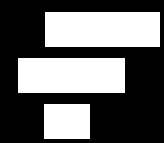


Trending 2024

RECKONING WITH REALITY

Report Preview



INTRODUCTION

Welcome to the point of no return. In 2024, we will enter an era of reckoning, where consumers and brands alike will be forced to face up to the challenging reality we are living in.

This is a world where the sacrifices needed to reach net zero are becoming abundantly clear, where wellness culture is increasingly at odds with urgent health needs, where the quest for individuality may compromise the need for community, and where the human race itself is under threat from new technologies.

Issues that once felt too far in the future to resolve are now coming sharply into view, and each of them requires tough choices on the part of governments, brands and consumers. The time has come to confront hard truths, pick a side and make decisions, difficult as they may be.

For brands, definitive action is a strategic necessity, and in today's economic climate, they cannot afford any missteps. Consumers will be counting on brands to provide a safe route through these tensions, however the dust settles.



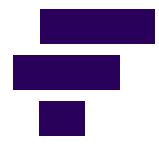
As we enter 2024, people will need to reckon with 4 big questions:

1. What does it mean to be human?
2. What does it mean to be healthy?
3. What does it mean to be sustainable?
4. What does it mean to belong?

Below is an excerpt of our Trending 2024 report. [Talk to us](#) about becoming a client to access the full report.

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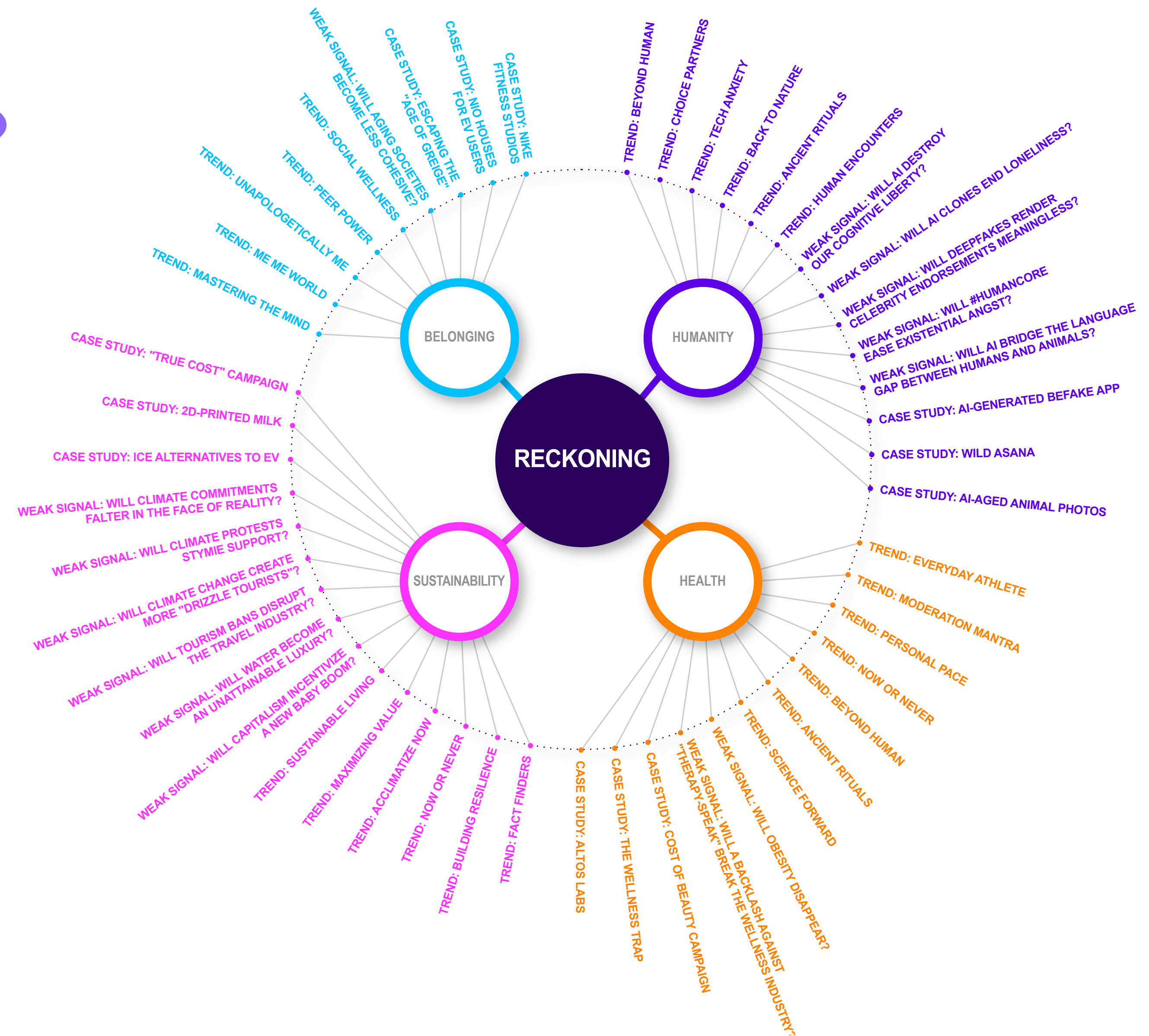


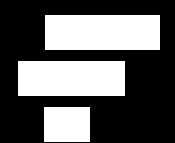
How did we get here?

Last year, in our **Trending 2023** report, we predicted that a mood of rebellion would drive consumer decision-making in the years ahead. In this year's report, we will reveal how the tension and unrest felt in 2023 will endure into 2024, creating the need for a reckoning across multiple key areas of life.

Just as consumer moods and attitudes evolve over time, so do trends. Among our competitors, it's common for annual trend reports to uncover multiple **new** trends that will define the year ahead. However, in our view, trends do not come out of nowhere, and they don't begin and end neatly within a single calendar year. So in this report, we'll highlight new angles and evolutions of our existing trends that have spawned brand new opportunities and imperatives for action.

