

REPORT

# Consumer Trends 2022



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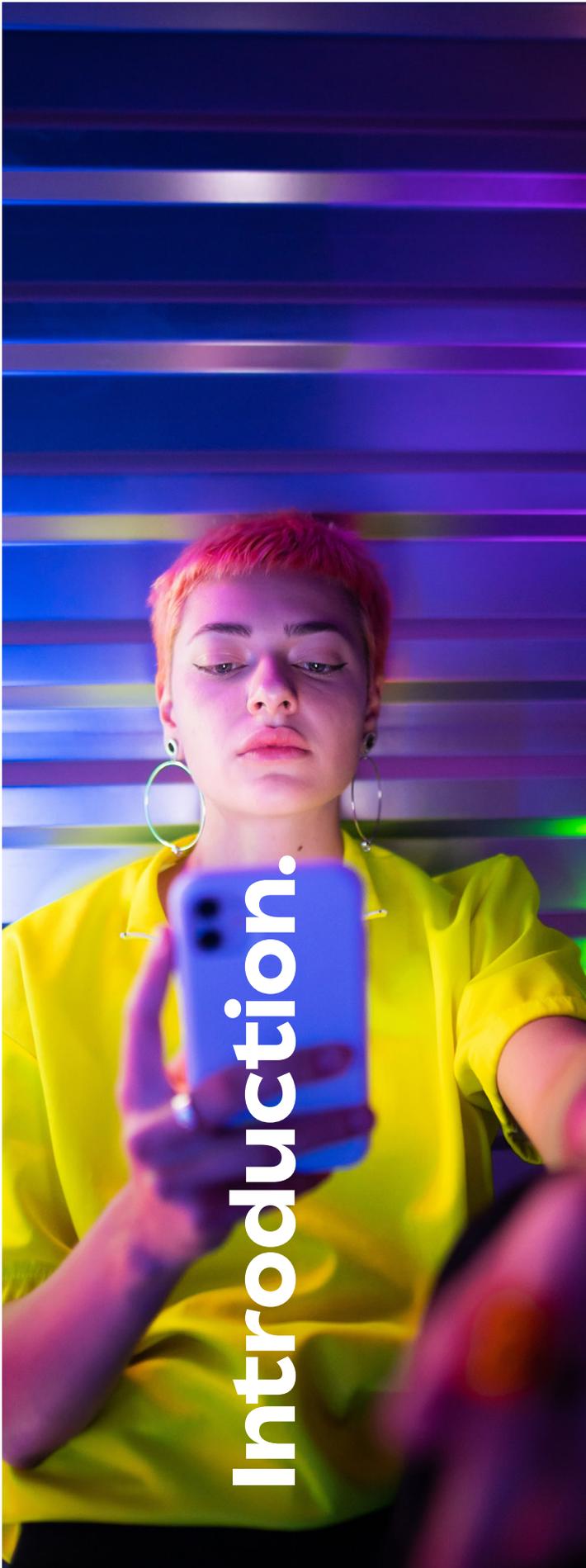
LiveShopping

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Virtual Influencers





We are experiencing a rise of new social environments and communication patterns. Influencers and USC are the new viral, they are perceived as authentic and real conversations between brands, content creators and users are occurring every day.

Consumers are empowered but they are becoming increasingly conscious about the overload of information they receive and are prepared to scan brands and products to make sure they are aligned with their values.

There's a real opportunity to help people in their quests for experience and values. To do this, brands need to have suitable voices advocating for their brand.

Creating the right pool of vocal advocates requires time and effort. Brands need to be up to date with what's happening in their industry and among its consumers through real time insights to react promptly and efficiently. Data and creativity are the key to engaging with audiences.

Changes are constantly evolving, this is simply the new and exciting marketing era.

**Inclusivity.**

Real content,  
created by real people

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# Over the past years, we've seen more and more businesses including gender-neutral products

- Businesses are being more accommodating with gender-neutral products.
- In the next 10 years, Gen Zers will grow more in population and can make the majority of the population racially diverse.
- Gender-fluid concepts will continue to expand in the coming years.



Generation Z already makes up around 20.35 percent of the U.S. population, and they are said to be the most racially and ethnically diverse of all the generation groups.

