



Consumer Attitudes and Shopping Behaviours

The Impact of the More Environmentally Aware Consumer

Nick Chiarelli and Daniel Ford, Foresight Factory

Drivers of Change

Pragmatic Green

Managed Transparency

Pop Radical

Retail Response





POLITICAL CHANGE

44% of Swedes feel at risk of financial hardship and 54% of Germans feel at risk of terrorism.

I WISH
THIS WERE
FAKE NEWS

POLITICAL CHANGE: The Power of Precariousness

Increased feeling of precarious prospects, precarious authority and precarious permanence is leading to great unrest where feelings tend to trump facts.



SOCIAL CHANGE

Between 1950 and 1990, those aged 45+ made up about a fifth of the world's population. Since then, this proportion has steadily increased. By 2020, there will be over 250 million people aged 75+.

SOCIAL CHANGE: Identities in Flux

Fragmented identities are leading to the opportunity for brand-led self-discovery and a much keener scrutiny of authenticity.



TECHNOLOGY CHANGE

Whilst ownership may currently vary, the future trajectory is clear : by the end of the 10s decade, smartphone penetration in established markets will typically have reached 80%+.

Do you know how to get
there?

你知道怎么去那儿吗？

TECHNOLOGY CHANGE: Customised Reality

Augmented reality devices, whether visual, aural or multi-sensory, offer consumers a new kind of customisable reality.



ENVIRONMENTAL CHANGE

By 2050, it is projected that, by weight, there is going to be more plastic than fish in the ocean.

ENVIRONMENTAL CHANGE

People may not want to spend more money on sustainable products, but they expect companies to meet sustainable standards and hate the concept of waste.

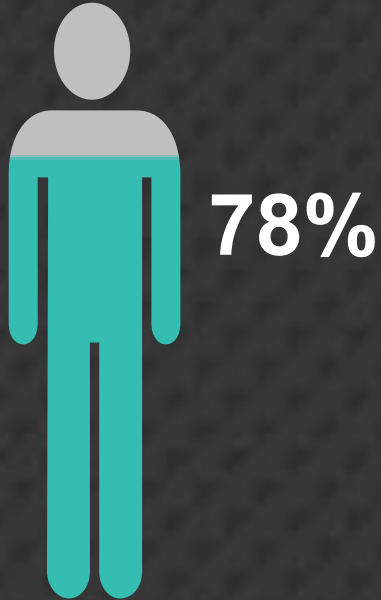


Pragmatic Green

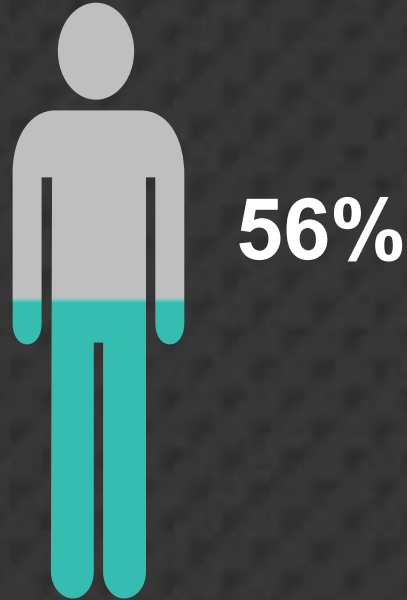
Engaging the eco-aware yet pragmatically-minded consumer.

