

CONSUMER TREND CANVAS

Understand and apply any
consumer trend. Today.



CONSUMER TREND CANVAS

An easy-to-follow framework that will help you not only unpack and understand any consumer trend, but also help you apply it to launch successful consumer-facing innovations of your own.

Consumer trends are, at their heart, an essential part of uncovering **innovation opportunities**. Otherwise they're just intellectual masturbation: diverting, pleasant and entertaining, but with little real purpose ;)

Yet we frequently hear that 'trends' feel mysterious and opaque. Which is where the CONSUMER TREND CANVAS* comes in.

* Generously 'inspired' by Alex Osterwalder's [Business Model Canvas](#) ;)

CONSUMER

TREND CANVAS

TREND: _____

1. ANALYZE

| | |
|--|---|
| 👤 Basic Needs | ⚙️ Drivers of Change |
| Which deep consumer needs & desires does this trend address? | Why is this trend emerging now? What's changing? Shifts: Long-term, widespread macro changes Triggers: Recent, short-term changes or technologies |
| 📄 Emerging Consumer Expectations | |
| What new consumer needs, wants and expectations are created by the changes identified above? Where and how does this trend satisfy them? | 💡 Inspiration How are other businesses applying this trend? |

2. APPLY

| |
|---|
| 🎯 Innovation Potential |
| How and where could you apply this trend to your business? |
| 👥 Who |
| Which (new) customer groups could you apply this trend to? What would you have to change? |

YOUR INNOVATION(S!)

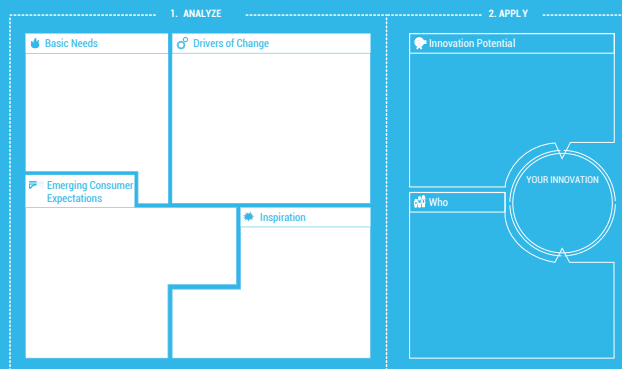
How and when to use the canvas.

- 1. Print the blank canvas on the previous page** - Print it out, as big as you can! Try using it to structure an innovation session with your team or a client.
- 2. Take a trend** - Either from us or elsewhere.
- 3. Start with the left hand side: 'Analyze'** - Add supporting insights, data and examples. Keep circling back to re-examine how the segments relate to each other. Insights in one segment may highlight other elements of the trend and help you uncover truly novel concepts.
- 4. Then turn to the right hand side: 'Apply'** - To identify how, where and for which consumers you could apply the trend.
- 5. Finally capture your new innovation idea!** - Congratulations! Your new idea will be deeply grounded in what consumers want, and therefore more likely to be successful!

1.

ANALYZE

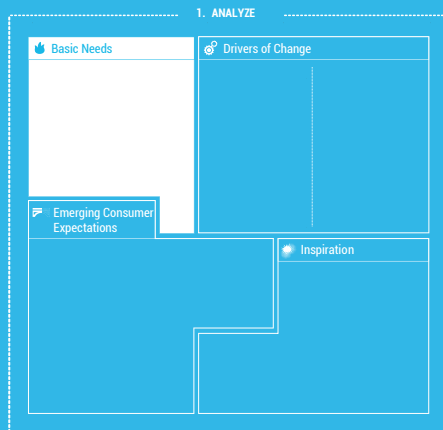
The left hand side of the CONSUMER TREND CANVAS will help you unpack and understand the trend you are examining.



ANALYZE

Basic Needs

What deep consumer needs & desires does this trend address?



Consumer trends – and consumer behaviors more broadly – are ultimately driven by basic, fundamental, rarely-if-ever-changing human needs and desires. Identifying these underlying needs is central to understanding any consumer trend.