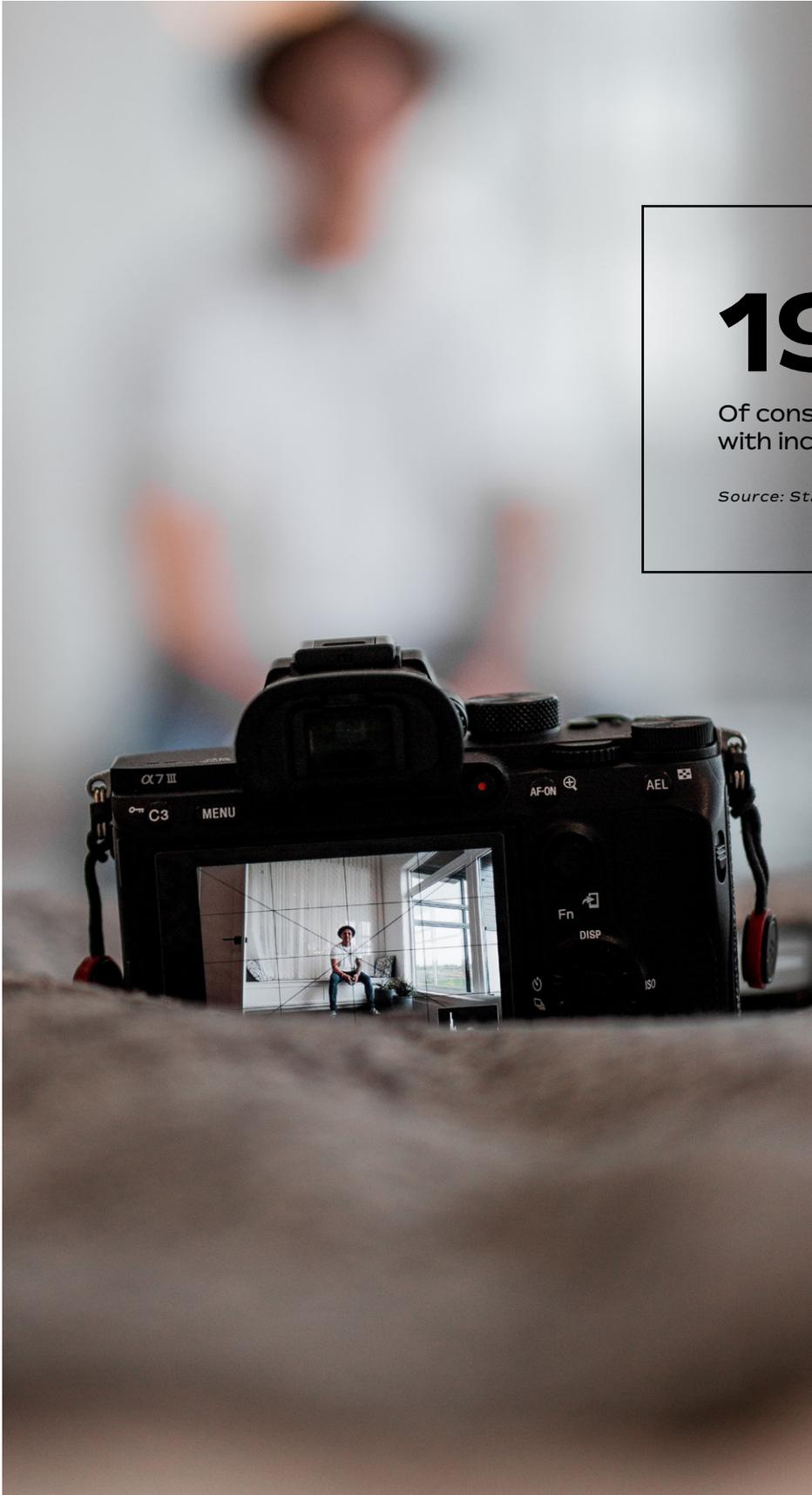
## Fact:

Conversations around inclusivity have been growing across 2020 and 2021. Adobe found that **62% of US adults said diversity in a brand's advertising had at least some impact on the way they perceived that brand's products and services.** This indicates that inclusivity is something every brand should be working towards improving over time

# 19%

Of consumers find brands  
with inclusive content authentic

*Source: Stackla*



# #CaseStudy – Inclusivity

Rihanna's two brands **Fenty Beauty** and **Savage Fenty X**, have led the market with inclusivity since the beginning, with the idea that "**Inclusive Beauty**" makes products that appeal to everyone.



Her brand is based around four things:

- Sizes.** Her brands feature bras in sizes ranging from 30A to 44DDD and XS to 3XL in underwear. The brand philosophy is to include everyone.
- Age.** The strategy is that products are for anyone, it doesn't matter if you are 20 or 57 years of age.
- Gender.** She uses all types of models. Her last show included a 2x1 male model and a transgender model.
- Skin tone.** Fenty Beauty uses models from many ethnicities which has made the brand to become known as "the new generation of beauty." The brand has more than 40 colours in its make-up line.

## #BestPractices - Inclusivity



# One.

**BE MINDFUL OF ALL IDENTITIES**

If your website, post or ads feature real humans, make sure to represent people equally, regardless of their age, race, sexuality, religion, or gender identity.

# Two.

**WORDS HAVE POWER**

Be mindful of the words you use in your marketing communications so as not to alienate the very audience you're marketing to.