Green Contradictions

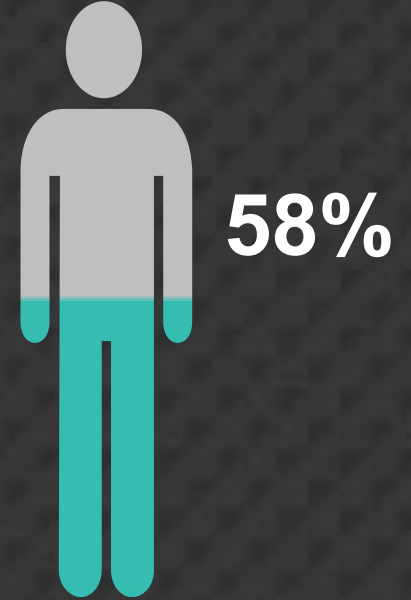
Companies should
be penalised



Concentrate on value
and minimise CSR



Of the former who
think the latter

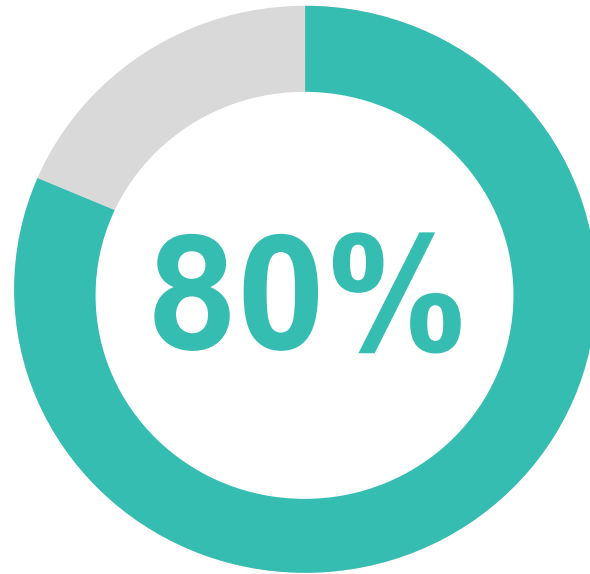


Business leadership



Gen Z care even more

“Companies should try to make the world a better place”



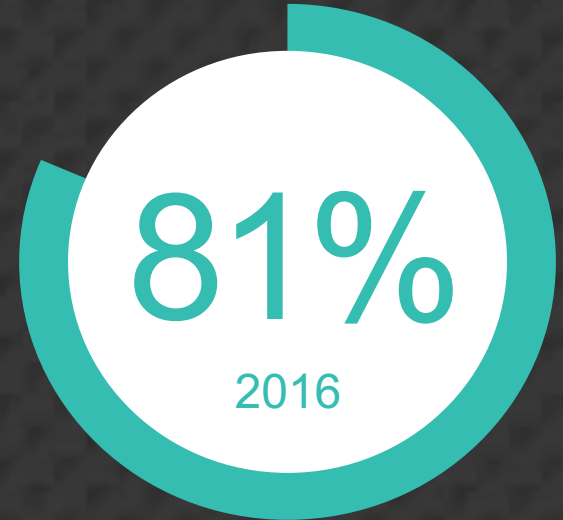
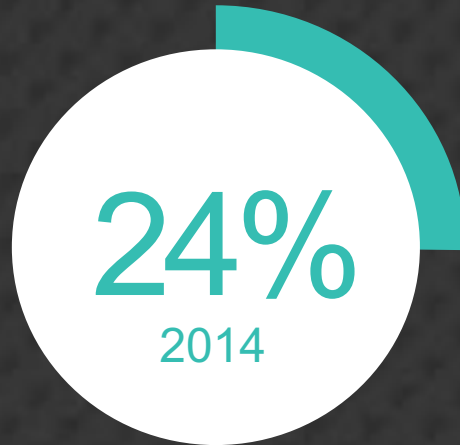
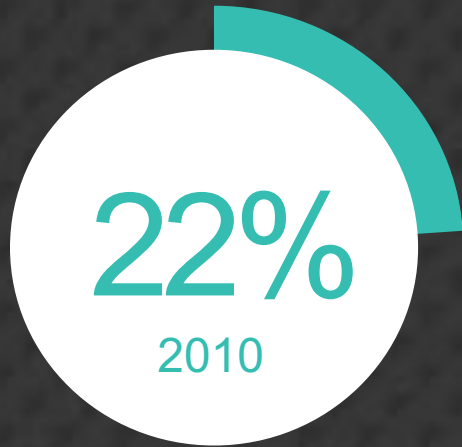


Managed Transparency

In a digital era, people want absolute transparency at all stages of the consumption process - and the cries will only get louder.

