

MINTEL

GLOBAL CONSUMER TRENDS

Understand what's
new and next in global
consumer behaviour and
the impact on marketing
and innovation.



Welcome to Mintel's 2024 Global Consumer Trends.

It's been a year of change (aren't they all). With the lingering effects of the COVID-19 pandemic, fluctuating economic instability, increasing political unrest and new artificial intelligence around every corner, many consumers feel overwhelmed and distracted, resulting in interesting behaviour shifts. This year, we are calling out five trends that we think are particularly interesting for brands to pay attention to—now and in the future. They are 'Being Human', 'More Than Money', 'Relationship Renaissance', 'New Green Reality' and 'Positive Perspectives'.

For those new to Mintel's annual trend predictions—or as a reminder to those who may have forgotten—our living, growing prediction model adapts to the unforeseen. Centred around the seven Mintel Trend Drivers—Wellbeing, Surroundings, Technology, Rights, Identity, Value, and Experiences—the model supports the fluid acceleration or deceleration of a trend according to the reality of individual markets. It allows us to be more adaptive and reactive to change and to continue to focus on the future.

Simply put, through our trend predictions, we recommend how brands can grow from shifts in consumer attitudes and behaviours.

Unlike other trends in the marketplace, our trends are backed by robust data and expert opinions, ensuring that what you read here is meaningful and actionable rather than guesswork, abstract ideas, a viral fad or—dare we say—just 'fluff'. After you've read and digested the trends, you'll probably think about what comes next. For example, 'How do I bring this to life for my brand?' 'How can I effectively prioritise which trends offer the greatest opportunity for growth?' That's the perfect time to get in touch. Our team is well-versed in building brand-specific trend frameworks that answer these questions and more.

If you're a Mintel client, contact your Account Manager for more information. **If you're not a Mintel client, visit [mintel.com](https://www.mintel.com) to get in touch.** Either way, we look forward to hearing from you.



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01 Being Human


In a world increasingly dominated by algorithms, we will need human skills and emotion to make the most of this technological revolution.


The past year has seen advancement after advancement in technology and AI, with each innovation changing the game by making life and work more efficient. Technology allows consumers to automate mundane tasks, freeing up time to pursue more meaningful activities. Unlike technologies of the past that existed as tools, today's rapidly advancing AI-powered technologies seem to be on track to outpace human output.

While consumers and businesses learn to balance the use of this emerging technology, consumers will begin to appreciate what makes humans so unique—emotions, empathy, creative ideas and the desire to connect with fellow human beings. **To strike a balance between progress and preservation, brands and consumers will increasingly seek out uniquely human elements as a contrast to faceless algorithms.**

Consumers want technology to forge connections

48% 
of German consumers agree that technology can have a positive impact on productivity.

47% 
of UK consumers who are concerned about the increasing prominence of AI are specifically concerned about having to interact with AI more than people (eg customer service, emergency response).

25% 
of Japanese consumers say they want to improve their lives by using digital technology.

Base: 2,000 German internet users aged 16+; 1,123 UK internet users aged 16+; 2,000 Japanese internet users aged 18+ Source: Mintel Reports Germany, [Future of Health Technology](#), 2023; Mintel Reports UK, [Future of Technology](#), 2023; Mintel Reports Japan, [Sharing Economy](#), 2022

What's happening next

As a wider gap develops between early adopters and tech-resistant consumers, creating greater friction, brands can appeal to the middle ground as consumers adapt to new ways of living and working alongside technology that increasingly calls into question what it means to be human. In a world where being upstaged by robots is becoming a real threat, finding a balance between technology and tradition can be achieved through upskilling.

As more businesses embrace AI to increase productivity and cut costs, there will be widespread calls to protect and support workers, rather than make them redundant. Consumers will need time to adjust and learn how to make technology more applicable at the individual level, sparking new discussions and innovations around how to be intentional about blending the digital and the physical.

A new 'human-as-premium' label will emerge, giving greater influence to artisans who can take on the creative spirit that exists outside of an algorithm. Brands will focus on connecting the dots as connectivity takes on a new emotional meaning alongside a tech-focused one, driving their focus on how one product or purchase can improve multiple parts of one's life by finding patterns that would be difficult to spot alone or with the assistance of technology.

Consumers seek a balance between technology and tradition

72%

of Canadian parents agree that they worry about their children having too much access to digital media (eg screen time, appropriate content).



65%

of Singaporean consumers agree/strongly agree they are concerned people will lose touch with reality by spending too much time in the metaverse.



58%

of US consumers say communicating with an actual person is what makes an interaction with a salesperson or customer service department a good experience.



How brands are innovating

The First Biosensor To Analyze Sweat Provides Personalized Hydration Data



Source: thefeed.com

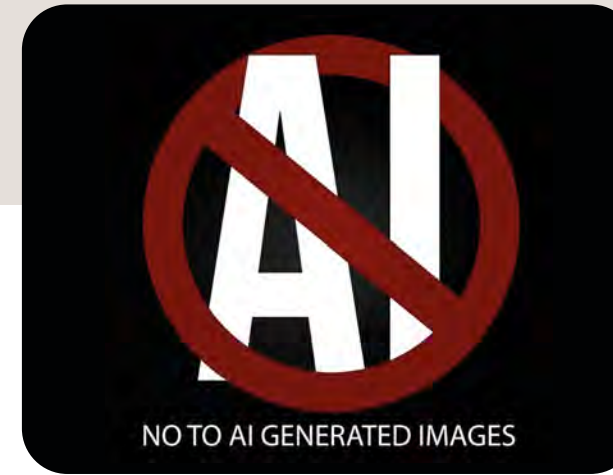
US biotech company Nix launched a wearable hydration biosensor that calculates fluid and electrolyte loss and informs the user about their hydration levels.



Digital bank Brubank Argentina invited entrepreneurs to use AI and the Mi Negocio app to submit visualisations of their dream store and the bank produced the digital designs for free.