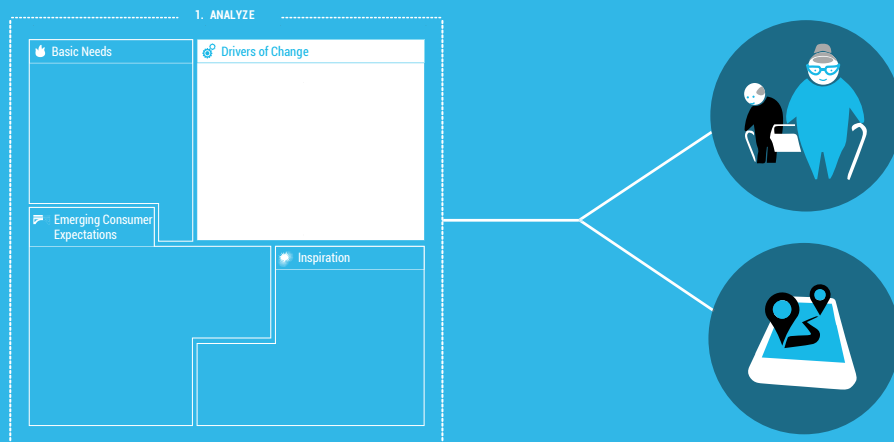
Where to start? How about these:

- Social status
- Self-improvement
- Entertainment
- Excitement
- Connection
- Security
- Identity
- Relevance
- Social interaction
- Creativity
- Fairness
- Honesty
- Freedom
- Recognition
- Simplicity
- Transparency

ANALYZE

Drivers of Change

Why is this trend emerging now?
What's changing?



There are no consumer trends without change. Savvy business professionals constantly look for shifts that make it possible to service consumers' basic needs and wants in novel, exciting – *better* – ways.

To analyze change, think Shifts and Triggers:

- **Shifts** are the long-term, macro changes that are playing out across years or even decades, that while not consumer trends themselves, will shape both the direction and flavor of a specific trend. For a good summary of the macro shifts currently shaping the world, see Euromonitor's [10 Global Macro Trends for the Next Five Years](#)

(such as urban transition, ageing world and climate challenge).

- **Triggers** are the more immediate changes that drive the emergence of a consumer trend. These can include specific technologies, political events, economic shocks, environmental incidents, and more. For example, developments in visual search technologies are driving the [POINT-KNOW-BUY](#) trend.

Look at the data behind the trend. Rapid growth or sudden shifts, even if the absolute numbers might be small, are worth attention. Think sales volumes, consumer behaviors or attitudes, social media chatter, etc.

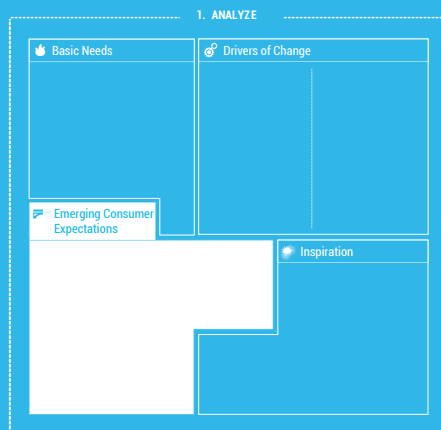
TIP: Strategic frameworks can be useful tools to analyze external change. Check out the [PESTLE model](#) (Political, Economic, Social, Technological, Legal and Environmental) and its various adaptations.

ANALYZE

Emerging Consumer Expectations

What new consumer needs, wants and expectations are created by the changes identified above?

Where and how does this trend satisfy them?



Consumer trends emerge when basic human needs bump up against external change to create (or unlock) new needs, wants and desires. And identifying these unmet needs and wants is the holy grail of understanding trends, as it will present you with compelling innovation opportunities.

To identify emerging needs, wants and desires, look for **expectation gaps between what consumers want, and what they currently have.**

For example, the epic social shift away from strict formality has led to people embracing more 'human' and irreverent brands such as Zappos, Ben & Jerry's and a whole host of others. Disillusionment with the big and dirty corporate world continues to stoke consumer enthusiasm for

transparent, honest [CLEAN SLATE BRANDS](#).

Another example: in the music industry, digital technologies triggered consumers to expect infinite choice and instant access to music, on their terms. The ACCESSHIP trend – exemplified by services such as Spotify – was a natural response.