# Three.

**PRACTICE WHAT YOU PREACH:**

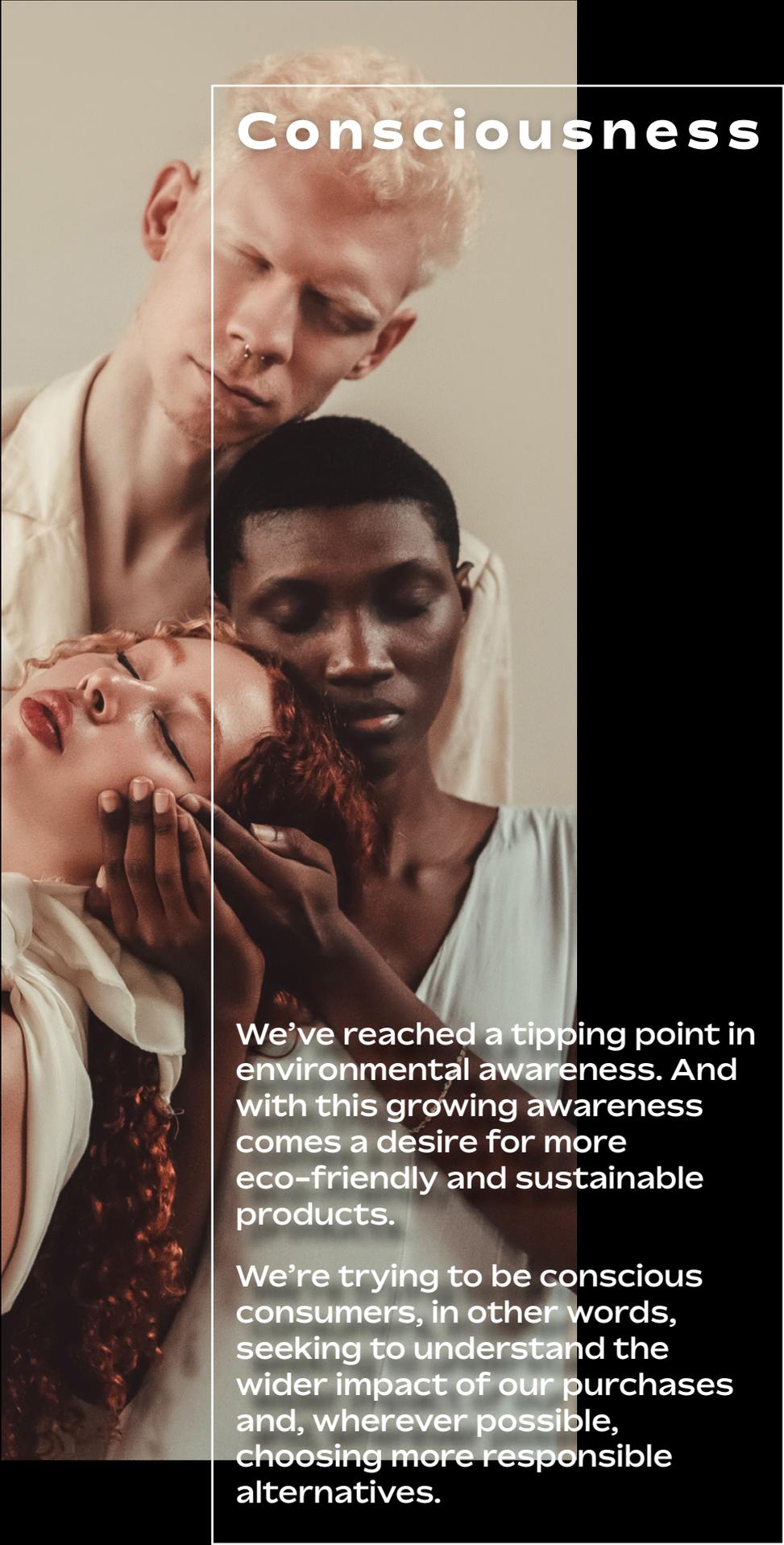
Approach inclusion as something that requires constant assessment and sensitivity checks rather than a one-and-done type task.

# Conscious Consumption

The quest for ethical consumption  
is already part of a lifestyle

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# Consciousness

We've reached a tipping point in environmental awareness. And with this growing awareness comes a desire for more eco-friendly and sustainable products.

We're trying to be conscious consumers, in other words, seeking to understand the wider impact of our purchases and, wherever possible, choosing more responsible alternatives.

The pressure to consume “consciously” grows as the amount of information increases.

# Words to keep in mind:

Good  
intentions

Purpose  
economy

Quantified  
ethics

Sustainable  
consumption





# 62%

of Generation Z are more inclined to purchase from sustainable brands

Gen Z takes into consideration the ethical stands of companies when they are purchasing from them.

**How to activate this brand purpose and move from theory to practice, is a challenge for which brands look into:**

## GLOBAL INITIATIVES



## SOCIAL MOVEMENTS



## PHILOSOPHICAL CONCEPTS





# FOODTURE

**“How does the food that I eat actually affect to my body?” and to the environment? People are willing to spend time educating themselves about this.**

*Source: Mckinsey.com*

## FACT 1

“My craziest prediction about protein consumption in 2030 is that in every fastfood and fast-casual outlet and fine-dining establishment, there will be multiple options on the menu for flexitarian and “lessitarian” consumers. It won’t be just the one vegetarian option at the bottom of the menu segregated by itself. It will be as delicious as, and it will be competitive with, the other options on the menu”

*Jordan Bar Am-Mckinsey*

## FACT 2

It is clear that meat and dairy-free alternatives will form an increasing part of the ‘future of food’: Burger King recently said that by 2030 it aims for half of its menu to be meat-free.

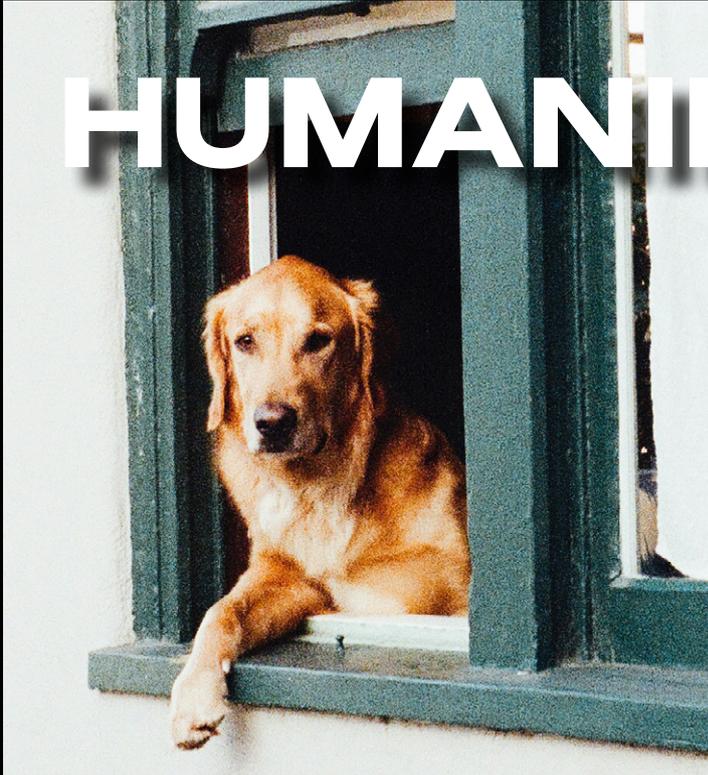
*Source: Money UK*

# +2,000

food industry companies worldwide put or plan to put a price on the carbon dioxide (CO<sub>2</sub>) emissions generated by their activities.

