to digital marketers. The healthcare use-cases are spot-on"

Senior Marketing Director
Major Health Brand 

"The TrendWatching platform doesn't just deliver by providing us with a vast amount of purposed innovations, it also gives a deeper understanding into how these innovations are relevant and why they should be on our radar"

Senior Strategist
Pearson 

Time to turn *your* team into trend-driven innovators, too?

Our **Enterprise platform plan** gives everyone full platform access — so they're always ahead of the latest trends and equipped with AI prompts to turn insights into instant new products and ideas. Plus: direct access to our Trend Analysts, a dedicated account manager and hands-on support.

All this at a truly disruptively low price.

Your Insights team



Your Innovation team



Your Product team



Your Marketing team



Joining is disruptively affordable

PIONEER PLAN

Unlimited annual access to all features
for ONE USER.

€ / US\$ **399** /year

(+ tax if applicable)

- + Secure payment via credit card
- + You can add team members at the same rate

ENTERPRISE PLAN

Unlimited annual access to all features
for 15 OR MORE USERS.

From **US\$ 5,988** / year

(+ tax if applicable)

- + Dedicated account manager
- + Support every step of the way
- + Ask an Analyst
- + Payment via bank transfer or credit card

Optional: Single Sign-On (SSO)

We offer Enterprise clients seamless Single Sign-On (SSO) integration — powered by WorkOS.

It's compatible with major identity providers like Okta, Azure AD, Google Workspace, OneLogin, and others using SAML or OIDC, and it's **easy to set up**: just provide your preferred IdP, authorized email domains, a technical contact, and any compliance requirements, and we'll handle the rest.

Pricing depends on your setup.





Ready to turn overwhelm into opportunity – together?

Giulia Bolzan

Business Development Director

giulia@trendwatching.com