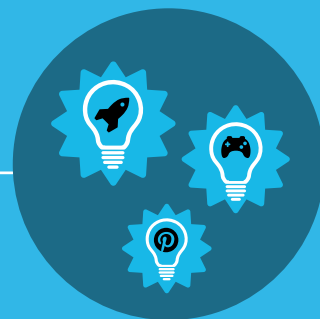
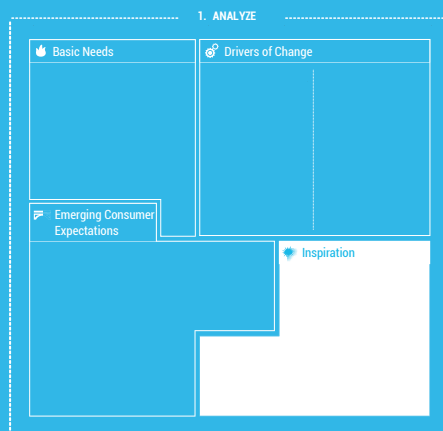
Try asking yourself, "What do the consumers embracing the brands, products and services that embody this trend now want and even expect?"

One tip: pay careful attention to other industries. Consumers don't think in industry silos. New expectations of quality or service will usually be set outside your industry, but they won't remain there for long.

ANALYZE

Inspiration

How are other businesses applying this trend?



Regular readers will know that we always turn to **real-world examples** to illustrate trends. Why? Because actually seeing what other businesses, entrepreneurs, non-profits, governments even, are already doing with the trend is a great way to better understand it (and gain inspiration ;).

Indeed, very few 'innovations' are totally new. Most (successful) innovation comes from combining seemingly unrelated elements, or taking something and deploying it in a new context.

So try this: **look** at existing business innovations, **understand*** them, then **adapt** them to your business. To gain as wide a perspective as possible, look specifically at other industries, other regions or cultures, or other types of business (e.g. corporate versus start-ups).

** Understand from the point of view of those people living this trend, which of course may not necessarily align with your own personal likes and aspirations.*



1 2014 Trend Report



2 Trend Framework



3 Innovation Database



4 Industry Updates



5 Apply Toolkit



6 Monthly Updates



7 1-page Trend Handouts

We obviously offer much more than monthly Trend Briefings...

Our Premium Service

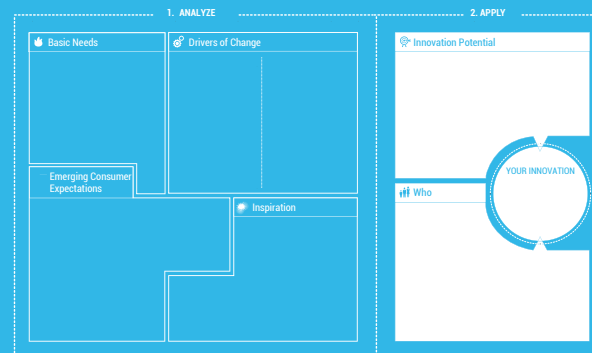
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2.

APPLY

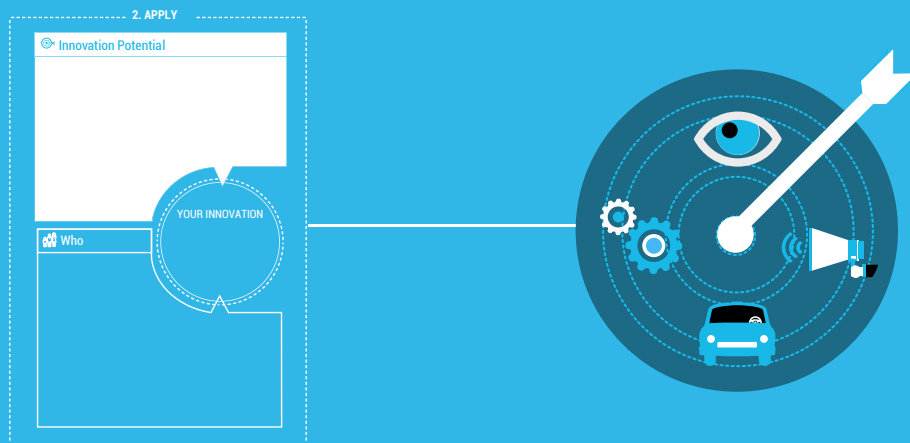
The right hand side of the CONSUMER TREND CANVAS is all about identifying what opportunities this trend can present for your business.



APPLY

Innovation Potential

How and where could you apply this trend to your business?



When thinking about a consumer trend, it helps to consider how and where it could impact your business using these four areas:

- **Vision:** How will the deeper shifts underlying this trend shape your company's long-term vision?
- **Business Model:** Can you apply this trend to launch a whole new business venture or brand?
- **Product / Service / Experience:** What new products and services could you create in light of this trend? How will you adapt your current products and services?
- **Campaign:** How can you incorporate this trend into your campaigns, and show consumers you speak their language, that you 'get it'.