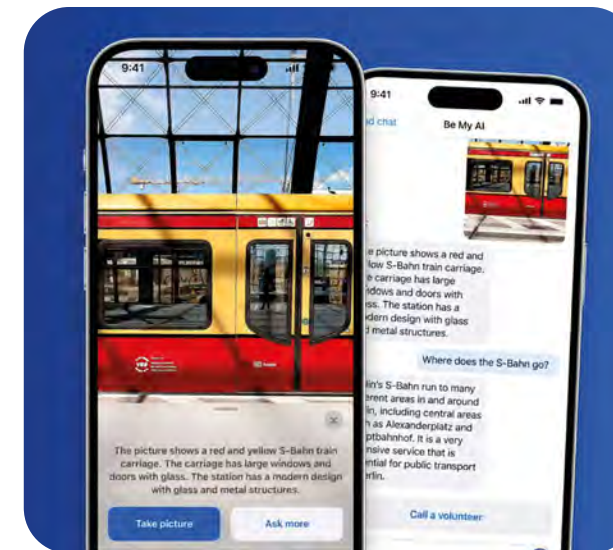
Source: brubank.com / getty



Source: [ajimrow](https://www.instagram.com/ajimrow) via Instagram

Artists and illustrators in the US are using the hashtag #artbyhumans as a form of silent protest and a rallying cry against the abundance of AI-generated images/art.

Danish tech start-up Be My Eyes has incorporated OpenAI's GPT-4 into its eponymous mobile app to create a virtual visual assistant for blind and partially-sighted people that can generate spoken words from images.



Source: [bemyeyesapp](https://www.instagram.com/bemyeyesapp) via Instagram

Chinese multinational technology and entertainment conglomerate Tencent's AI + Intelligent Factory platform enables users to produce fast and affordable digital humans without the need for trained AI prompting.

Source: getty



Young, single people in China are finding solace and companionship with AI chatbots, documenting their 'romances' on social media and describing in vivid detail their unusual correspondence with the near-human ChatGPT.

Source: Yan Cong for The Washington Post

Future forecast

As emerging technologies become more intuitive, consumers will embrace them and seamlessly incorporate them into their work and everyday lives, intentionally using technology to retain a sense of human creativity that exists safely outside the bounds of an uncanny valley.

But there will also be many who grow fatigued from technology and nostalgic for the way things were. As the collective memory of a pre-tech world grows more distant, this sentiment will appeal even to younger generations that only know the conveniences of a digitised world. From this will rise services that teach human skills like self-expression and focus on how to connect with fellow humans.

There will be a strong need for guidance and reminders of what it means to be human far beyond efficiency as consumers seek the level of empathy and service that only a human can provide. While tech itself can boost efficiency, brands will still need to invest in their people and communities to continue nurturing customer relationships.

“As the collective memory of a pre-tech world grows more distant, nostalgia will appeal even to younger generations that only know the conveniences of a digitised world.”





Evolution of the trend

Mintel's 2021 Global Consumer Trend '[Virtual Lives](#)' accurately predicted that the COVID-19 pandemic would push consumers to take on new digital personas in all aspects of their lives, removing their sense of autonomy as they shifted their lives online. In 2022, our [Global Consumer Trend 'In Control'](#) revealed how consumers aimed to reclaim authority over their lives, a desire that is currently being fulfilled by the rise of generative AI which gives consumers the chance to experiment and explore on their terms.

More recently, [Mintel's 2023 Global Consumer Trend 'Hyper Fatigue'](#) shows how consumers are at a turning point in their relationship with technology. It can be both a stressor and a solution as the pace of life continues to accelerate beyond their control. As far back as 2011, [Mintel Trend 'Who Needs Humans?'](#) emerged from both a fear of, and curiosity about, automation, and now explores the ways technologies like AI and robotics are increasingly replacing the need for humans in various fields that were previously untouched by early automation. Today, this trend dives into the importance of retaining a human element as our reliance on technology increases, paving the way for human touch and expertise to become increasingly desired and valued.

02 More Than Money

Consumers will reassess what matters most to them, affecting not only what they want and need, but their perception of what constitutes value.

Traditionally, value has been defined as the ratio of quality received to price paid in a purchase transaction. Brands often simply manage the price side of that equation when attempting to deliver better value which, while important, is not where the powers of influence end. Consumers have increasingly diverse ideas of what indicates 'quality' in a product or service. **As budget pressures force tighter trade-offs, consumers**

are becoming more realistic in their search for value as they strike a balance between quality received and cost incurred. While attributes like sustainability, convenience and heritage remain important, brands should present them through a quality lens. In this way, they can directly contribute to a perception of value by demonstrating how these attributes make a product functionally better.

Consumers define 'quality' in new ways

70%

of Thai consumers are interested in, and willing to pay more for, beauty products that are formulated with natural ingredients.

67%

of UK consumers who have bought furniture in the last 12 months prefer to spend more on high-quality furniture that lasts longer than buy cheaper furniture that needs replacing frequently.

Base: 2,000 Thai internet users aged 18+; 1,007 UK internet users aged 16+
Source: Mintel Reports Thailand, *Clean Beauty*, 2023; Mintel Reports UK, *Furniture Retailing*, 2023



What's happening next

Marketers have long asked consumers to buy into the 'idea' of their brand and how it represents emotions and lifestyles more than being just a product, service or function. **Consumers are affiliating themselves with brands that represent their values, but this is a double-edged sword**; they are also abandoning (loudly) the brands that don't align with their values.

Emphasising the functional aspects of a product will again rise in importance, but so will emphasising the functional aspects of a brand. **The social and emotional value of a brand will grow in importance as consumers look more towards what a brand means to them personally, rather than what it stands for societally**—especially time-honoured legacy brands. Marketers will focus on connecting more intimately with consumers by highlighting the brand's heritage,

leveraging nostalgic elements, and underlining the reliability and trust that they've earned. As the pace of change increases and consumers feel ever more uncertain about the world around them, reminding them of brand history, tradition or longevity—and where it sits within the human narrative—can position a brand as a pillar of stability in an ever-changing world.