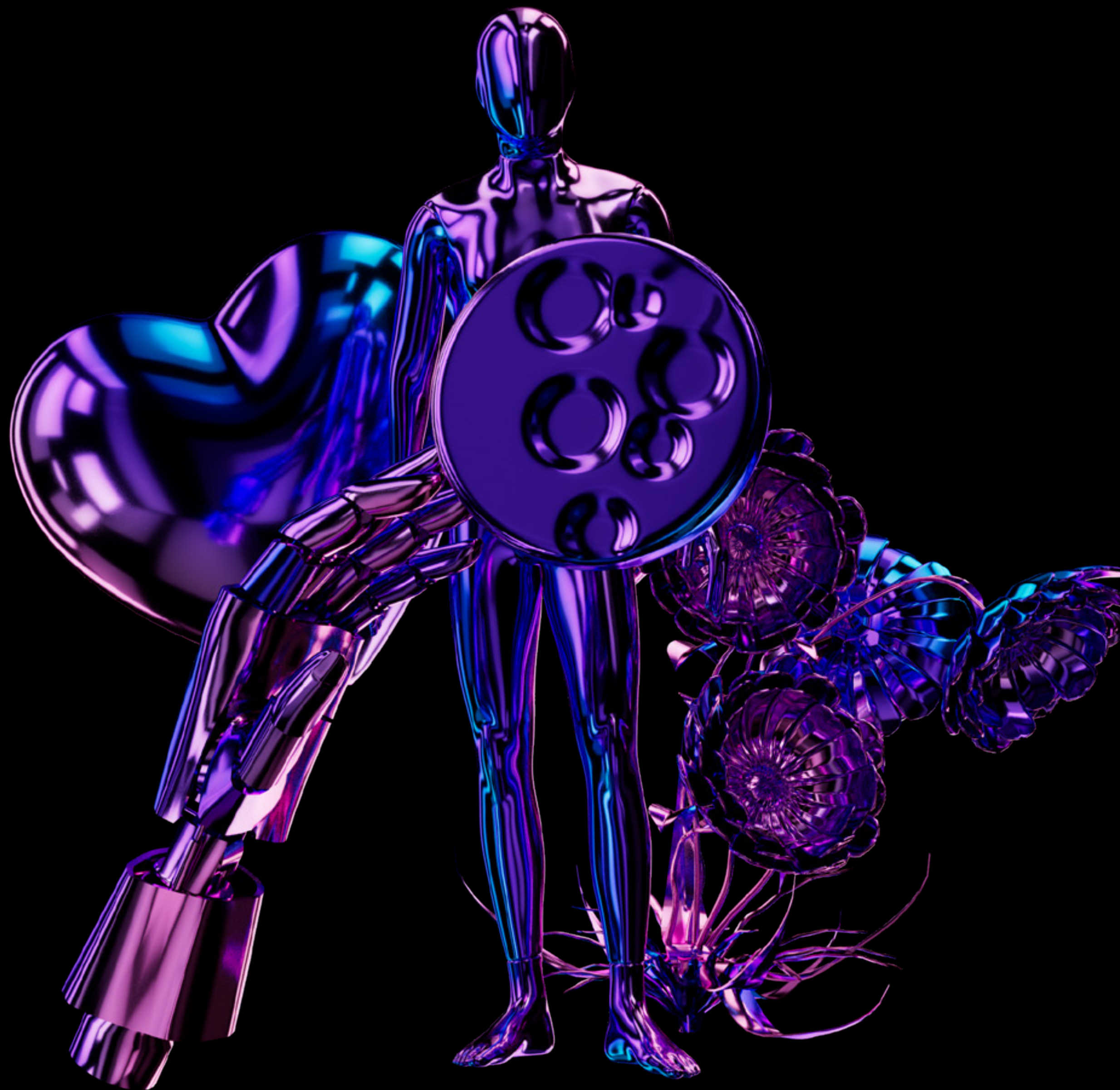
Using a unique blend of proprietary data sets, AI and human expertise, Foresight Factory empowers businesses with a supply and demand-led view of what's coming next. With signal scanning, scenario building and predictive capabilities, our world-leading decision-making platform Collision provides global brands with the insight they need to mitigate risk and power sustainable growth.





Trending
2024

What does it mean to be **HUMAN?**



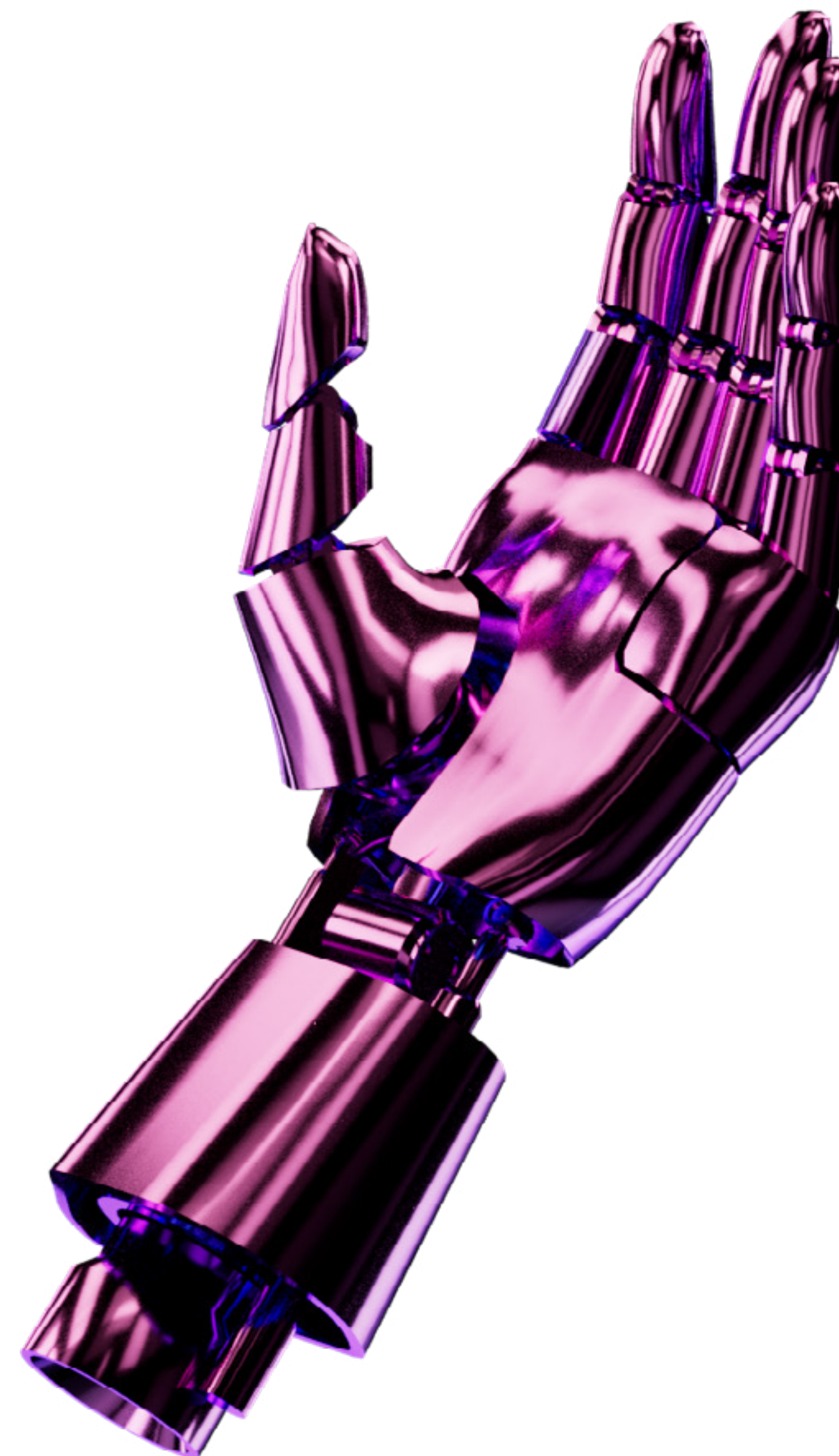


Humanity: Introduction

Now that we know what AI is and what it can do, how should we think about who *we* are? And as we gear up for contentious election cycles, groundbreaking new tech innovations and imminent climate catastrophe, is humanity facing a literal existential crisis?