So, consumer trends can trigger both BIG and 'small' innovations.

If you're the CEO, you're probably more interested in whether the consumer trend you're analyzing is going to lead to deep, brand-shattering (or -building!) disruption. If you're a brand manager, you'll be thinking more about how to use the trend to inform and improve your marketing campaigns.

Not all trends will apply equally to all businesses or regions.

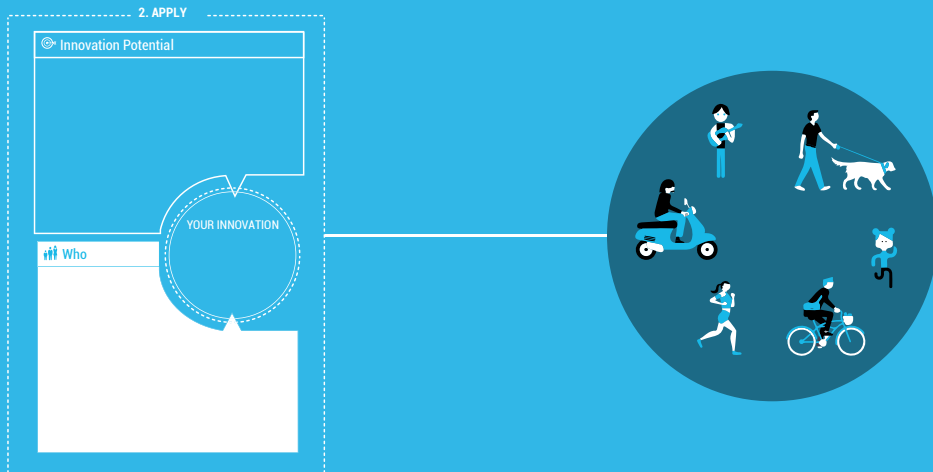
How and where you apply the trend will depend on your business. A luxury brand may actively choose to ignore the [DEALER-CHIC](#) trend. In Asia, where admitting error means a loss of face, the [FLAWSOME](#) trend is less relevant. For now.

APPLY

Who

Which (new) customer groups could you apply this trend to?

What would you have to change?



Say 'trends' and many people instantly think of demographics. And of course, consumers that share certain traits (whether in age, income, lifestyle, tribe, location etc.) will often have similar tastes and preferences.

But when it comes to *applying* consumer trends, try thinking beyond those who are currently living the trend. Indeed, thinking about what changes you would have to make, to make this trend relevant for **other (new) demographics** is a great way to come up with new innovations.

Need further inspiration? Then look to the margins and at what extreme users are currently doing. New consumer behaviors usually start with certain (niche) segments, before evolving and spreading throughout the mass market.

**YOUR
INNOVATION(S)!**

WRITE YOUR NEW
BUSINESS IDEAS
DOWN HERE!

GUILT-FREE CONSUMPTION

WORKED EXAMPLE

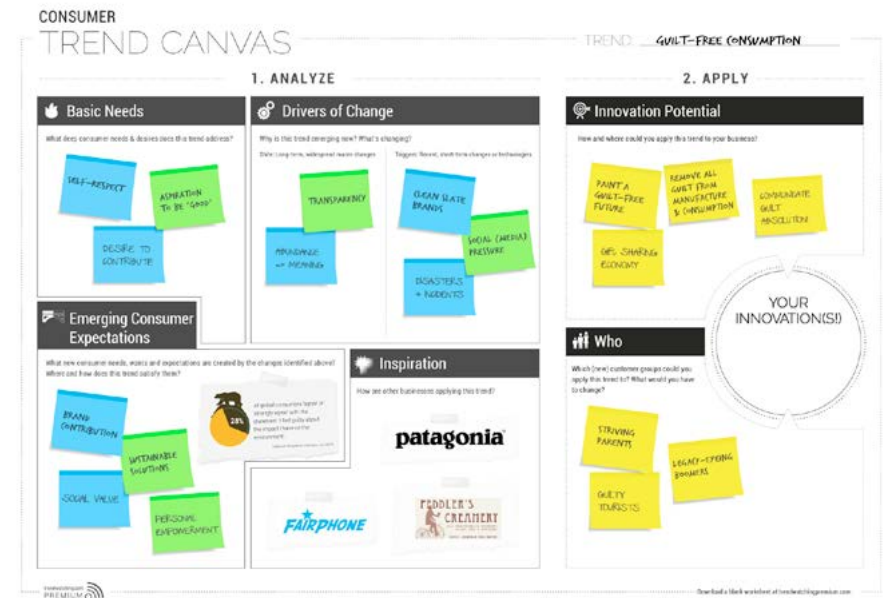
Check out this worked example, showing how the GUILT-FREE CONSUMPTION trend can be analyzed and applied using the Consumer Trend Canvas:



WORKED EXAMPLE

GUILT-FREE CONSUMPTION:

Fueled by a pervasive awareness of the conflicts between their consumerist impulses and their aspirations to be 'good', experienced consumers are increasingly wracked with guilt. The result? A growing hunger for a new kind of consumption: one that still offers genuine pleasure without damaging oneself, society or the planet.



WORKED EXAMPLE - GUILT-FREE CONSUMPTION

Basic Needs

One of the Big Human Needs is to consider oneself 'good'.
People feel good about themselves when they live according to their deeply held values and aspirations, and contribute to a better world.

Basic Needs

What deep consumer needs & desires does this trend address?

SELF-RESPECT

ASPIRATION
TO BE 'GOOD'

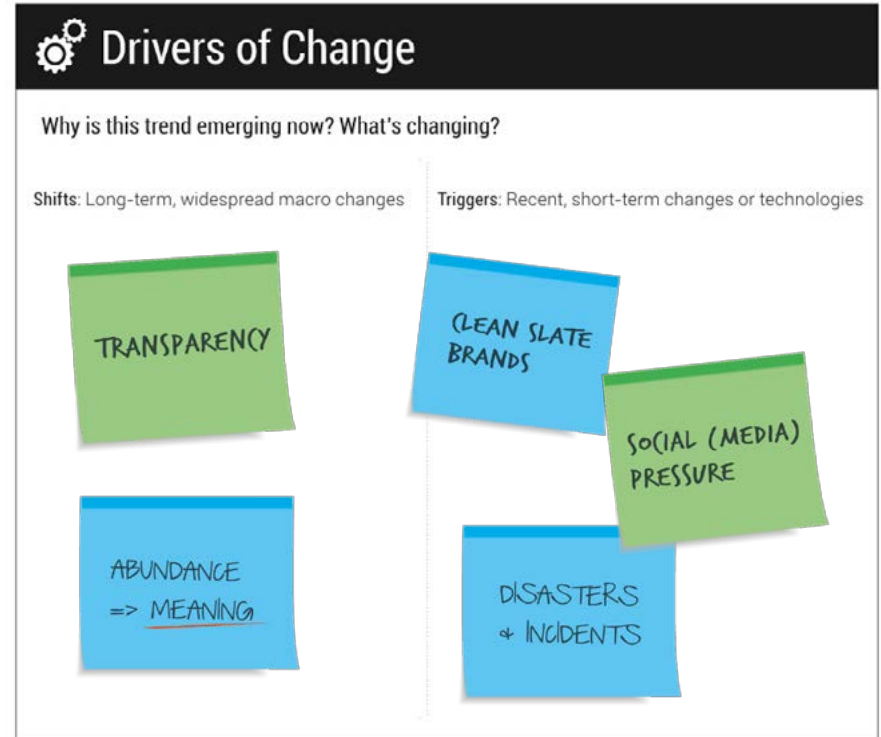
DESIRE TO
CONTRIBUTE

WORKED EXAMPLE - GUILT-FREE CONSUMPTION

Drivers of Change

Shifts: The online world has created a better informed consumer class (about society, the environment and personal health). Plus, abundance and mass consumption has made consumers seek meaningful brands.

Triggers: A combination of repeated tragic incidents (from factory collapses to supply chain exposés) and the proliferation of CLEAN SLATE alternatives mean consumers are ever-more frequently reminded of their guilt.



WORKED EXAMPLE - GUILT-FREE CONSUMPTION

Emerging Consumer Expectations

Consumers are now hungry for a new kind of consumption, one that will allow them to continue to enjoy consumption, yet not worry (or at least worry less) about its negative impact.

Brands are expected to minimize environmental damage (as much as possible), 'give back' to society, and to empower consumers to better themselves.

Emerging Consumer Expectations

What new consumer needs, wants and expectations are created by the changes identified above? Where and how does this trend satisfy them?