*Source: Zarraquino*

# HUMANIMALS



Pets are increasingly becoming on a similar level to humans. In places where family and social structures are breaking down and people are feeling lonely, pets are becoming the most important figures of attachment for many owners. This love for their animals is reflected in purchasing decisions people are making.

## Cruelty Free

Consumers are becoming more aware about brand practice and the effects they have on animals. These days Millennials and GenZ are actively boycotting brands that use animals to test products. Driven by this trend, several companies are changing their approach eliminating the use of animals in their processes. Animal activists around the world are promoting movements that are affecting brands. Countries like Germany, U.S and France have recently imposed regulations to ban the use of harmful chemical and animal testing.



### Fact 1

Global cruelty-free makeup market has surpassed US\$ 5.45 Bn through 2021. The market is forecast to register growth at 7.2% CAGR between 2021 and 2031.

*Fact. MR*

### Fact 2

The "Cruelty free" fashion, food and cosmetics market could be worth \$20.8 billion by 2025.

*Grand View Research and fact Mr..*

## #CaseStudy - Conscious Consumption

**LUSH** FRESH  
HANDMADE  
COSMETICS

**Lush is one of the first cosmetics brand that replace harmful material for more natural concepts. The brand includes vegan products, cruelty free and recycling.**



The 3 things that make the difference with this brand:

**AGAINST ANIMAL TESTING:**

Since the creation of the brand, the founder has been against the use of animal testing and its included as a main ethical value of the company.

**GO NAKED – A MARKETING CAMPAIGN OF LUSH:**

Lush is always looking to implement new strategies for the conscious consumers. The case for the marketing campaign “Go naked” where it started selling its products with minimal packaging. It also went with no packaging for some products which could be carried in colour-coded paper bags.

**CONSCIOUS SHOPPING:**

The company tested its products on humans and didn't work with suppliers who did not share the same ideology or are not cruelty-free.

# C2C or All in All



With the intermediaries eliminated, consumer-to-consumer commerce platforms and websites allow for the utmost flexibility and control for those who like to buy or sell goods and services. In recent years, the most popular C2C platforms were those specializing in the selling or reselling of fashion items.

**Vinted, one of the leading online platforms for second-hand clothing, has over 12.5 million users in France.**

## 2x

Bigger second-hand is expected to be than fast fashion by 2030.

## 76%

Of those first-time buyers plan to increase their spend on second-hand in the next 5 years.

## 33M

Consumers bought second-hand apparel for the first time in 2020

## 5.4X

Is the amount resale projected to grow over the next 5 years, accelerating post-Covid.

# SECONDHAND IS TRANSFORMING CONSUMERS' CLOSETS

Gen Z Has a Totally New Mindset Around Clothing Consumption:



## DISPOSABLE TO REUSABLE:

**165%** of Gen Z is more likely than baby boomers to consider the resale value of clothing before buying it

## SINGLE OWNERS TO MULTIPLE OWNERS:

**83%** of Gen Z agree that apparel ownership is temporary

## THROWAWAY AND SELL:

**33%** is likely to have resold clothing.

Source: GlobalData Market Sizing Estimates, Thredup and Green Story Inc. Environmental Study

Resale has a positive impact on fashion, one of the world's most pollutive industries.



**6.65B items**

of apparel have been recirculated via the secondhand market



**\$390B**

amount consumers saved by buying secondhand



**116B lbs of CO2**

displaced by buying used instead of new apparel

## #CaseStudy - Conscious Consumption

# Ikea's online marketplace for second-hand goods

The goods sold will come from recycling centres, where furniture is donated and then repaired or repurposed. The purpose of the company is to become a circular business and give a longer life to products at the same time as it must be easier for customers to prolong the life of their furniture and products. By 2030 Ikea is planning to use only recycling material in its products. It aims to reduce more greenhouse gas emissions than its value chain emits - from the production of raw materials through to customers' use and disposal - by the same year.

Last year IKEA retailers across the world provided more than 14 million spare parts to enable customers to prolong the life of IKEA products, and more than 40 million products were given a new life through the As-is areas in the store.



**“We’re actively working to keep furniture of all kinds out of landfills” by refurbishing and redeploing every item multiple times, Kaplan said, noting furniture currently accounts for roughly 7% of all landfill waste.**

## #BestPractices - Conscious Consumption



01.

### REGULATIONS

Considering that new cruelty laws in the makeup industry are emerging, animal testing and the use of harmful chemicals could soon be penalized. Based on nature, the organic cruelty-free makeup segment holds nearly 14.1% of the total market share.

02.

