

TOMORROW'S CONSUMER

There is so much complexity and an excess of meaningless choice in today's society. To survive in the jungle of consumption we must adapt a culture of intelligent reduction.

People-Centric

The most successful brands and companies of the future will be people-centric, demonstrating empathy for cultural diversity and respect the context in which they exist. The most salient trends that will shape tomorrow's people are:

Emotional Consumption

Tomorrow's individuals want "Emotional Consumption" across the board – and that means as consumers of jobs, experiences and cultures as well as goods and services. It is important to recognise that the more choice we have, the more we are driven by emotional values.



Sustainability

Sustainability is our new religion – it is no longer an option but a must. The Emotional consumer demands products that appeal to personal ethics as well as to practical needs. They want transparency which implies openness, communication, and accountability.

**Co-creation**

Social networks and user-created content connect people across age, gender and conventional borders. People want co-creation and personal interaction – they want a stake and are already saying “Don’t tell us, consult us!”

Convenience

We want stress-free products, services and experiences – delivering more ‘me time’ in a time-starved society. Convenience is king. Ironically, we also crave authenticity – memory-filled and life enhancing moments – and this will increasingly inform our choices.



Health and Wellbeing

Health concerns have changed the face of Western culture. Obesity, depression and stress have already reached epidemic levels. A healthy body and mind is our mantra and living optimistically is a sound investment. We simply want to feel good and perform well in our everyday lives.



My advice is: "think from the outside in' and develop a thinking that connect with people's true needs. To lead you must first connect – only then can you develop vision that make a contribution to a meaningful and empowering future for all.

IMAGES

1. Girls in Iceland
2. Karma Kabs in Notthinghill Gate London >>
3. Wholefood calicot shopping bag
4. A selection of yogurts
5. Ottolenghi Tuna Salad >>

ARTICLE

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