Consumers want to connect with brands

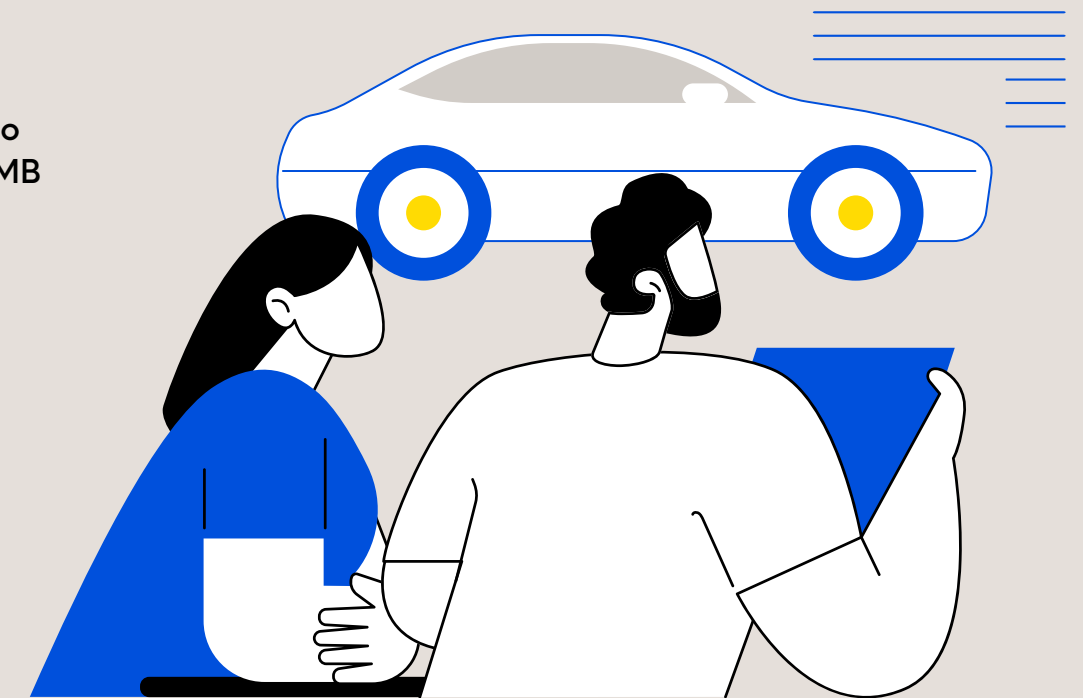
78%

of US consumers agree the quality of a retailer's store brand is a reflection of a retailer's overall quality.



30%

of Chinese consumers who have luxury cars worth RMB 300,000 or above would be attracted by a more interesting brand story.



How brands are innovating



French cooperative Ethikis has developed the Longtime label, a quality mark to help consumers identify durable products.

Source: Longtime Label



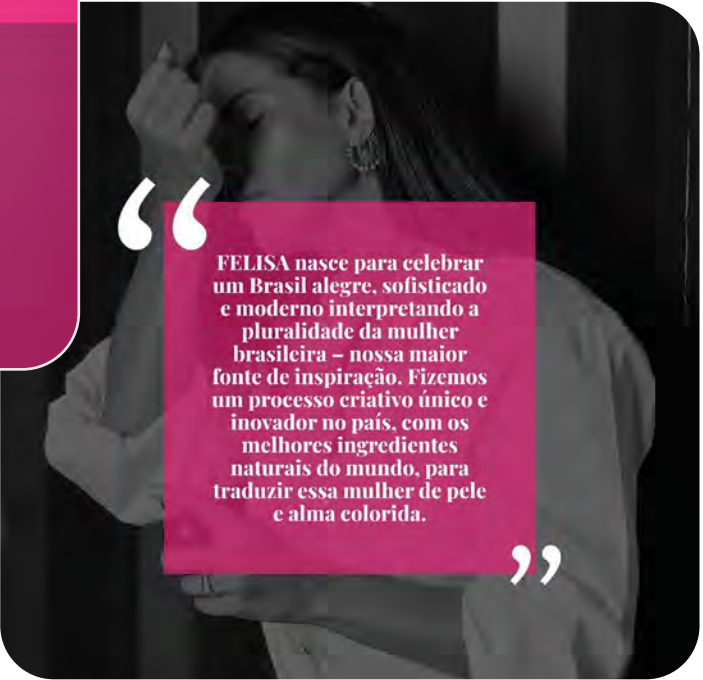
Chinese baijiu brand Wuliangye has launched 'W Planet', a metaverse-based virtual space, aimed at encouraging young consumers to experience its brand culture.

Source: SocialBeta



Brazilian luxury fragrance brand, Felisa, is rooted in sustainability by producing vegan, cruelty-free products formulated with natural ingredients.

Source: @felisa.beauty via Instagram



“ FELISA nasce para celebrar um Brasil alegre, sofisticado e moderno interpretando a pluralidade da mulher brasileira – nossa maior fonte de inspiração. Fizemos um processo criativo único e inovador no país, com os melhores ingredientes naturais do mundo, para traduzir essa mulher de pele e alma colorida. ”



US food processing company Heinz has created a collectable sauce packet for all 50 US states, each one highlighting a regional delicacy from the state to bring Americans together rather than highlight what divides them.

Source: Heinz

Thailand has shifted its tourism industry from focusing on the number of tourists to delivering quality-based, sustainable and responsible tourism.

Source: thailandinsider.com



“Brands must reestablish and strengthen their relationship with consumers, placing consistent delivery of functionality at the core of their message and ensuring that reliability, trust and authenticity feed into the integrity of their identity and vision.”

Future forecast

As trust in institutions continues to decline, consumers' scepticism and scrutiny of brands that don't meet their expectations will drive the shift in their perception of value. Brands must reestablish and strengthen their relationship with consumers, placing the consistent delivery of functionality at the core of their message and ensuring that reliability, trust and authenticity feed into the integrity of their identity and vision moving forward.

For consumers to understand and familiarise themselves with their identities and tastes, they will expect brands to exhibit the same effort, playfully, honestly and vulnerably. Looking ahead, some consumers and brands will enter a parallel journey to discover their priorities, which will lead to a long-term sustainable contract between both parties. Gamechanging brands, while respecting consumers' prioritisation of quality, will foster an emotional connection with them through personalised products that tap into their sense of exploration.