As consumers and brands reckon with those questions, they are rethinking the things that differentiate us as humans and give us purpose. The answer, for some, is that human exceptionalism is a false narrative. We are just one species in the wider animal kingdom, part of an ecosystem with innate links to nature, and we're better off disconnecting from modernity and listening to our intuition instead. Others feel that we are destined to become one with artificial intelligence. Science and technology are the ultimate solution, allowing us to supercharge our brains and bodies indefinitely and solve the world's most pressing problems. Entering 2024, consumers will be looking to brands to recognize these two conflicting realities and guide them on a safe path to the future.

What does it mean
to be **human**?



Trends in conflict

Our trend **Beyond Human** describes consumers' desire to biohack themselves to optimize health, productivity and problem-solving. AI takes this to a whole new level, with the potential to enhance our cognitive abilities more than ever. Meanwhile, **Choice Partners** outlines people's willingness to outsource some of their cognitive load to brands and platforms, including AI.

At the same time, there's a feeling of **Tech Anxiety** taking hold. **Ancient Rituals** offers an antidote, with mindfulness and natural remedies facilitating intuitive living. We also see consumers increasingly recognize that connecting with the natural world is integral to human life, which we explore in our trend **Back to Nature**. This tension between technology and ecology will grow more fraught as humanity grapples with new iterations of generative AI.

As AI becomes a fact of life, **Human Encounters** – the expectation that interactions across all channels should be natural and empathetic – will become a key trend to activate.

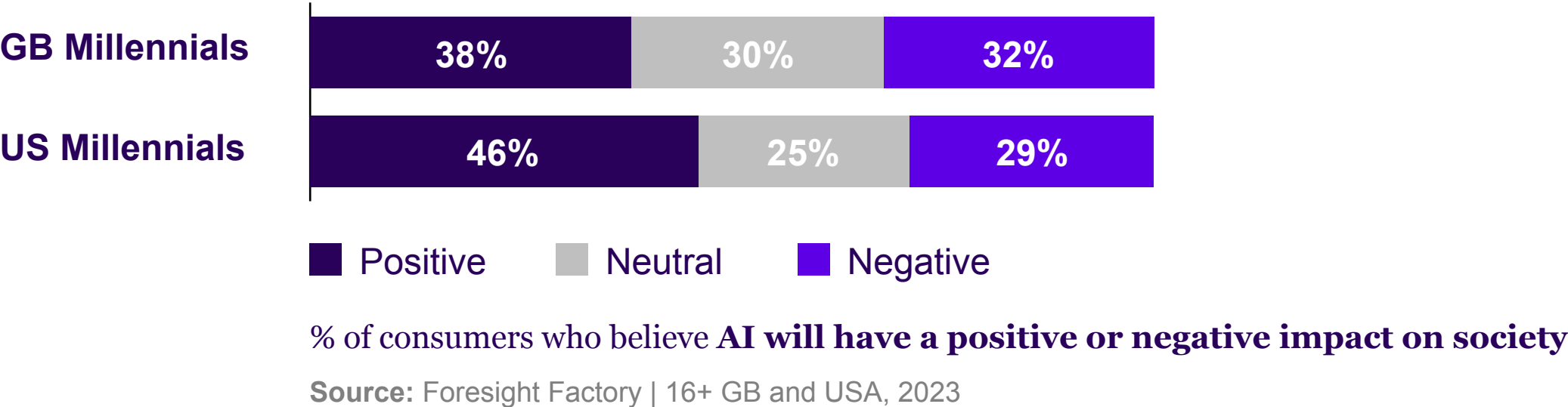


Data

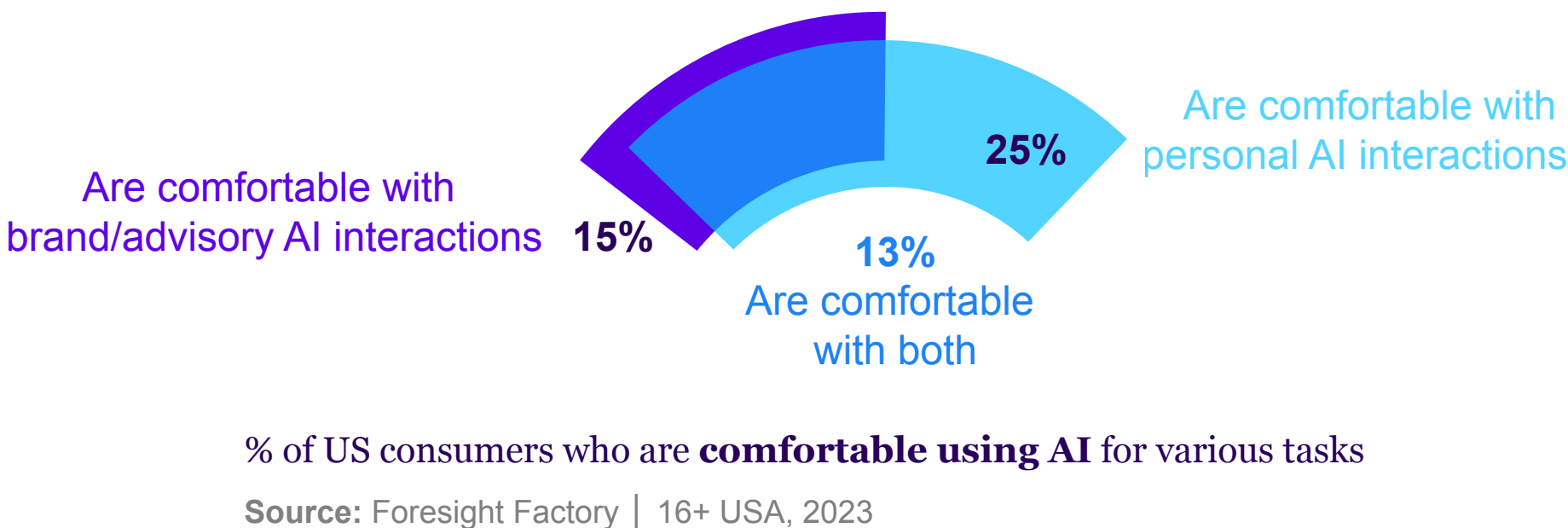
AI already has an outsized influence on multiple aspects of life, and consumers are conflicted when it comes to its overall impact. In the US, for instance, the proportions who believe AI will have a negative impact on society vs. a positive one are essentially equal. Interestingly, however, we see more positivity among Millennials. These are the leaders (e.g. **Sam Altman**, CEO of **OpenAI**) who will likely be ushering in this technology, and their positive outlook could inform how it is integrated into consumers' lives. Already, 25% of US consumers would be comfortable turning to AI for brand/ advisory interactions (e.g. to get customer service help or financial advice), 15% would be comfortable using it for more personal tasks (e.g. to talk to a therapist or get relationship advice), and 13% would be comfortable with both.

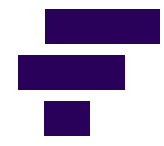
Meanwhile, the conflict between nature and technology continues. Consumers increasingly see the value in being at one with the Earth: more spend time in nature regularly to maintain their wellbeing than regularly visit a doctor.