- BRAND CONTRIBUTION
- SUSTAINABLE SOLUTIONS
- SOCIAL VALUE
- PERSONAL EMPOWERMENT

WORKED EXAMPLE - GUILT-FREE CONSUMPTION

Inspiration

Peddler's Creamery: customer-pedaled bicycle churner.

Fairphone: manufactured without conflict minerals.

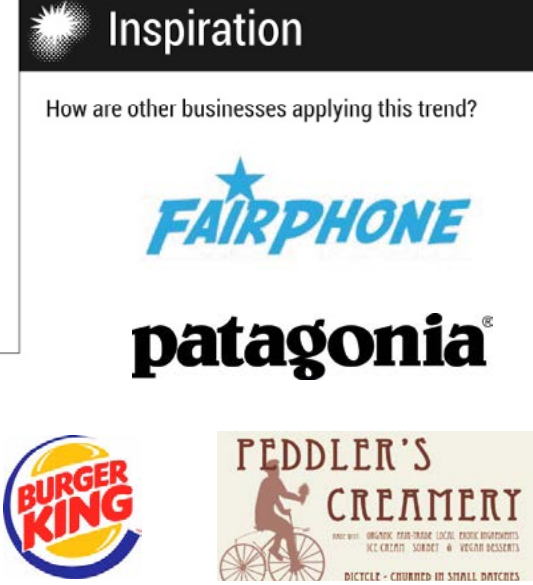
Patagonia's 'Responsible Economy' research effort.

Burger King's Satisfries French fries with 40% less fat and 30% fewer calories.

Tesla Model S' strong commercial success in California & Europe.

Inspiration

How are other businesses applying this trend?



The image displays five logos arranged in a grid-like fashion. At the top left is the Fairphone logo, featuring a blue star above the word 'FAIRPHONE' in blue. Below it is the Patagonia logo, with the word 'patagonia' in a bold, black, lowercase sans-serif font. To the left of the Patagonia logo is the Tesla logo, a red square with a white 'T' and the word 'TESLA' in white below it. To the right of the Tesla logo is the Burger King logo, a yellow circle with a blue border and the words 'BURGER KING' in red and yellow. To the right of the Burger King logo is the Peddler's Creamery logo, which features a silhouette of a person on a bicycle and the text 'PEDDLER'S CREAMERY' in a serif font, with smaller text below describing their products.

WORKED EXAMPLE - GUILT-FREE CONSUMPTION

Innovation Potential

Vision: Is your company minimizing negative impacts and even contributing positively?

Business Model: Think cradle-to-cradle and other forms of collaborative consumption.

Product/ Service: Remove personal, social and environmental guilt from your manufacturing, distribution and consumption processes.

Marketing/ Campaigns: Taking steps toward offering GFC? Then celebrate that!

Innovation Potential

How and where could you apply this trend to your business?

- PAINT A GUILT-FREE FUTURE
- REMOVE ALL GUILT FROM MANUFACTURE & CONSUMPTION
- GFC SHARING ECONOMY
- COMMUNICATE GUILT ABSOLUTION!

WORKED EXAMPLE - GUILT-FREE CONSUMPTION

Who

Educated, informed, urban and demanding consumer groups are currently most vocal in their GFC demands. But other consumer groups, from striving parents to legacy-eyeing boomers, are also afflicted by potent guilt. Absolve them!





NEXT

NEXT

Use it!

The CONSUMER TREND CANVAS is just a tool.

It's only as useful as you make it.