Evolution of the trend

Health and financial crises, widening inequality and wealth disparities have ignited global financial anxiety and forced consumers to trim their budgets. However, as the [2023 Mintel Global Consumer Trend 'Intentional Spending'](#) predicted, consumers' value perceptions have evolved to include more than monetary benefits. As a result, sustainability, convenience, heritage and flexible payment options are no longer simply extra attributes that consumers trade for quality or vice versa. Instead, they add to the overall perception of the quality of the product by increasing the quality of the experience.

Long-term financial turbulence and soaring prices will limit consumers' spending power and force many to maintain price-conscious spending habits. However, brands can remain relevant by continuing to evolve the definition of value. Ultimately, competitive brands will amplify and capitalise on their legacy, accomplishments and success stories to demonstrate their worth. In particular, those [Moral Brands](#) that can show their alignment with consumers' ethical demands will succeed.




03 Relationship Renaissance


Consumers who find comfort through screens at the cost of meaningful, real-life relationships, will seek new forms of intimacy for the sake of their physical and mental health.


Interpersonal communication has changed dramatically in recent years. Although consumers have more access to communication tools than ever before, the onslaught of social media, text chains and video calls has led to stress and burnout. Traditional points of personal connection, such as a shared office space or the family television set, are being replaced by remote working and personal devices. Activities that used to be done together are now done in tandem but separately. Increasingly, this is creating a fragmented network of relationships that is difficult to build and maintain.

At the same time, interpersonal relationships are emerging as a facet of wellbeing that consumers are eager to explore. While health is often managed through diet and exercise, social connection is also critical to survival and thus an important health factor to maintain. As a result, both public and private organizations are rising to the occasion to bring people together and find new ways to help consumers shift passive relationships to active ones.

Consumers prioritise connections

66% 
of Brazilian consumers spend time with someone they like as a way to cope with stress.

39% 
of Chinese consumers say they intend to make new connections with people through hobbies or clubs in the next 12 months.

23% 
of UK consumers say they go out socially now as much as they did pre-pandemic.

Base: 1,500 Brazilian internet users aged 16+; 1,000 Chinese internet users aged 18+; 1,000 UK internet users aged 16+
Source: Mintel Reports Brazil, [Wellness Lifestyles](#), 2023; Mintel Global Consumer, [The Holistic Consumer](#), 2023



What's happening next

Brands play a significant role in shaping the wellbeing industry, as demonstrated by the size and power of the self-care movement. Brands helped develop the self-care industry by creating products that build a cocoon of comfort for users. Now, **brands are being challenged to pull people out of the self-care cocoon and back into the social world to improve personal health.**

Brands will reframe self-care so that it's not solely about the individual, but also about their connection to others. **Consumers don't just want to be cared for; they want to care for others too, as demonstrated by the increase in the number of pets and plants in the household.** Some brands will help consumers find points of connection. Companies in the pet, fitness and leisure categories are particularly suited to this as these are interests that bring people together.

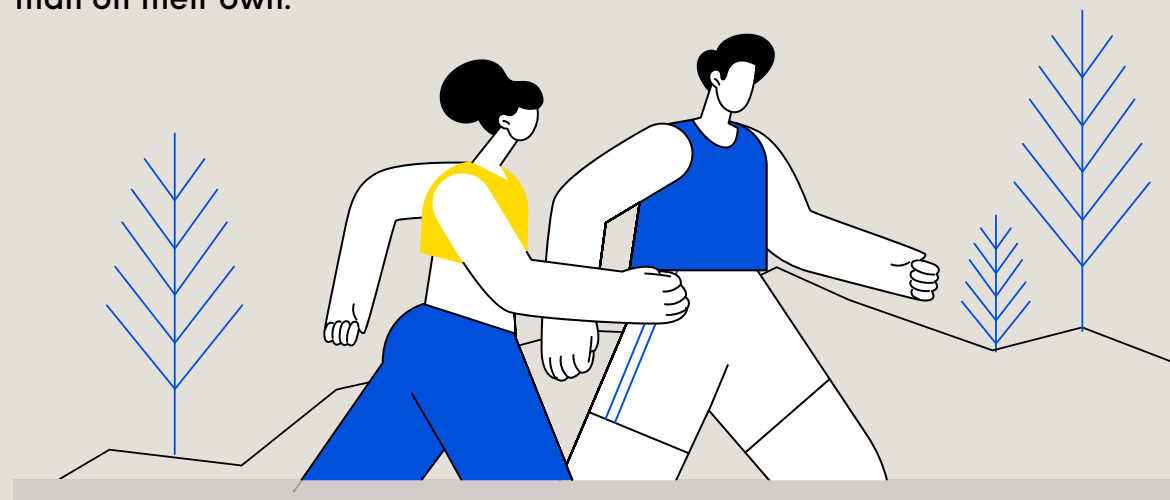
They provide conversation topics to help consumers develop deeper relationships and form communities with others who share their interests.

Food, beverage and beauty companies will also find meaning in connection as they redesign solo routines—from morning coffee to evening skincare regimens—as something consumers don't have to do alone.

Consumers seek connections to support self-improvement

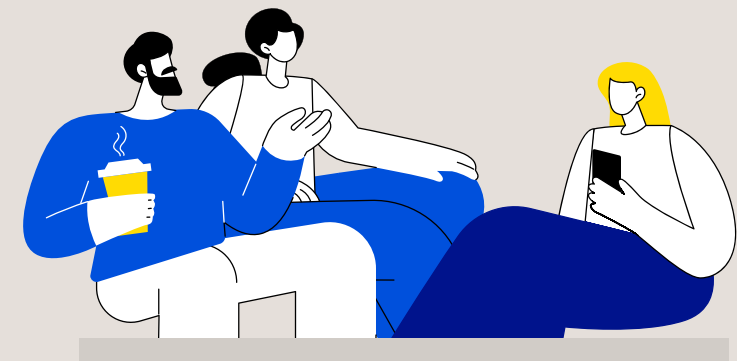
67%

of Thai consumers think it is easier to maintain healthy habits with other people than on their own.