Distrust in business remains constant

“Most companies in this country are fair to consumers”



“I would like more control over the personal information I give companies and the way in which it is stored”





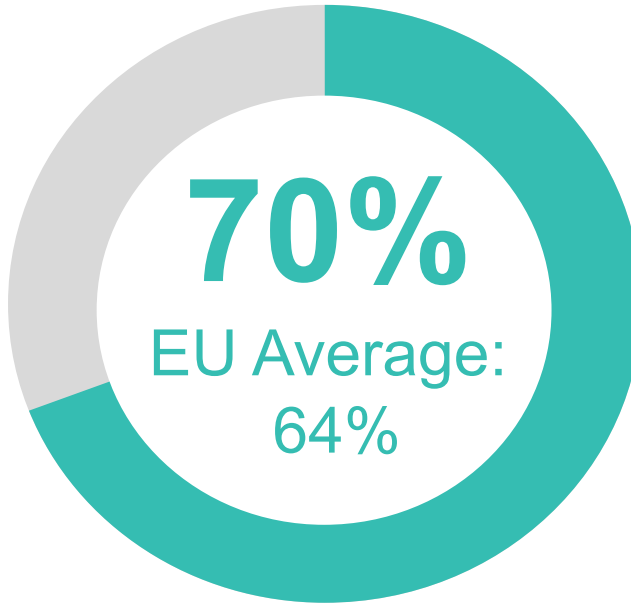


Pop Radical

How outrage energises us all and makes markets sing.

Fighting for a worthy cause

“People in my country today should be more angry about inequality in society” | Germany



#StopFundingHate

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40.000
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Almost
90,000
Twitter posts
mentioning
the **Lego brand**
in just 2 days



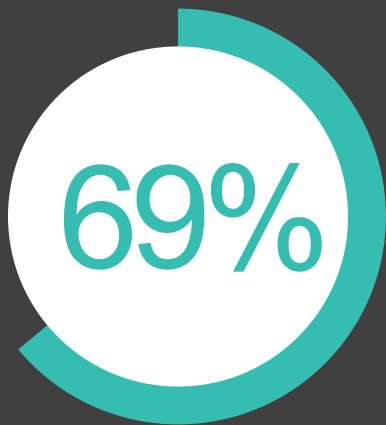


Retail Response

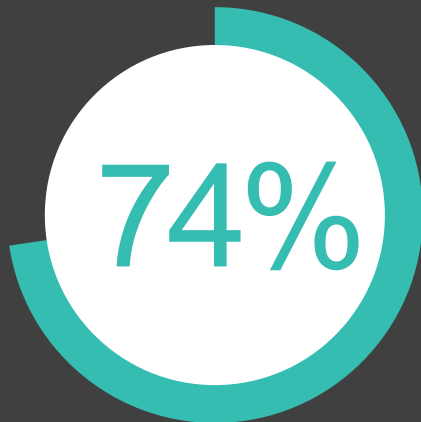
The arrival of auto-replenishing products, ubiquitous purchase points and omni-channel retail options is leading to necessary in store innovation.

Target leisure upgraders

“Entertainment should be about learning new things as much as simply having fun”



Male



Female



Slow Fashion



COULD YOU WEAR ONLY 6 THINGS FOR SIX WEEKS? JOIN THE FASHION FAST!



Some concluding thoughts...

1

The world is changing and identities are fluid:
HELP PEOPLE DEFINE THEMSELVES ANEW

2

People expect more from business:
MOVE PAST THE EXPENSIVE ETHICAL NARRATIVE

3

Calls for transparency are getting louder:
LET PEOPLE IN AND LET THEM LEARN

4

People mobilise around social issues:
FIND YOUR VALUES AND HAVE A VOICE

5

Physical retail is under pressure:
MAKE YOUR SPACE INESCAPABLE





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