Millennials are particularly enthusiastic about AI



AI can fulfil a human role for some consumers



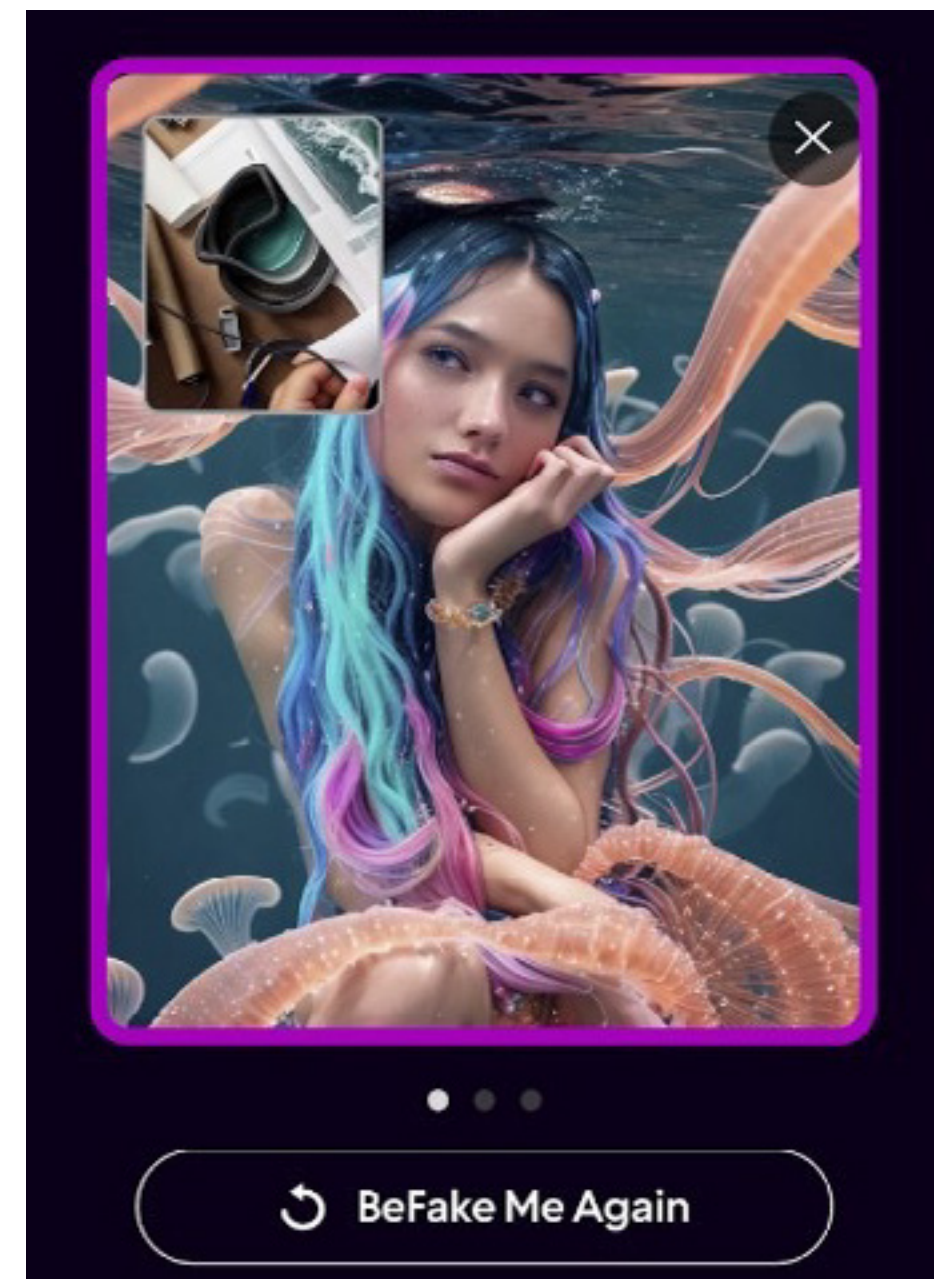


Case studies

Aspects of this reckoning area can also be seen across new innovations and commercial activity.

Many brands are going all in on AI, and the most successful ones are showing how it can actually enhance human interactions and experiences.

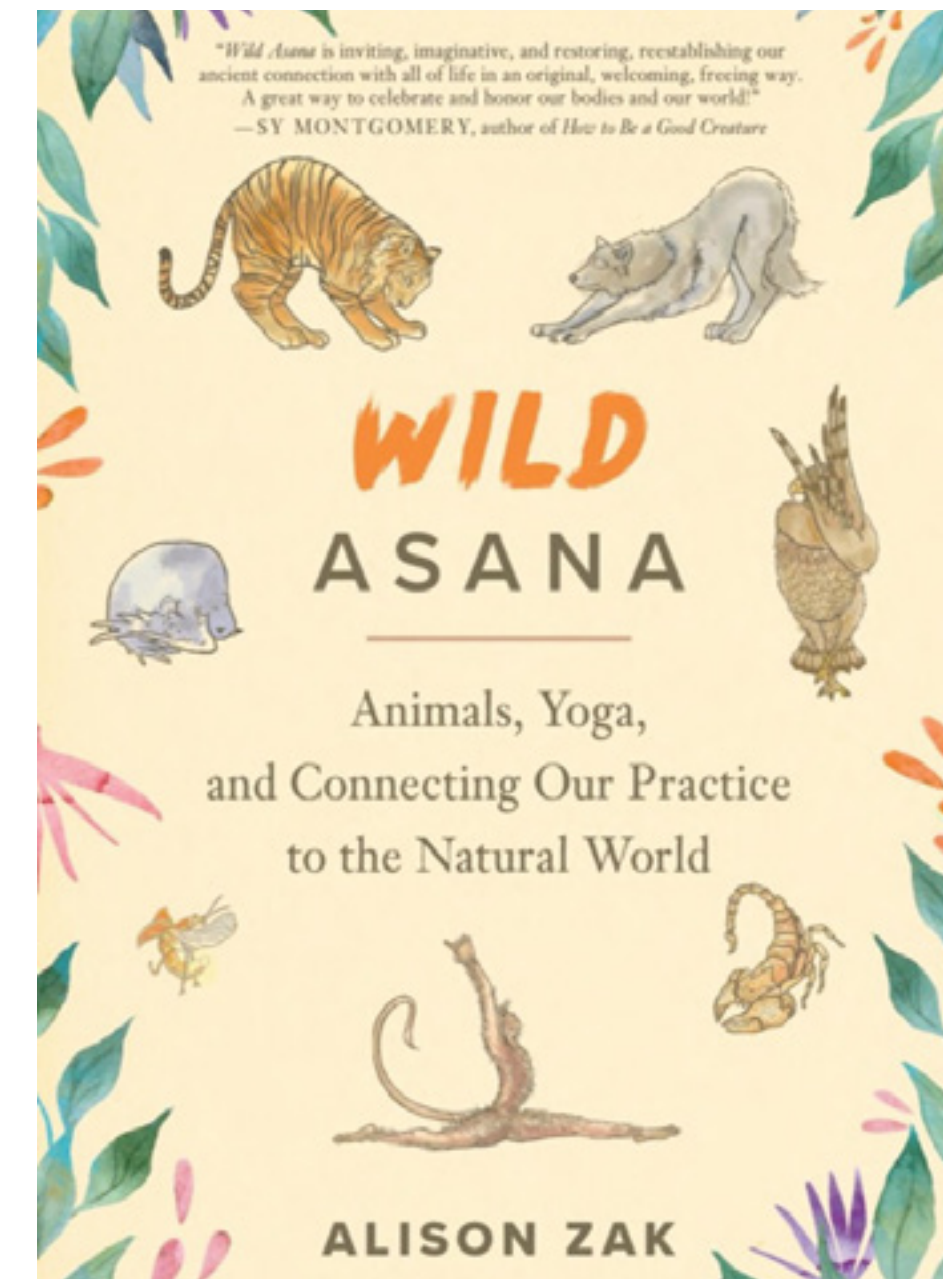
On the other hand, some brands choose to reject AI or draw a clear line between “it” and us, emphasizing the importance of humanity.