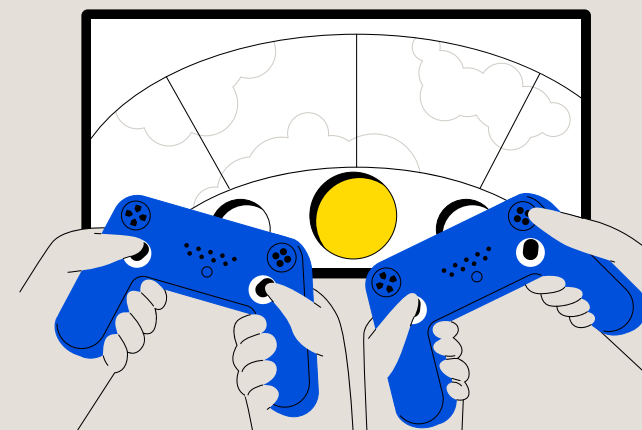
62%

of US consumers say they prefer to spend their free time with friends/family as opposed to alone.



48%

of UK consumers who have taken part in a leisure activity in the last month (February 2023) say they choose leisure activities that are good for doing with friends/family.



Base: 1,500 Thai internet users aged 18+; 3,000 US internet users aged 18+; 1,742 UK internet users aged 18+ who have participated in a leisure activity in the last month
Source: Mintel Reports Thailand, [Healthy Lifestyles](#), 2023; Mintel Reports US, [Multicultural America: Leisure and Entertainment](#), 2023; Mintel Reports UK, [Leisure Outlook](#), 2023

How brands are innovating



Source: cbo.cn

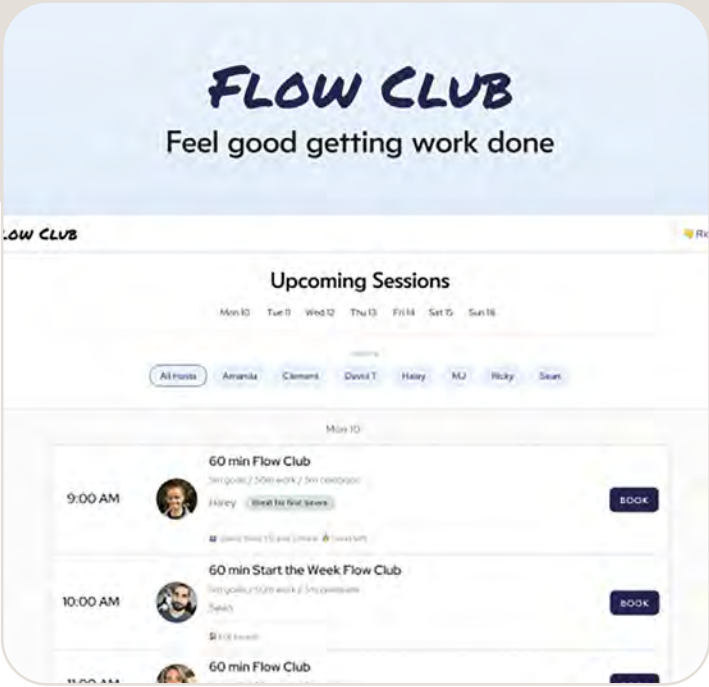
Chinese fragrance brand Documents has opened a community-based store in Shanghai—‘Yuyuan Bookspace’ (愚园书室)—where consumers can read themed books (eg trees) for free while experiencing Documents’ fragrance products.



Source: NHS and Tinder



Utilising in-app messaging to direct users to resources, Tinder is supporting the UK government campaign ‘Better Health: Every Mind Matters’ to reduce the stigma of loneliness and encourage people to talk about it.



Source: Flow Club

‘Body doubling’—the practice of using livestreams to replicate the feeling of working alongside others to boost productivity—is becoming increasingly popular among remote workers and students in the US, with virtual platforms like Flow Club matching members in small accountability groups.



Source: @othership via Instagram

Othership is a wellness spa in Canada that takes a social approach to wellness and offers members immersive bathhouse experiences, as well as an app for guided breathwork.

Source: Kakeru Co., Ltd.



The staff at Tokyo’s Tomodachi ga Yatteru Café (‘Café Run By Friends’) are actors who pretend to know every customer who walks in to make them feel like long-time friends.

Future forecast

External forces are going to create even more disruption. Climate change will have a dramatic impact on interpersonal relationships as consumers realise the fragility of the planet. Climate change resilience will require the sharing of resources and the development of new types of personal and community spaces. **This will inspire a broader sense of community beyond the nuclear family, which brands will have to respond to.**

Additionally, evolving technology will keep disrupting the equilibrium between human and digital interaction. As virtual technology, robotics and AI improve, people will naturally

be attracted to the ease that technology offers compared to the complexities that come with human interactions. Looking ahead, **brands will lean into the sensory appeal that comes with human connection—a hug, a handshake and other forms of human touch will reinforce the power of connection** as a route to improved health and quality of life.

“External forces like climate change will create even more interpersonal disruption but will inspire new community types to which brands will need to respond.”





Evolution of the trend

The COVID-19 pandemic has had a long-lasting impact on the way people connect. Physical isolation during lockdowns accelerated the adoption of technology that enabled people to communicate with one another, replacing real-life interactions with digital connections, as tracked in the [Intel Trend](#) 'Social Isolation', first observed in 2015. At the same time, consumers were prioritizing their mental and physical wellbeing, tapping into the [Intel Trend](#) 'Total Wellbeing'—in some cases, trending as early as 2018.

As the world emerged from the pandemic, people started coming to terms with the upheaval and stress of the last few years. The pervasive [2023 Intel Global Consumer Trend](#) 'Hyper Fatigue' astutely identified that consumers would re-focus on what was important to them, which included renegotiating the role of technology in their lives. In addition, consumers expressed a desire to make up for lost time and an eagerness to re-focus on themselves, as observed by another of our [2023 Global Consumer Trends](#), 'Me Mentality'.

04 New Green Reality


Incorporating sustainability into the day-to-day is not enough; consumers and brands will be faced with the reality that survival within a new climate context has to be the priority.




Consumers are facing the reality of an existential climate threat, which demands a radical and collaborative response. Consumers are increasingly recognising that a passive approach to the climate crisis is not enough to tackle environmental challenges. Sustainability can no longer be a mere selling point but should be seen as an essential element of survival. **Brands must shift away from traditional strategies that focus on zero-sum sustainability initiatives and towards continuous innovation and tangible solutions that push the boundaries of what's possible and necessary.**

By highlighting forward-thinking approaches, brands can reframe climate messaging from merely reducing their carbon footprint to actively regenerating and giving back to the world, making the situation less overwhelming and more appealing to consumers. This is increasingly relevant as **mistrust of brands' environmental initiatives is growing, pushing them to openly communicate their practices and demonstrate measurable impact.** And above all else, consumers are fully aware that doing nothing is not an option.