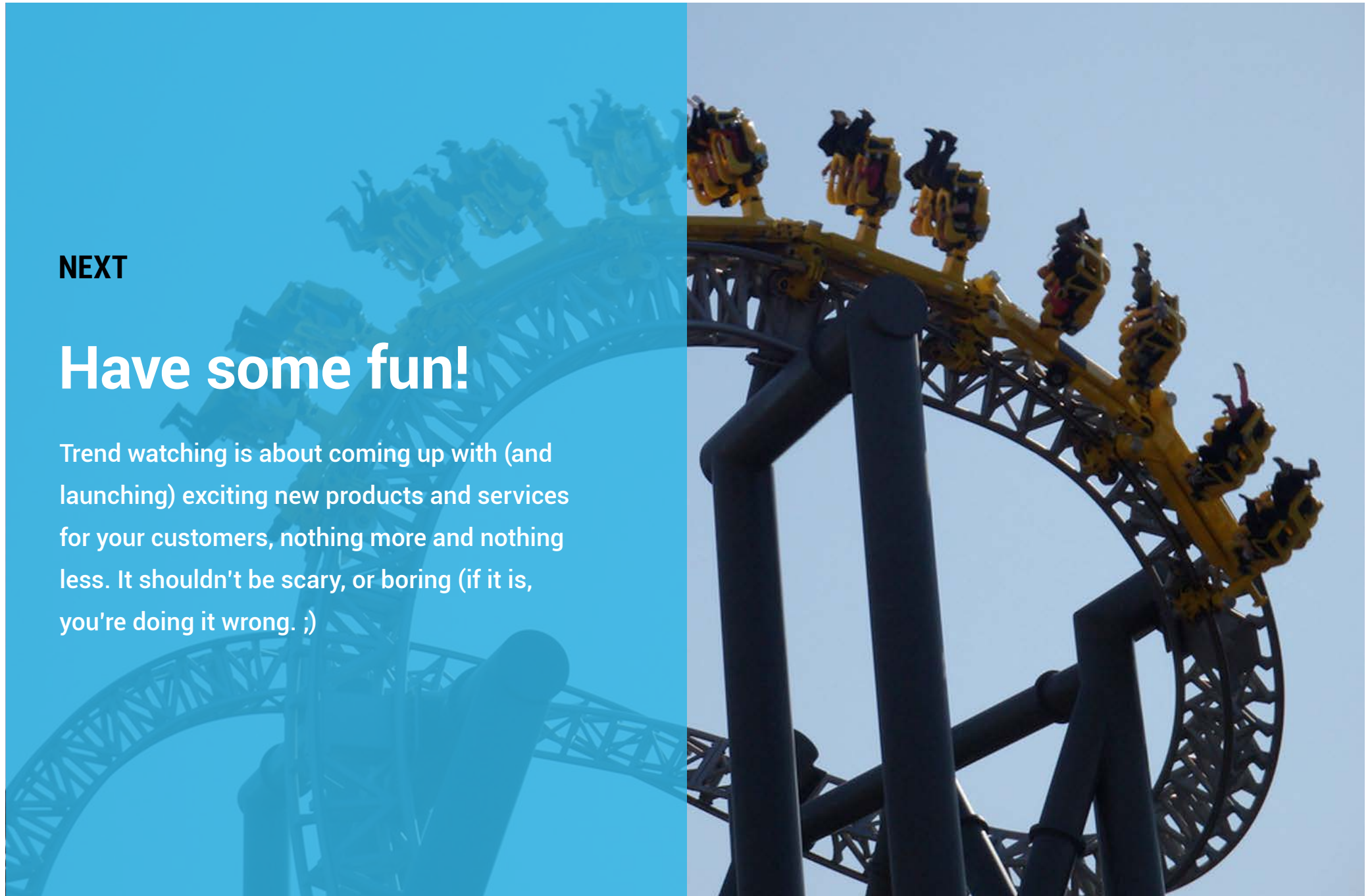
Download a printable blank canvas, grab a trend, and start filling it in. Or even better, schedule a session with your team or a client and see what you come up with.



NEXT

Have some fun!