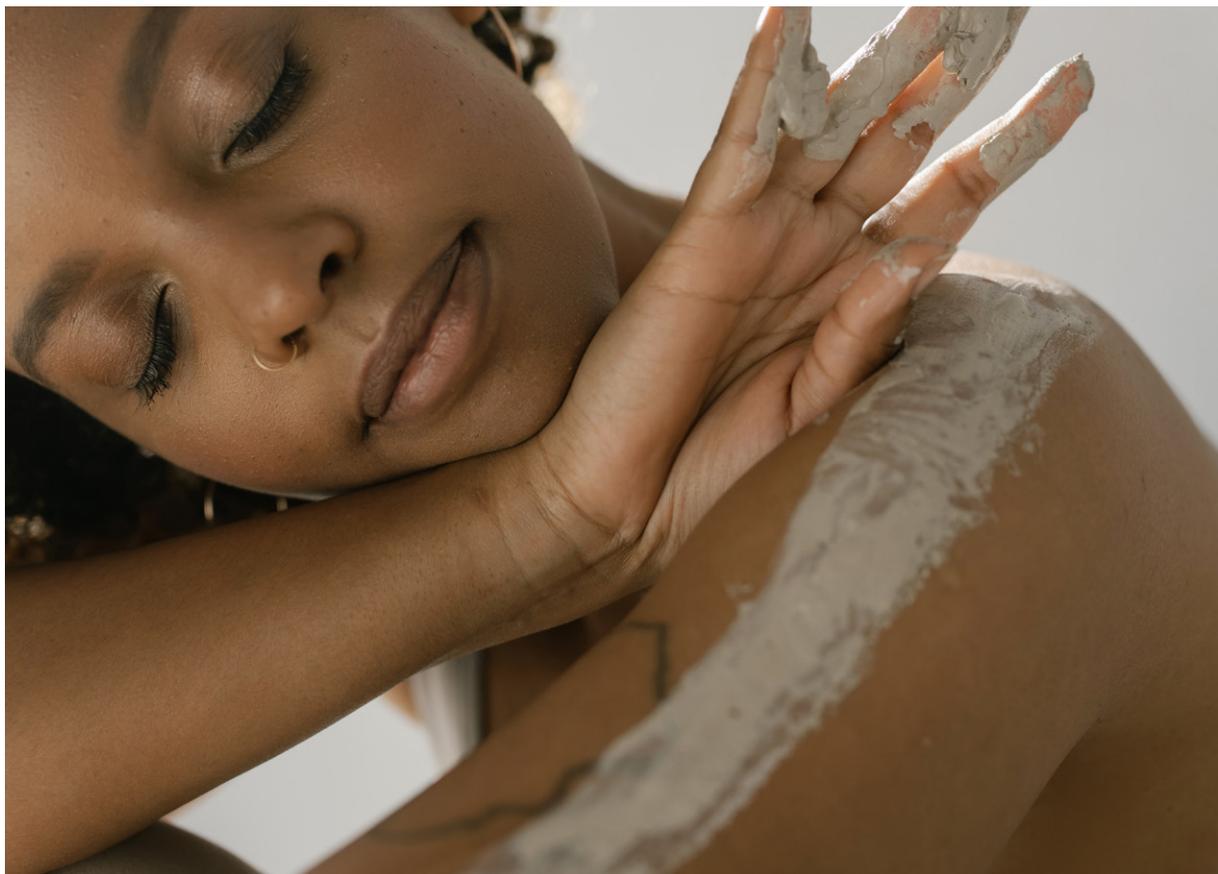
### RESALE IS REUSING

Take into consideration the use of eco-friendly material or sustainable methods in your business. Resale will be one of the fastest-growing sectors over the next ten years.

03.

### DO IT THE RIGHT WAY

These initiatives must be communicated and executed in a committed and conscious approach. Poor execution can result in the critical practice of greenwashing.



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Your customer's favorite  
store is a social platform

# Digital Business



# Your customer's favorite store is a social platform

Since the arrival of e-commerce, brands have had to reinvent classic marketing techniques. One of the most recent tools is live shopping, a new frontier in customer socialization.

Also called live commerce, it consists of presenting a product via live streaming while giving the viewer the possibility to buy it at the same time.

The main advantage of liveshopping is that it creates an original shopping experience in which customers and brands become closer. It is a friendly and attractive way of showing products in detail, it attracts the attention of the recipient and drives compulsive purchases.