Social app **BeFake** encourages selfie augmentation rather than authenticity



NotCo uses AI to show how long domesticated animals can live in nature



Wild Asana explores how to use yoga to connect with animals and nature



Strategic imperative

Embrace ethical and responsible AI development.

Consumers are increasingly aware of the risks inherent in AI, from biases to privacy breaches and potential job displacement. Brands need to explicitly demonstrate their commitment to benefiting society and enhancing human lives, not compromising them. Do this by establishing clear guidelines for AI development within your organization, and by proactively participating in wider discussions about AI governance. Reassure your customers – and your employees – that even as you embrace new technologies, human wellbeing will always be a core principle of your brand.



How to act



Automotive and Mobility

Encourage consumers to sharpen their innate navigation skills and cognitive ability on the road. AI-powered apps and GPS services may make driving easier, but research shows that using physical maps can help lower chances of cognitive decline. Evoke a sense of nostalgia and adventure by prompting consumers to occasionally explore the world on their own terms, rather than relying on tech.



Retail

Allow AI to handle routine inquiries, but reserve more complex tasks for human employees. Online, a chatbot should be able to deal with functional questions about returns, sizes, etc., in real time. And in-store, automated checkout is often relatively seamless and convenient. However, don't do away with human customer service reps completely. In instances where the situation is more complex or requires human judgment, ensure you have a real person on hand to help. This is especially important when it comes to providing empathetic responses.

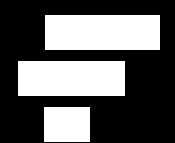


Travel

Encourage sustainable travel behaviors by appealing to consumers' sense of responsibility to their fellow animals. The concept of carbon emissions may be too complex or impersonal to resonate with some consumers, but everyone likely feels some degree of empathy toward animals. Consider quantifying the impact that consumers' sustainable travel choices can have on local wildlife and ecosystems – for example, hectares of land that have been protected or animal populations that have increased due to tourists' contributions to local conservation efforts.

Talk to us

Become a client today to access the complete Trending 2024 report on **Collision**, featuring more detailed scenario analysis as well as strategic imperatives and sector implications for every business.



What does it mean to be

HEALTHY?



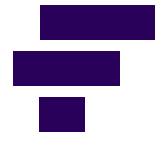


Health: Introduction

What does “healthy” really look and feel like? And will our desire for continuous optimization soon reach a tipping point? Reportedly groundbreaking health innovations are constantly hitting headlines. For example, in the field of longevity, Silicon Valley investments are spurring on the quest to live forever – even as life expectancy is stalling in developed markets – while “miracle drugs” like **Ozempic** and **Wegovy** promise a quick fix to systemic health issues such as increasing rates of obesity and diabetes.

Meanwhile, a backlash is emerging against the wellness industry, driven by the feeling that it’s overcommercializing healthy practices and making health less accessible. Wellness-washing is being called out. Accepted truths are being challenged: are luxury candles and bath bombs really necessary aspects of self-care? Is “therapy speak” having a *negative* impact on social relationships? Are science-based solutions more effective than a back-to-basics approach? As we enter 2024, consumers and brands will need to reckon with the very definition of health, and who is ultimately responsible for it.

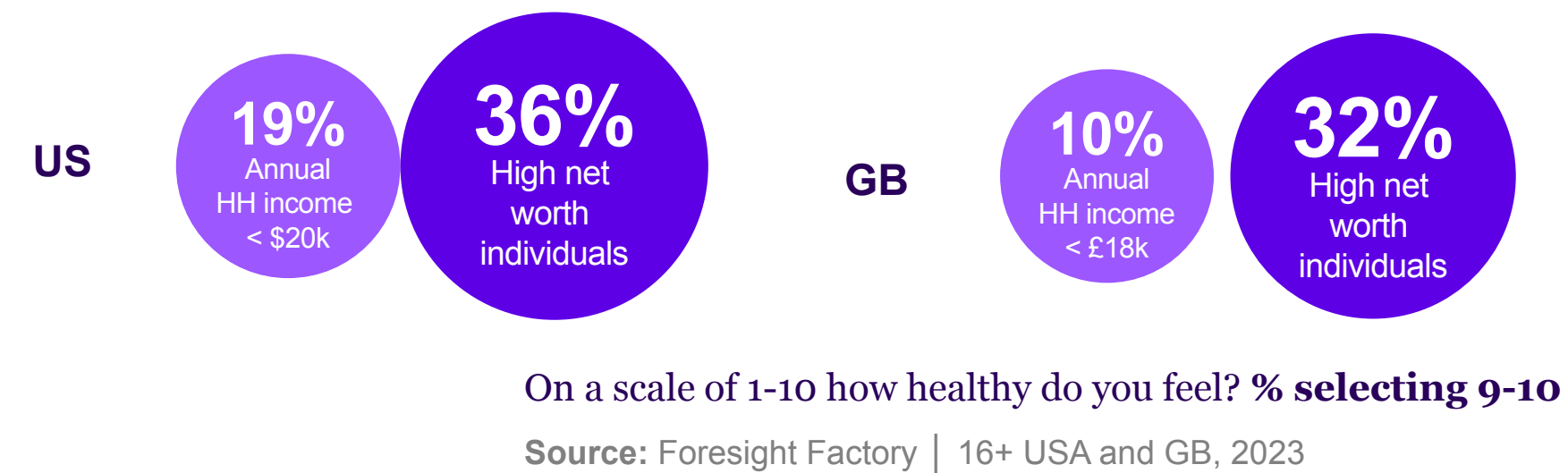




Data

Our data shows uptake of wellness activities and perceptions of health vary widely, especially across different income groups. Those with higher household incomes, those in the family lifestage and young men (especially aged 16-29) all tend to feel healthier. Large proportions of consumers lack the resources to improve their health, not just money but the time and space to exercise, and availability of fresh produce in their area. Our data shows, however, that the habits with the biggest positive impact on improving how healthy people feel are simple, often cheap or even free (e.g. getting a good amount of sleep) – though lack of access to resources is still an issue.

Those who are wealthier, feel healthier



Case study

Aspects of this reckoning area can also be seen across new innovations and commercial activity.

Brands are realizing that wellness claims must be treated carefully, but they are also showing how tweaking everyday routines, conversations and spaces could make us healthier.

Meanwhile, some companies are leveraging metrics from today's technology, like wearables, to improve care specificity and pricing, while others are investing in tomorrow's technology, like brain chips and genome therapy, to enhance the body's capabilities and extend human lifespans.



Jeff Bezos-backed **Altos Labs**
researches longevity and anti-aging

Talk to us

Worried about missing signals? **Collision** scans 4,000 commercial signals every day. By connecting real consumer demand to gaps in the market at an audience level, it unlocks clear, commercially significant growth opportunities.