Consumers want technology to forge connections

77% 

of Chinese consumers agree that beauty and personal care brands should take the main responsibility for sustainability.

60% 

of US consumers agree that many companies are just pretending to be sustainable.

52% 

of German consumers say they don't trust companies to be honest about their environmental impact.

Base: 3,000 Chinese internet users aged 18-59; 2,000 US internet users aged 18+; 1,000 German internet users aged 16+
Source: Mintel Reports China, [The Green BPC Consumer](#), 2023; Mintel Reports US, [State of Sustainability](#), 2023; [Mintel Global Outlook on Sustainability: A Consumer Study](#), 2023

What's happening next

When it comes to climate action, consumers are increasingly turning their attention to how brands are holding themselves accountable to their own sustainability goals. Waiting for regulatory pushes and industry accreditations will not be enough to satisfy consumers' expectations. **To stay ahead of their competitors, brands need to revisit their long-term projections to demonstrate meaningful and measurable progress towards sustainability targets, and quickly make changes based on changing circumstances.**

They need to communicate this in authentic ways that resonate with customers, rather than falling back on catch-all 'green' terminology like 'environmentally friendly'.

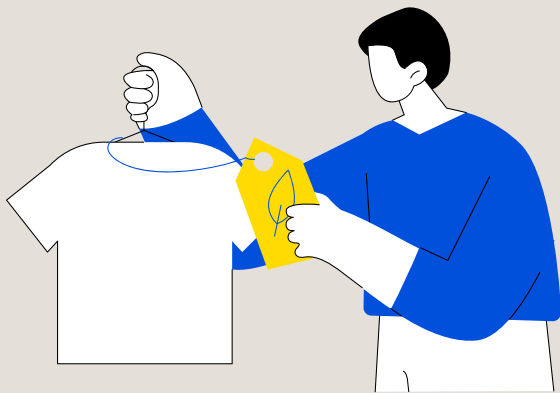
Consumers already have biases about what it means to be sustainable or climate-aware, making it necessary for brands to clarify any misconceptions about their practices. **Anxious consumers may be reluctant to adopt necessary lifestyle changes, which will drive brands to do more to help smooth these transitions.**

Just as meat alternatives are designed to replicate the real product, consumers will want to stay true to their habits and routines with greener products that help them address their environmental impact. However, as seen in the meat alternatives market, consumer desire alone is not enough to sustain alternatives.

Consumers want guidance from brands when making sustainable choices

80%

of Thai consumers agree that it is important that brands turn their words/missions into tangible actions.



39%

of UK consumers agree that they would be interested in labels with instructions on how to sustainably care for an item (eg wash on a low cycle, use a laundry bag to capture microfibres).

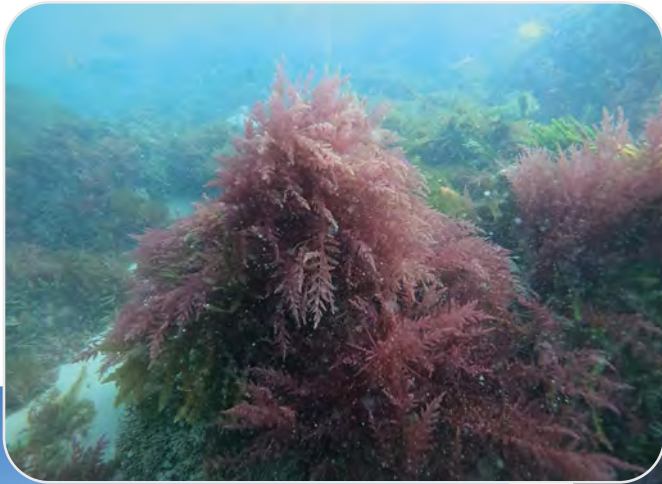


34%

of US consumers say they do not choose food or drink products with sustainability claims more often because they prefer food or drink products they are used to.

Base: 2,000 Thai internet users aged 18+; 2,000 UK internet users aged 16+; 1,641 US internet users aged 18+ who are responsible for food and drink shopping in the household and who don't exclusively purchase products with sustainability claims
Source: Mintel Reports Thailand, [Ethical Lifestyles](#), 2023; Mintel Reports UK, [Fashion and Sustainability](#), 2023; Mintel Reports US, [Sustainability in Food and Drink](#), 2023

How brands are innovating



Australian start-up Immersion Group harvests and supplies red seaweed, which produces a compound called bromoform. When fed to cattle and sheep, bromoform blocks an enzyme in the gut that produces methane, thereby, reducing methane levels in livestock farming.



Source: immersiongroup.com.au

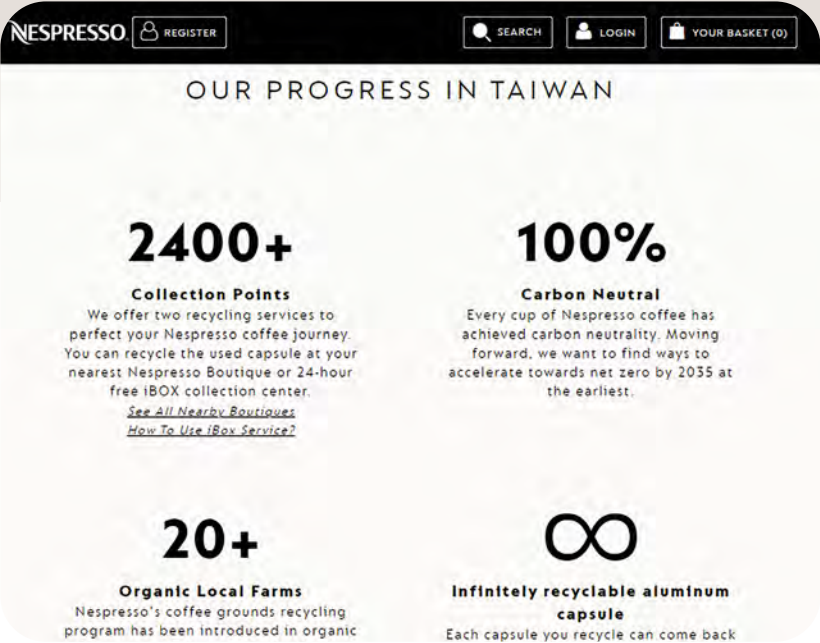


As part of its new Recyclable Resources Certification scheme, South Korea’s Ministry of Environment has recognised Starbucks Korea’s coffee grounds as a resource with high recycling potential based on their versatility and low environmental impact.