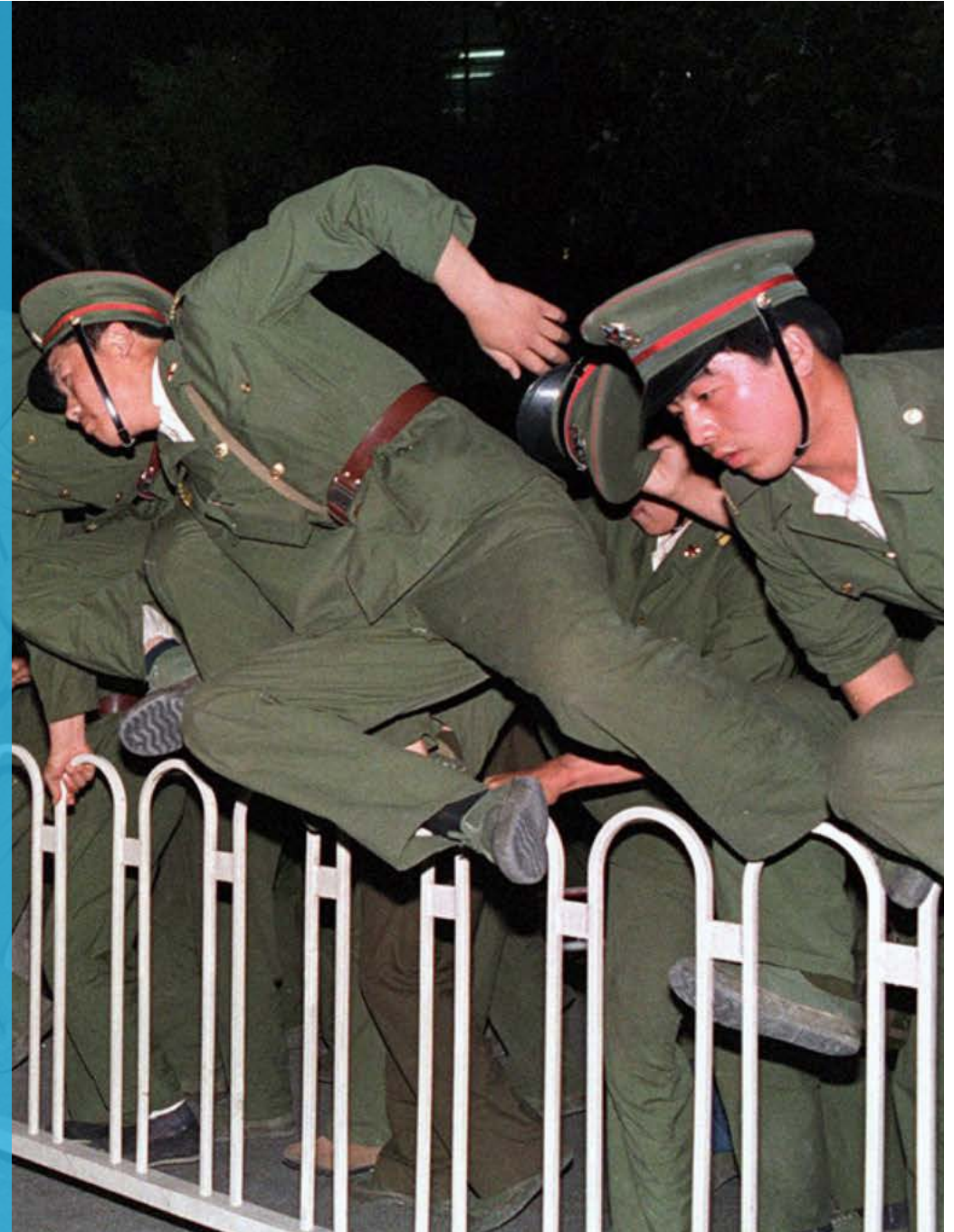
Trend watching is about coming up with (and launching) exciting new products and services for your customers, nothing more and nothing less. It shouldn't be scary, or boring (if it is, you're doing it wrong. ;)



NEXT

Get going!

Billions of consumers crave brands, products and services that make life more exciting, more efficient, more sustainable, and simply better than it currently is. And there is also a relentless, global horde of smart brands and entrepreneurs striving to meet these cravings. Will it be you that delivers, or someone else?





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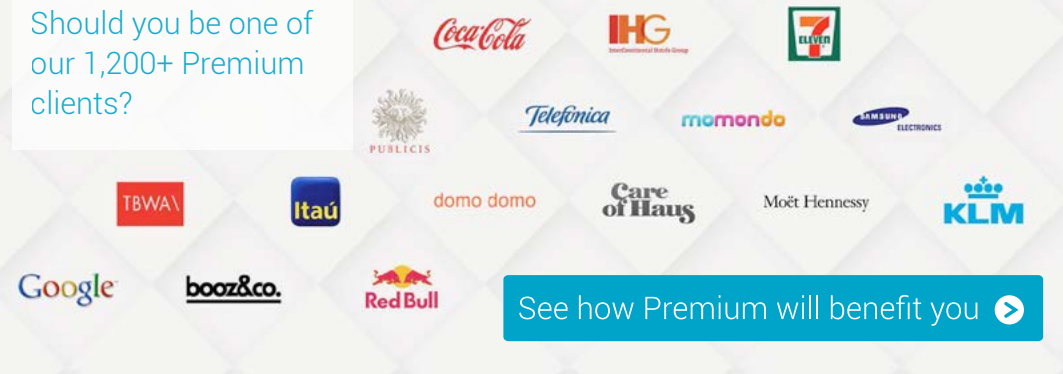


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