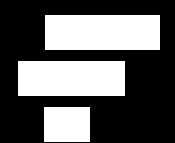


Strategic imperative

Promote health equity.

As governments pull back on health investments, aim to make wellness accessible for the many. Majorities of consumers in certain markets (such as the US) lead lives untouched by wellness principles, not even meeting minimum weekly activity requirements or daily intake guidelines for fruit and vegetables. How can your brand reach those most in need?





Trending
2024

What does it mean to be

SUSTAINABLE?





Sustainability: Introduction

Who is responsible for planetary health? And what will it *really* take to reach ambitious climate targets? Until now, it's been relatively easy for consumers to say they want to help protect the environment, to choose the sustainable option when shopping, and to expect brands and governments to clean up their act. Going into 2024, however, key milestones on the road to net zero will arrive rapidly. Consumers and brands will have to make significant sacrifices to mitigate climate disaster, from overhauling operations to forgoing personal comfort and accepting major lifestyle changes.

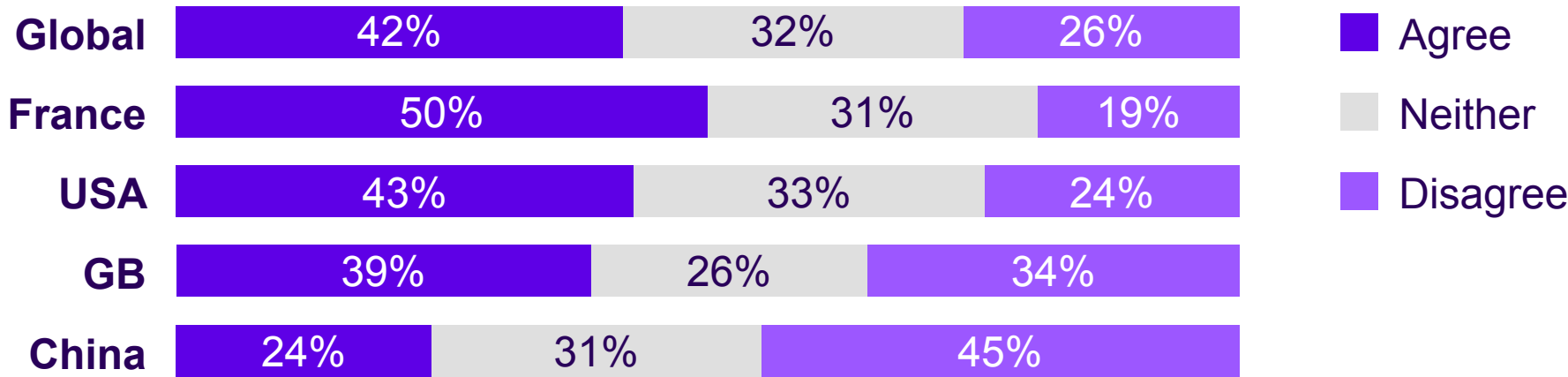
New expenses will become the norm, with consumers asked to pay more for eco-friendly technologies such as electric vehicles and heat pumps. They'll also have to get used to doing less of the activities they enjoy and perhaps take for granted, such as flying and eating meat. While some consumers are already happy to make such sacrifices, we also see evidence of resistance to measures such as low emission-zone charges in cities. As extreme temperatures, wildfires, flooding and more continue to plague the planet, the divide between those who are willing to change and those who are reluctant is only set to deepen.



Data

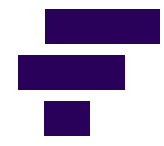
We see signs in our data of cooling environmental fervor, in favor of a more pragmatic or skeptical approach. Globally, more consumers agree than disagree that they support climate activists, even if their protests disrupt their life. But the situation is reversed in some markets. This is especially true in China, where 45% disagree and only 24% agree.

Many support climate activists, but this feeling is far from universal



% globally who agree/disagree they support climate activists, even if their protests disrupt their life

Source: Foresight Factory | 16-64, global markets, adjusted data, 2023



Case study

Aspects of this reckoning area can also be seen across new innovations and commercial activity.

Vague sustainability claims about offsetting and planting trees are increasingly likely to be dismissed as greenwashing, so some brands are making consumers face up to the eco-sacrifices they must make in the years to come.

Others are having to recalibrate their sustainability shifts to meet with consumer demand or lack thereof – for instance, scaling back on environmental pledges and reintroducing less environmentally friendly products.



Citroën UK is offering petrol and diesel fuel versions of its electric C4 X model



Strategic imperative

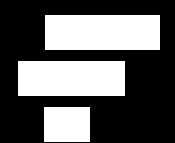
Consider what to do about those consumers who refuse to make sacrifices.

Even as the climate crisis becomes starker, some consumers will inevitably prove resistant to calls for them to adopt more sustainable practices. This could raise the question of whether brands who want to be seen as sustainable and responsible should give up on such individuals or try to accommodate them somehow. Taking the former course may lead to a loss in revenue, while taking the latter is likely to lead to criticism from campaigners and activist consumers.



Talk to us

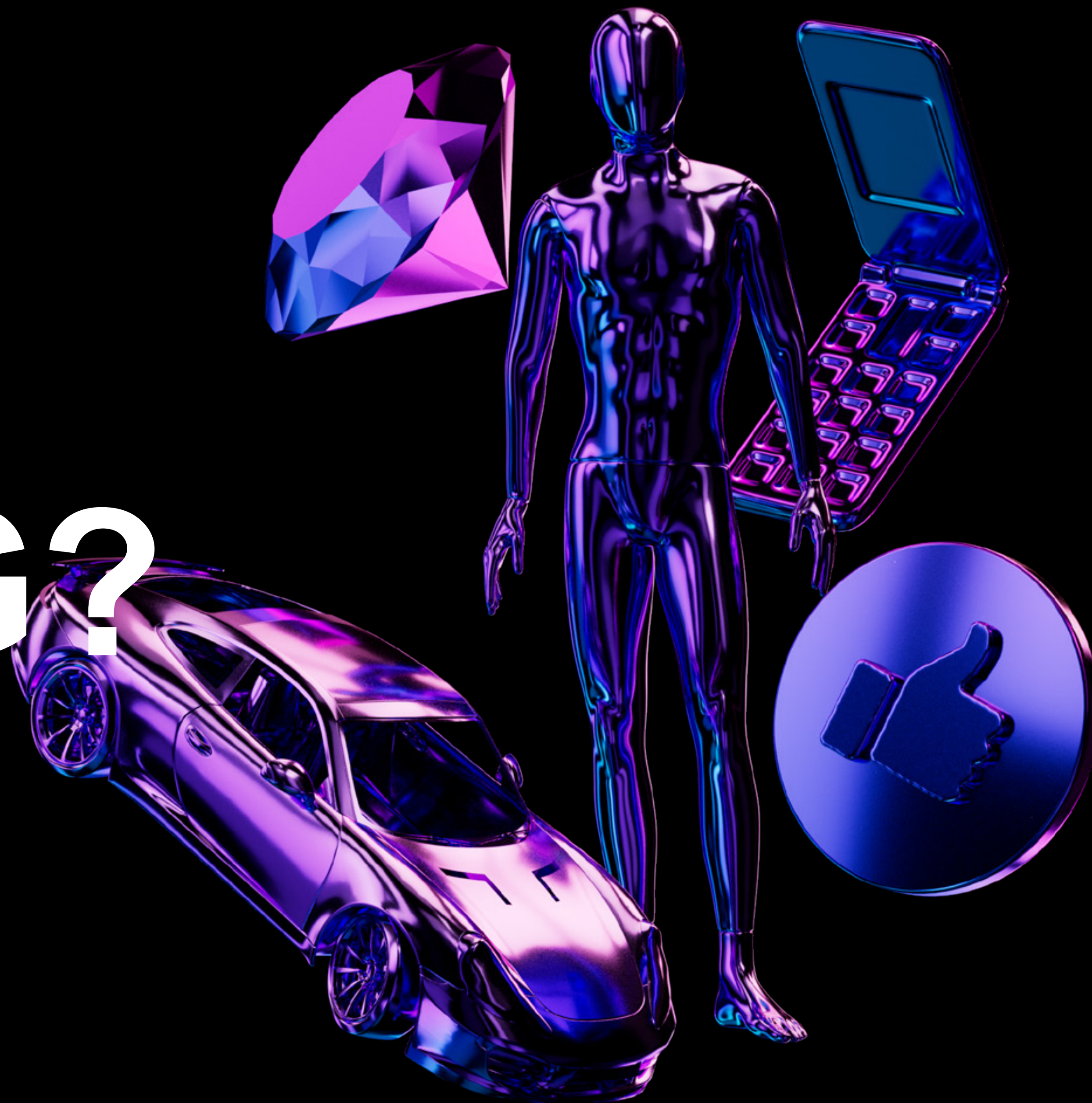
Understand the strategic imperatives most relevant to your brand with our dynamic trend frameworks. These living and breathing frameworks update in real time, offering a bespoke view uniquely tailored to your business.