Source: Korea Bizwire

Coffee and espresso machine maker Nespresso partners with small organic farmers in Taiwan, supplying them with coffee grounds to enrich their soil. Local Italian, vegetarian restaurant Miacucina created a special menu centred around cabbages harvested from farms using these coffee grounds.



Source: nespresso.com/tw



Source: Lidl

Lidl was the first supermarket in the UK to introduce water bottles made from Prevented Ocean Plastic—certified recycled plastic made from discarded water bottles found in Southeast Asia.

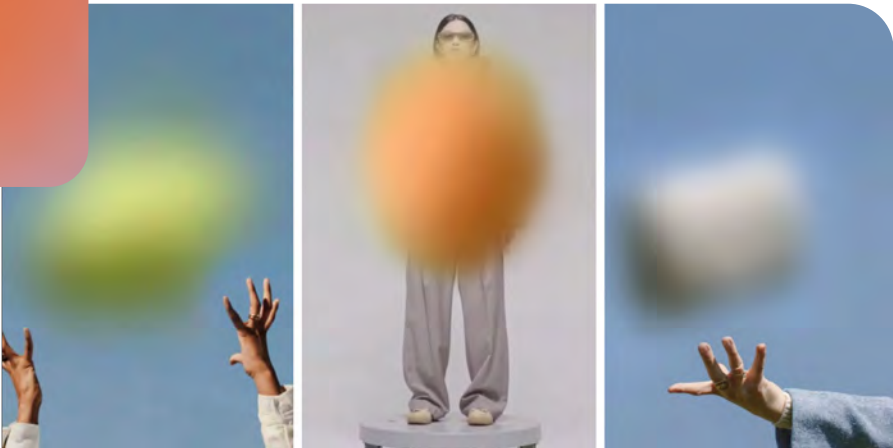
Cuyana's Made With Air campaign is not a tangible product collection, but an intentional April Fools' campaign conceptualized to address the issue of greenwashing.

Remember, if it's too good to be true, it probably is. Be wary of faulty sustainability claims.

Help us amplify this important message by sharing it with your community.

Source: cuyana.com; @cuyana via Instagram

For April Fool’s Day 2023, US-based women’s clothing brand Cuyana launched a fictional clothing line, ‘Made With Air’, stating it had no negative impact on the environment, as a tongue-in-cheek way of drawing attention to brands that greenwash through various environmental claims.



“Trust and reassurance will add a new layer to ESG initiatives as brands adopt climate adaptability as a core tenet of their business practices.”

Future forecast

Climate inaction will be a costly choice for companies and brands, especially as the effects of the climate crisis become increasingly visible in everyday life. By focusing on progress, companies can provide consumers with a sense of assurance that while their lives will be affected by climate change, future planning can provide adaptable solutions. **Trust and reassurance will add a new layer to ESG (environmental, social, and corporate governance) initiatives as brands adopt climate adaptability as a core tenet of their business practices.**

This has the potential to generate a feel-good effect, helping consumers alleviate guilt about not doing enough for the environment, and concerns about how the climate crisis will affect them. Encouraging consumers to feel a sense of purpose and optimism, believing that their collective efforts can make a positive impact on the planet's wellbeing, will foster loyalty.



Evolution of the trend

Mintel's 2022 Global Consumer Trend '[Climate Complexity](#)' observed the growing need for guidance and support from brands to help consumers make sense of mixed messaging around the climate crisis. At a time when the pandemic placed personal responsibility above all other ethical/environmental claims, consumers felt pressured to take on the world's problems but did not necessarily have the brand support they needed to sustain it.

The effects of this came to a head in 2023 (as Mintel predicted) when a growing sense of '[Hyper Fatigue](#)' and a new focus on '[International Localism](#)' added to consumers' feelings of eco-apathy. Consumers are approaching global issues with the same consideration and compassion as local initiatives, making it necessary for brands to show how they are also taking on part of the burden of climate action.




05 Positive Perspectives

Brands and consumers will work together in new ways to deal with uncertainty.

Uncertainty is the only certainty there is. Soaring prices and political instability will continue to fuel global uncertainty, while climate change concerns like wildfires, flooding and extreme temperatures are at the forefront of consumers' worries. AI is adding a new layer of uncertainty, which stems from not only privacy concerns and a lack of familiarity but also the fear of AI-informed advances threatening job security and increasing unemployment rates, which may affect consumers' mental health.

Rather than resisting the impact of multiple sources of uncertainty, **brands need to steer away from their sanitized portrayal of reality and adopt a more honest depiction**, presenting genuine products and services, with actionable information, that help consumers feel more grounded, reassured and able to deal with uncertainty.

Consumers look for answers and support from brands

64% 

of UK consumers say they trust financial service providers to offer impartial support to struggling consumers.

61% 

of Chinese consumers who know about generative AI agree its widespread use will eliminate jobs.

Base: 1,975 UK internet users aged 18+; 1,661 Chinese internet users aged 18-59; 1,231 UK internet users aged 16+ Source: Mintel Reports UK, [Consumer Financial Resilience](#), 2023; Mintel Reports China, [Digital Trends](#), 2023

What's happening next

In their urgent plight to find order amid chaos, consumers are in search of meaningful outlets and solutions. **To counter the feeling of always waiting for something to happen, consumers are waiting for a clear sense of direction, or profound statements from voices of authority,** whether they be brands, policymakers, local governments or small businesses. We have seen this play out in the rise of populist political parties. Brands need to gauge where they sit and how they balance alienating some customers against retaining others.