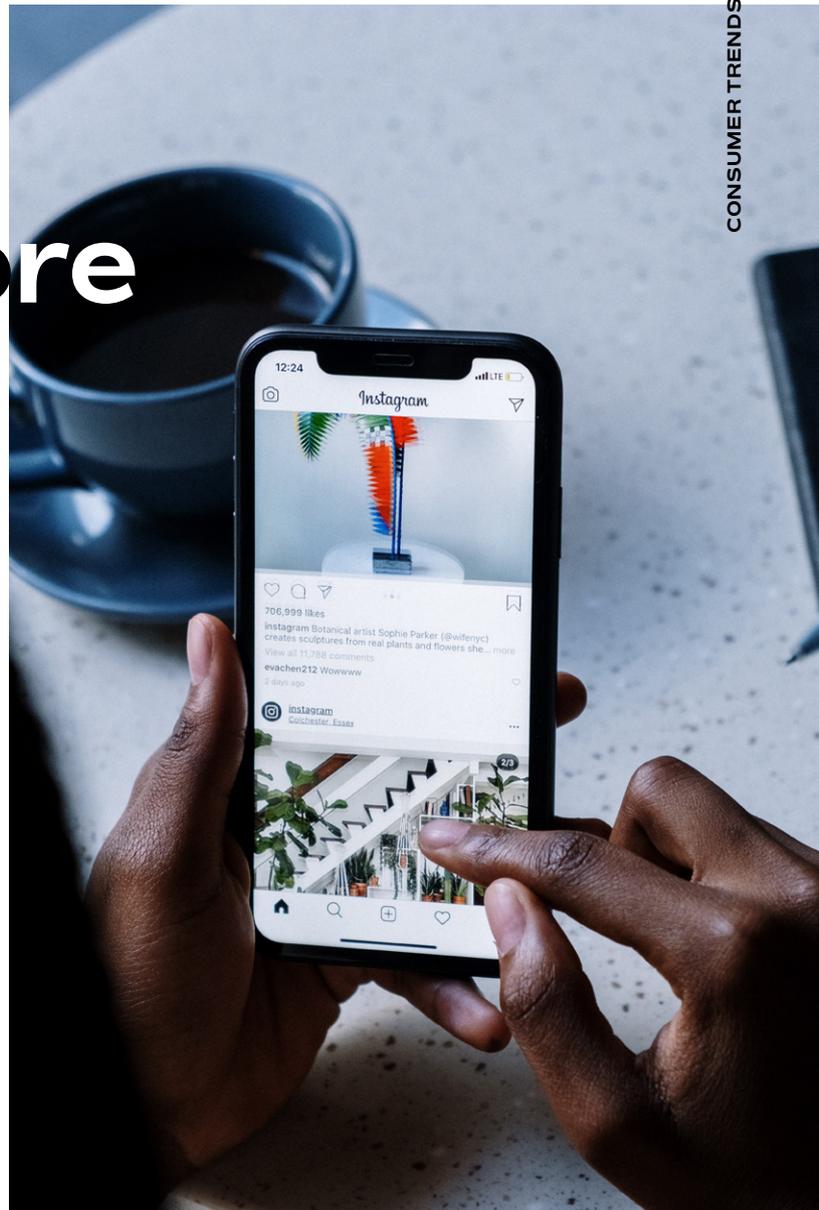
## SHOPPERTAINMENT

This activity combines two concepts, shopping, and fun, and includes consumer entertainment activities such as games, shows, and competitions, both in-store and digitally.

More than half of consumers prefer short-duration actions that do not exceed 10 minutes.

The most promoted products are electronics, fashion, and cosmetics.

To be effective, events should have clear information about price, schedule, and the process to purchase/ return tickets.



## THE EVIDENCE

Nearly one-third of B2B and B2C organizations have included selling on social platforms as part of their digital commerce strategy – motivated by growing customer purchase activity on social channels

## THE IMPACT

As e-tailers vie for market share, brands need to rethink the customer experience and how organizational design supports it. Successful social commerce requires a simple but enriching path to purchase

THE POWER



Online product reviews are essential factors in the purchasing decisions of Gen Z. Social media comments also affects brands and can help brands to increase awareness.

About **96%** of Gen Zers take the time to read reviews before buying a product.

By 2026, **60%** of millennial and Gen Z consumers will prefer making purchases on social platforms over traditional digital commerce platforms.

OF REVIEWS

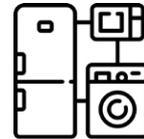
### Most Important Categories for Reviews:



1. Electronics



2. Computers



3. Appliances



4. Baby



5. Home & Garden

# Alibaba



Alibaba has been one of the great exponents of liveshopping in China. For example, 11/11, the annual Singles' Day, is conceived as an exciting show with performances of all kinds and the participation of showbiz stars while promoting products and encouraging immediate purchases. The 2020 edition lasted ten days and exceeded 62 billion euros in sales.

## YouTube launches into the world of live commerce

YouTube has been working on expanding its monetization and e-commerce tools. As part of this expansion work, it announced the launch of a new feature for integrated shopping within the platform's live videos. The announcement, made by Google, supports another series of efforts by the tech giant to boost e-commerce within its various products.

This new integration has a select group of creators to evaluate its performance and improve it before launching the final product. This feature will allow users to search for and buy products in real-time without leaving the video.



# One.

## IMPROVE CONTENT

As e-retailers compete for market share, brands must rethink the customer experience and how organizational design supports it. Successful social commerce requires a simple but nurturing path to purchase. Boost the quality of content on social media product pages with information that addresses customer needs.