Trending
2024

What does it mean to

BELONG?



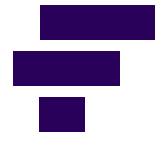


Belonging: Introduction

How can consumers feel a sense of connection and belonging in a world that seems increasingly fragmented? Traditional unifying forces and authority figures have seen their influence wane, while the mass adoption of flexible lifestyles is desynchronizing routines and schedules. Furthermore, the celebration of individuality and self-expression is gaining momentum, with many aspiring to carve out unique identities that set them apart. However, against this backdrop, a parallel need persists among consumers: to feel part of something bigger than themselves. The rise of fandoms and passion-based communities serves as a striking illustration of this, while wide-reaching social phenomena such as #barbiecore reveal that demand for mass-market, communal touchpoints is real.

As this dance between individualism and community unfolds, how consumers craft their identities and build all-important status is set to evolve. Heading into 2024 and beyond, brands that can cater to the dual desires of consumers to assert their individuality and find resonance within a larger context stand to gain.

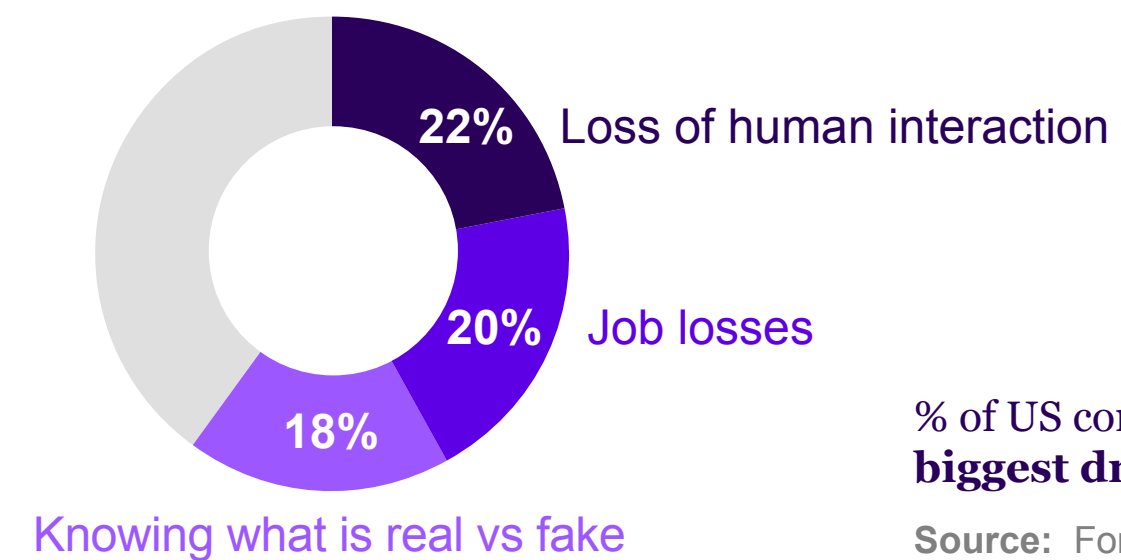




Data

Our data reveals that concerns related to social disconnection and loneliness are widespread and are often attributed to the growing influence of social media and technology in our lives. Indeed, the most commonly cited drawback of AI among both US and British consumers is the potential loss of human interaction.

AI: a driver of further disconnection?



% of US consumers who believe each to be the
biggest drawback of increased use of AI

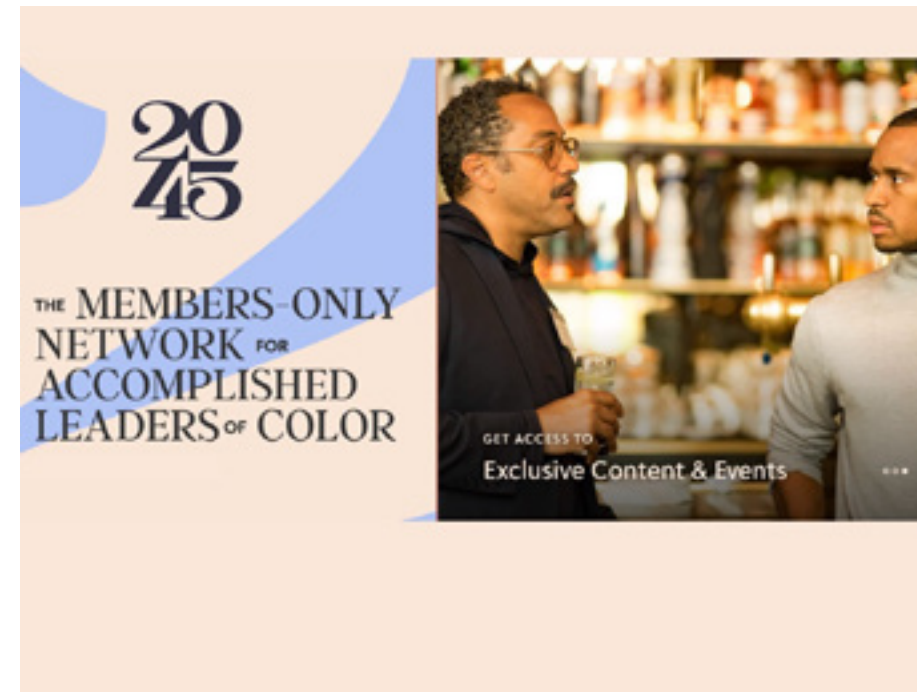
Source: Foresight Factory | 16+ USA, 2023

Case study

Aspects of this reckoning area can also be seen across new innovations and commercial activity.