Some brands have the opportunity to play a role in modern consumers' spiritual lives, creating a mental space where consumers can relax, focus inward and process their realities.

Rather than perpetuate notions of toxic positivity, **brands can help consumers acknowledge they have a right to explore the complexities of their emotions.**

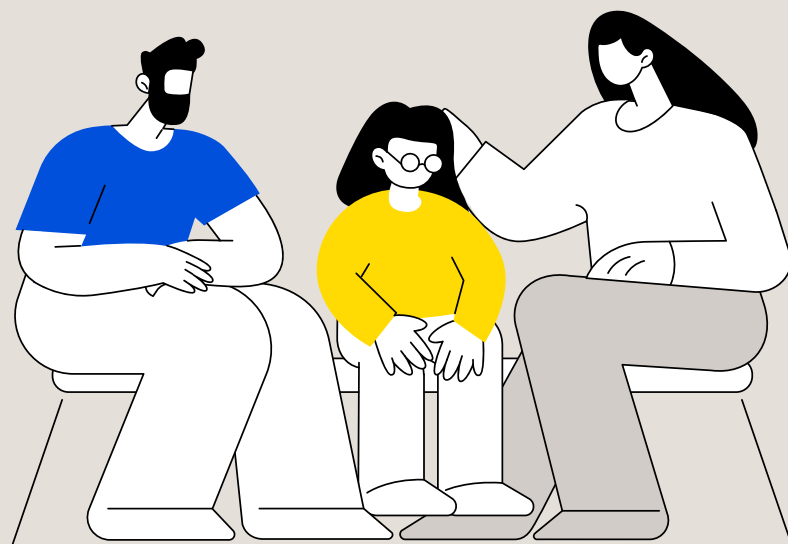
Accepting the full range of their mental states can pave the way for consumers to find a deeper sense of meaning and purpose, which allows them to put unfavourable events in perspective and refocus on what's meaningful.

These brands can join, even lead, the conversations to normalise negative emotions through the exploration of nature as a spiritual resource, as well as unconventional forms and mediums of faith and spirituality.

Consumers want to prepare for what's next

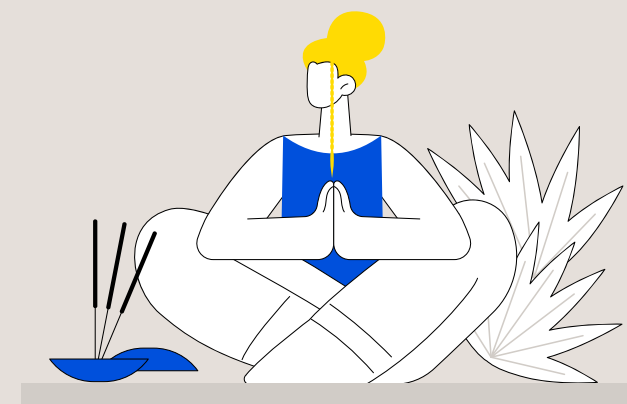
49%

of Indian Gen Zs (aged 18-26) say education/upskilling courses were among their top five spending categories in the last six months (to January 2023).



42%

of US consumers say they are focused on improving their spiritual wellness in the next 12 months.



36%

of Thai consumers who have experienced mental health issues in the last 6 months say uncertainties in future planning contribute to their mental health conditions.

How brands are innovating

Indian instant delivery service, Blinkit's, 'Recipe Rover' utilises ChatGPT technology to enable users to explore different recipes and add suggested ingredients to their Blinkit shopping carts.



Source: blinkit.com



Source: inceptionep.com

Inception is a US-based mental health gym that helps members take a holistic approach to health by achieving 'inner fitness' through mindfulness and relaxation.



Source: amlopedia.org

AMLOPEDIA.org is the first AI-created searchable database; it enables users to quickly and easily locate specific statements made by Mexican President, Andrés Manuel López Obrador ('AMLO'), during daily press conferences.



Chinese Buddhist temples are launching new offerings, like blessed objects, coffee drinks and mental health counselling, to attract younger generations, making them the latest trendy destination for Gen Z which seeks pleasure and slowness in their hectic lifestyles.



Source: Shutterstock, Xiaohongshu

The 2023 Faal Festival ('Failure Festival') in the Netherlands encouraged young people to embrace failure through talks and activities to improve their mental health.



Source: tivolivredenburg.nl

Future forecast

Uncertainty isn't going away, but brands can support consumers in building resilience to withstand, and co-exist alongside, potential adversities. Brands have the opportunity to further leverage the functional aspects of AI to make predictions, conduct risk assessments and maintain quality control as seen in the efficiency and optimisation of packaging.

Brands can create self-help and 'self-betterment' products and resources to support consumers in adopting a resilient mindset and strengthening their mental capacity. Consumers' personal growth—facilitated by brands—will be driven by their ability to embrace inevitable uncertainties.

“Uncertainty is a variable that isn't going to change but brands can support consumers in building resilience to withstand, and co-exist alongside, potential adversities.”





Evolution of the trend

We observed the need for novel experiences and a way to restore a sense of balance in response to the pandemic, highlighted in Mintel's 2022 [Global Consumer Trends 'Enjoyment Everywhere'](#) and ['In Control'](#). In 2023, we predicted this urgency would evolve with consumers adopting more ['Intentional Spending'](#) habits and finding ways to survive ['Hyper Fatigue'](#).

In the current climate, the lingering impact of the pandemic, ongoing financial struggles, geopolitical tensions, overwhelming AI and the growing concerns around climate change have left consumers feeling hopeless. As these external factors continue to have a growing impact across categories, brands can reposition uncertainty into opportunities for growth and adaptation—and help consumers escape potential feelings of ['Social Isolation'](#).



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CONSULTING

WHAT IS YOUR INNOVATION STYLE?

Is your brand a trailblazer?

Do your products seek to reinvigorate
or revolutionize category norms?

Is your brand lending credibility and
mainstream appeal to an emerging trend?

No matter your style, we're here to take the guesswork out of your process, solve your business challenges and help you unlock the full potential of the 2024 Mintel Trends. Allow us to listen to the issues you're facing and we'll propose research solutions rooted in global expertise of consumer markets and data science-led analytics.

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