# Two.

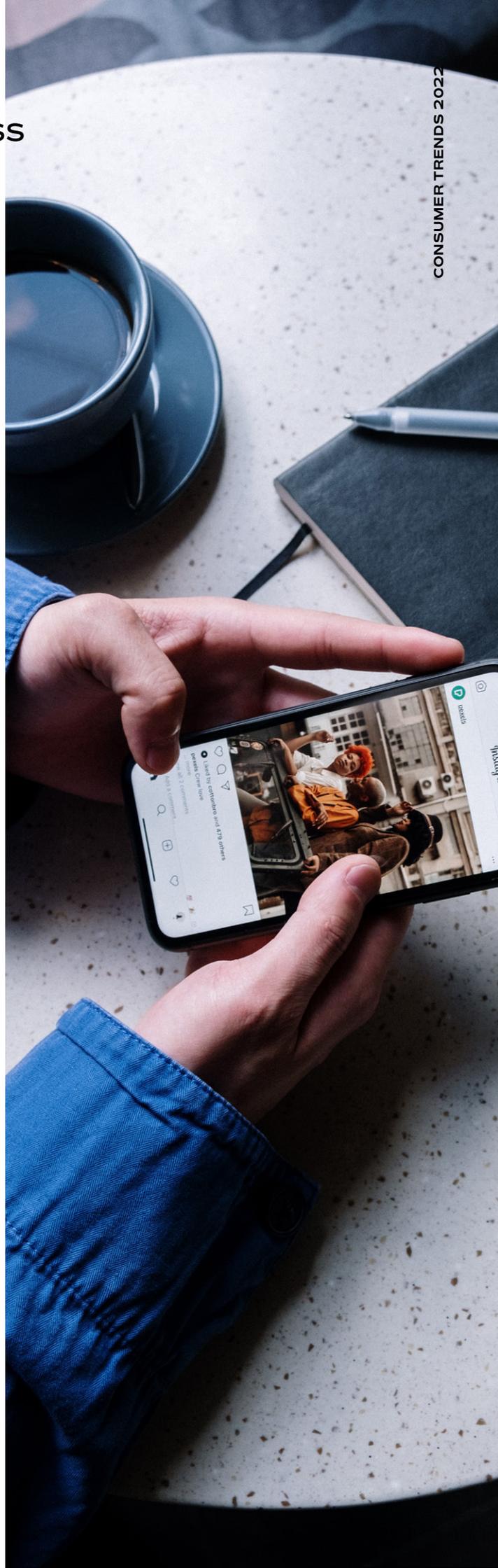
## DIGITAL COMMERCE

Include selling on social platforms as part of your digital commerce strategy and adapt social content strategies to engage consumers most likely to embrace social e-commerce.

# Three.

## REVIEW COMMENTS:

Displaying reviews on your website gives potential customers more confidence in their purchasing decisions and reduces doubts, leading to a higher conversion rate.



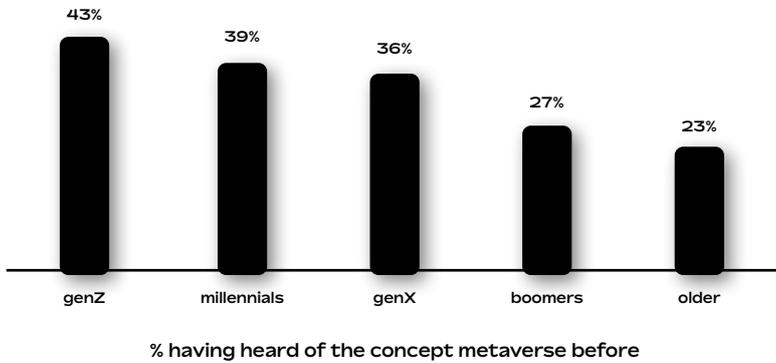
# Metaverse.

The hybridization  
of our reality.



CONSUMER  
TRENDS  
2022

# There's a new rush to claim digital territory, forge new alliances, and set up camp in the metaverse



With Covid 19 new trends have emerged to stay:

**Immersive digital experiences** are an excellent way to gamify marketing. They also help create a buzz around your products or services and prompt users to engage with your brand.

**“Phygital”** this term refers to the connection of two environments: online and offline (physical + digital: phygital).



## 58%

Of marketing leaders agree that “B2B marketing events will be hybrid in two years”.

Source: Forrester

## 62%

Agree that events will become more important in the B2B marketing mix.

Source: Forrester

## 72%

Say they'd like to increase their spending on experiences rather than physical things in the next year, pointing to a move away from materialism and a growing appetite for real-life experiences.

Source: Eventbrite



# Crypto Collectibles.

New path to exclusivity.

## Beyond the Bitcoin

We certainly know what you already know about Bitcoin, Ethereum or even Dogecoin...

But do you really know the potential of this reality?

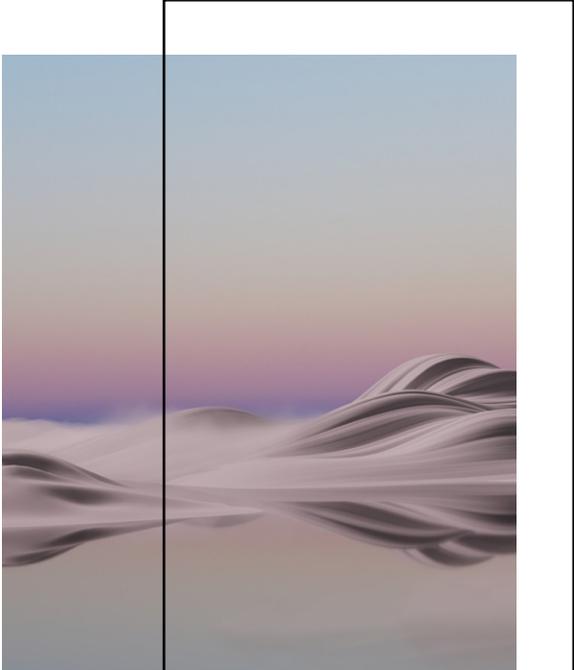
### **NFTS (NON-FUNGIBLE-TOKENS)**

NFTs can be used to represent ownership of unique items like:

- Digital content
- Gaming items
- Domain names
- Physical items
- Investments and collateral

They can only have one official owner at a time and they're secured by the Ethereum blockchain – no one can change the record of ownership or copy/paste a new NFT into existence.

### **NFT LEADS US TO:**

- Exclusivity
  - Investment
  - Unique
- 

# The “Most Expensive” NFT Sold for \$532 Million



CryptoPunk #9998, part of a collection of 10,000 NFT's

With regards to the age group, millennials were the most likely to invest in NFTs (23%). Only 2% of baby boomers indicated that they collected NFTs.

*Source: Influence Marketing Hub*

Starting from mid July 2020, the market volume has been largely dominated by NFTs categorized as Art.