Several brands are supporting consumers in their quest for individuality and personal brand-building, for example by promoting self-expression via campaigns and introducing customizable product offerings.

Meanwhile, others emphasize community connection, engaging with fandoms, supporting customer communities and helping consumers feel a sense of belonging in various areas of life.



2045 clubhouse in New York empowers and improves community connections

Strategic imperative

Energize and engage fandoms.

Cultivate the fandoms and shared-interest communities linked to your brand or industry niche. Analyze their preferred communication channels and the unique culture and lore that bind them. Engage these groups, for example through fan-centric comms, loyalty perks, special hangouts, and merch. Meanwhile, provide a platform for fans to be recognized and celebrated within their communities, for example by facilitating fan-to-fan resale markets or rewarding fans for their stand-out contributions.



Talk to us

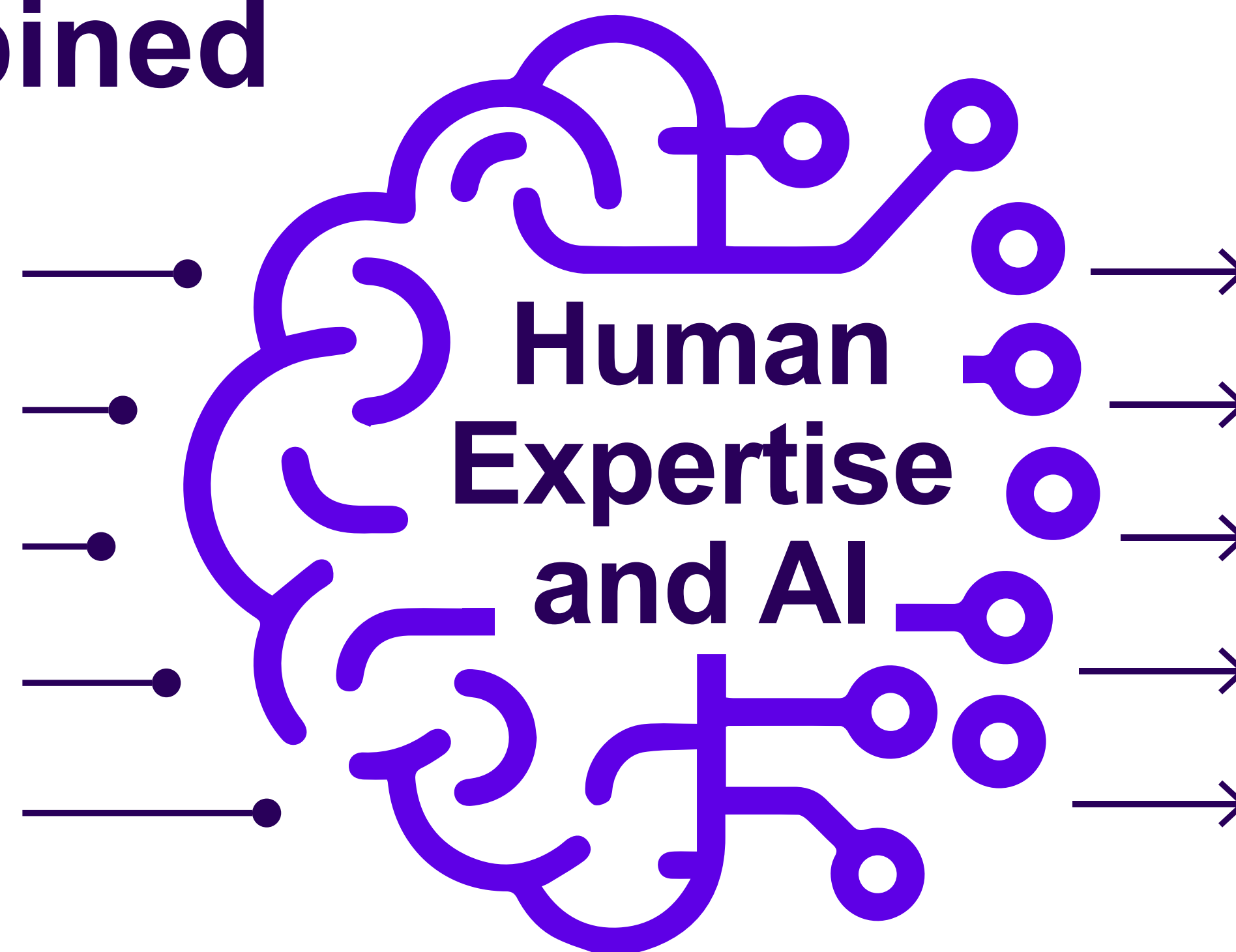
Mitigate risks and leverage long-term opportunities with scenario planning. By building and embedding foresight into your strategy, you can future-proof against change and be ready to respond to any future.



Unique ingredients, uniquely combined

Continuously fusing data and signals

- Exclusive consumer data spanning 27 markets, 46,000 consumers
- 4,000 daily commercial signals (press releases, patents)
- Social media listening, Google Trends
- Economic data and forecasts
- Global trendspotters



Your value creation

- Future proof your corporate strategy
- Identify risk and take action
- Meet evolving future demand
- Uncover commercially significant opportunities
- Inform and direct innovation pipelines
- Expand investor confidence

Human

- Global team representing 12 nationalities and 17 languages
 - 25+ years of foresight experience
- Foresight advisory delivered with flair



AI

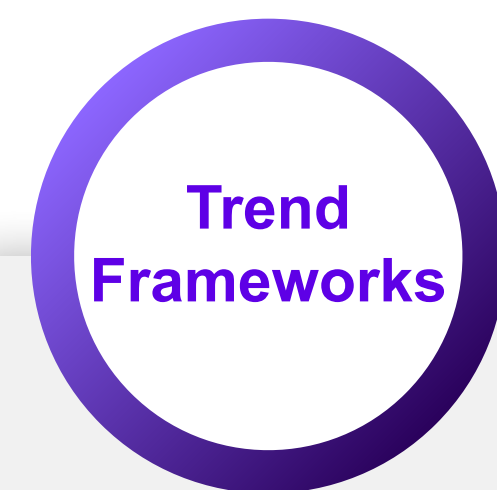
- Analytical AI revealing new insights and patterns in data
- Machine learning algorithms unlocking fact-based opportunity
- Blending “old school” data with new
- Turning signals into strategic application by market, customer and business discipline
- Forecasts, predictions, horizons

What does consumer reckoning mean for your brand?

In today's ever-changing world of business, agility and strategic thinking are imperative for success.

Foresight Factory is your trusted partner on the journey towards profitability and transformational growth.

Whether you need help understanding the shifts, sizing and seizing the opportunities or simply aligning your teams with a cohesive corporate strategy, we have a relevant service and are here to guide you.



**Drive
future-focused
business
alignment**



**Seize
category-led
opportunity**



**Mitigate future
risks and leverage
long-term
opportunities**



**See future-growth
through the eyes
of your future
consumer**

Our expertise empowers leaders to uncover hidden opportunities, ensuring you not only shape the future, but thrive in it. Embrace the future with confidence and partner with Foresight Factory today.

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