*Source: Influence Marketing Hub*

## #CaseStudy - Metaverse



# A whole new world awaits

Source: Samsung

Samsung Electronics has opened a virtual replica of its physical shop in New York City, allowing visitors to experience the company's products and services in virtual reality for the first time. The 837X shop (which is the actual address of the New York shop) will be accessible as a free app and the shop will now be accessible in the metaverse for a limited time. To enter Decentraland (a 3D virtual world platform) the users have to go through a virtual stage first by logging in with a username. Then they will meet a virtual guide who will take them to one of three rooms:

**CONNECTIVITY THEATRE:**

Hundreds of monitors display real-time news and updates from the Samsung stage.

**THE FOREST OF SUSTAINABILITY**

Includes a "journey through millions of trees" to mark the company's sustainability initiatives. It was designed as a natural park that includes native plants, water gardens and kinetic artworks.

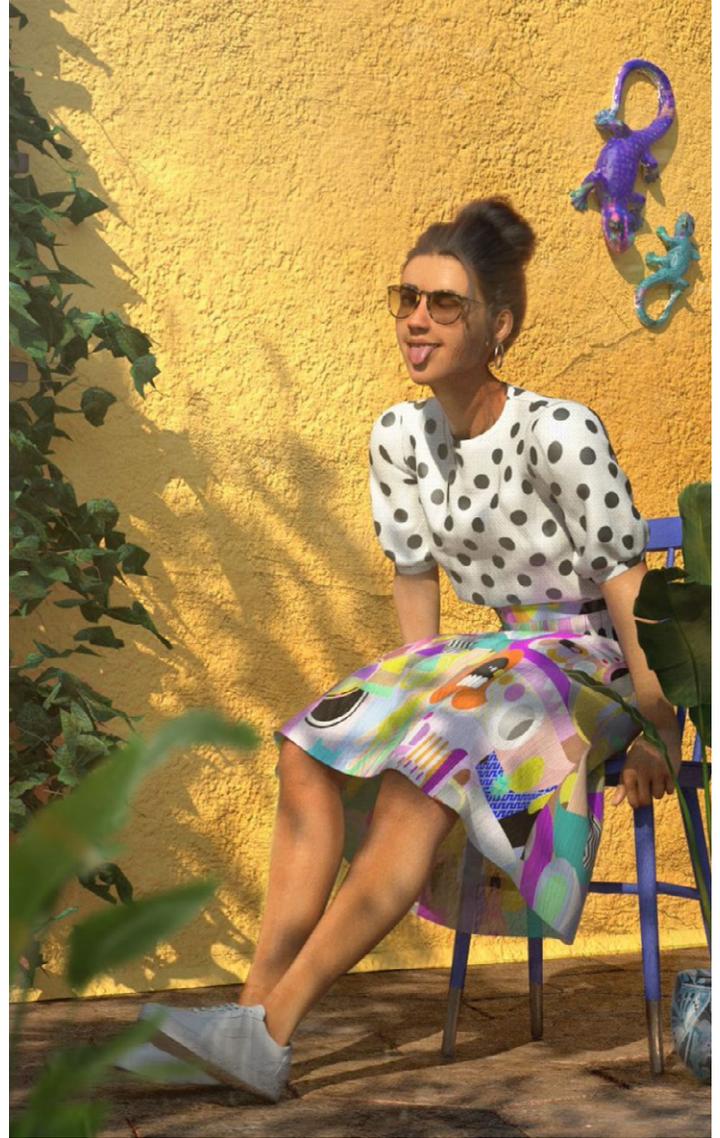
**CUSTOMISATION STAGE:**

The place where you can meet other users and where the party will take place

# Virtual Influencer

The **augmented- and virtual-reality** global equipment market is expected to **grow by more than 50%** this year, reaching a total of **9 million units shipped**.

*International Data Corp*



With the future advent of the “metaverse,” the power of virtual influencers is extremely popular among teenagers in Asia, and will become stronger according to industry experts.

Brands are starting to work with virtual influencers or more surprisingly, they are creating their own virtual influencer.

Nowadays there are already **130 virtual influencers** worldwide.

*Fashion Network*

## #CaseStudy - Metaverse

*With everyone talking about virtual influencers and brands paying all their attention to this trend, some fashion brands have made the running by creating their own virtual influencers.*

# Candy Prada's new "muse"

Prada Candy, the Prada Fragrances brand licensed by L'Oréal, has announced its first virtual reality model or "muse" called Candy. The virtual muse for the fragrance replaces the traditional marketing strategy of using celebrities and influencers to better appeal to the tech-savvy Generation Z. As an in-house virtual model, Candy also helps Prada take control of its own digital story.



Source: Prada



## #CaseStudy - Metaverse



# YOOX



Lifestyle e-commerce company Yoox has created a virtual influencer named Daisy. Daisy helps the brand promote its merchandise and fashion brands for e-commerce. She does not have her own social media account, but only appears on the company's Instagram account, giving her complete control over the digital narrative and making her exclusive to the Yoox brand.



## #BestPractices - Metaverse



# 01.

## **BRANDS ARE STARTING TO USE METAVVERSE TO ENGAGE WITH PEOPLE**

Ways of doing this include releasing a digital version of a new product or experience, use virtual influencers on your platforms, performance in a virtual space, or inviting audiences into a digital world.

# 02.

## **THE METAVVERSE CREATES A MORE PERSONALIZED EXPERIENCE**

Brands and artists, in particular, can provide more detailed, and meaningful experiences to fans, as the nature of the metaverse is that it is uniquely experienced by every individual user.

# 03.

## **GENERATE THE MOST AUTHENTIC AND "HUMAN" CONTENT AS POSSIBLE**

New challenges are coming against authentic narratives or impossible standard.

