

An aerial view of a modern courtyard. In the center is a circular table with four yellow chairs. To the right, there's a dark outdoor sofa. Along the bottom wall, there are several orange and white wall-mounted chairs. The courtyard is surrounded by a light-colored building facade with large windows and balconies. A decorative metal railing is visible on the left side.

TRENDS TO WATCH IN 2019

5 trends that are about to change consumer behaviour.

TREND[®]
BÜRO

2019: The year of communities.

For the past twelve months, Trendbüro's clients have been more eager than ever to jump on the bandwagon of digital transformation. Unequivocally, they demanded both insights into future consumer behaviour and tools to help them implement necessary innovations. While we worked relentlessly on building tools that matched these demands, we also collected some of our most inspiring findings on the way. We drew from our work in food, retail, finance, mobility and the service industry.

This year, we have compiled a list of five defining trends and relevant manifestations that will affect consumer behaviour in 2019 and beyond. If you want to learn more about a trend or the tools to implement them into your work, we are more than happy to start a conversation under info@trendbuero.com.

2018 - A YEAR IN REVIEW

Last year's list of "hyper-relevant phenomena" that will affect consumer behaviour has had significant impact over the past twelve months.

While trends rarely come and go in the timespan of exactly one year, 2018 was full of exciting changes, which aligned nicely with our predictions set out a year ago.

Read on to find out how well real life matched last year's Trends to Watch...



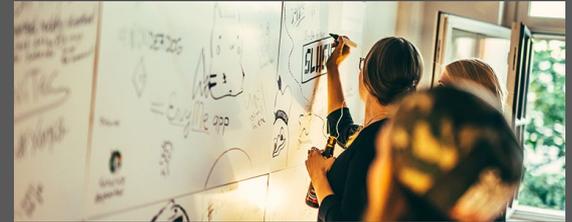
01 SELF-DETERMINED IDENTITIES

While in 2018, the Trump administration proposed defining gender as a biological, immutable condition, many countries have approved laws that let people self-determine their identities. Polls show that these policies enjoy strong support among younger consumers (read: Gen Y and Z).



03 ONLINE APPEARANCE

The majority of consumers use social media to paint a better picture of themselves, and teens switch between platforms according to their needs. This means brands will have to deal with ever-changing consumer needs and an increasing number of communication channels.



02 SELF COACHING

The *World Economic Forum* recently identified complex problem solving, critical thinking and creativity as the most important job skills for the future. Consumers are using a multitude of highly individual tools to improve their mental fitness.



04 CONNECTING BEATS SHARING

2018 was the year consumers started to question *Facebook* and the practice of all major social networks. The result: A turn towards less public profiles and more interaction, as consumers feel increasingly isolated and long for more meaningful social interactions.



05 VISUALOGUE COMMUNICATION

In 2018, facial recognition technology went from smartphones to billboards to the New Delhi city police, where it helped track more than 3,000 missing children. Turning the visual world into actionable data will remain a big trend for this year.



06 THE LATCHKEY REVOLUTION

No sooner did we report on *Amazon's* plans to operate inside your home when the eCommerce giant acquired *Ring*, a video doorbell company. We can expect more from Amazon, Google & Co. in the field of home services and security.



07 UPDATE CYCLE MENTALITY

McDonald's releasing their own app? Release it quick and in beta mode. A food corporation launching a new product? Let's get it to market first and fine-tune it later. What started in the software industry has taken the corporate world by storm.



08 ENGINEERED TRUST

Blockchain continues to shake up industries. *IBM's* blockchain division announced plans for a new app that uses a private blockchain to allow users to retain control over their healthcare data, and travel giant *TUI* works on using the technology to make its hotel bed inventory public.



09 THE RISE OF BRAND PURPOSE

Just days after releasing last year's *TTW Blackrock* CEO *Larry Fink* called on companies to contribute to society. In 2018, brands like *Nike* have been eager to create a higher purpose and align their values with those of their consumers.



10 SECONDARY CITIES

Across all continents, numerous second-tier cities, are gaining economic impact and increasing their contribution to their national GDP. This past year, *PwC* and *Urban Land* released major reports stressing the growing significance of second-tier cities.

A NEW WAVE OF PRIDE.

Rise of Chinese Brands.

It's not just *Eric Schmidt*, former CEO of *Google*, who predicted in September that the internet has split up into two distinct versions: a US- and a Chinese-led one. The scale of companies being built and the new cool of domestic brands all fuel the growing confidence in China and its culture as a greater impact on the world as a whole. The unremitting strive for success among younger Chinese and its consequences will be just one topic to be discussed in *Trendbüro's* upcoming Value Index China.

*Shenzhen, the posterchild for smart cities, has become a vantage point for the growing Chinese influence.

01

01

CHINESE
BRANDS

MIDG-2018
中国AI品牌发展大会

AI赋能万物互联



Here to stay.

Xiaomi is ready to perform in the tough global smartphone market. Opening 500 stores simultaneously in India? No problem. Driving the growth of the entire market? We've got your back. And along the way a CEO that casually entertains the brand community himself. 2019 promises to be the year of their establishment in the Western markets, from the UK to the US.

01

CHINESE BRANDS



Fast, faster, *Luckin*.

Inspired by long queues outside *Starbucks* outlets, coffee start-up *Luckin Coffee* set out to conquer the domestic Chinese market by app-based ordering and quick delivery. In 2018 alone, the chain launched 2,000 stores across the country, with another 2,500 stores by the end of 2019. To survive such an investor-driven tsunami, Western brands need to up the ante in terms of convenience and digitalisation.

01

CHINESE BRANDS



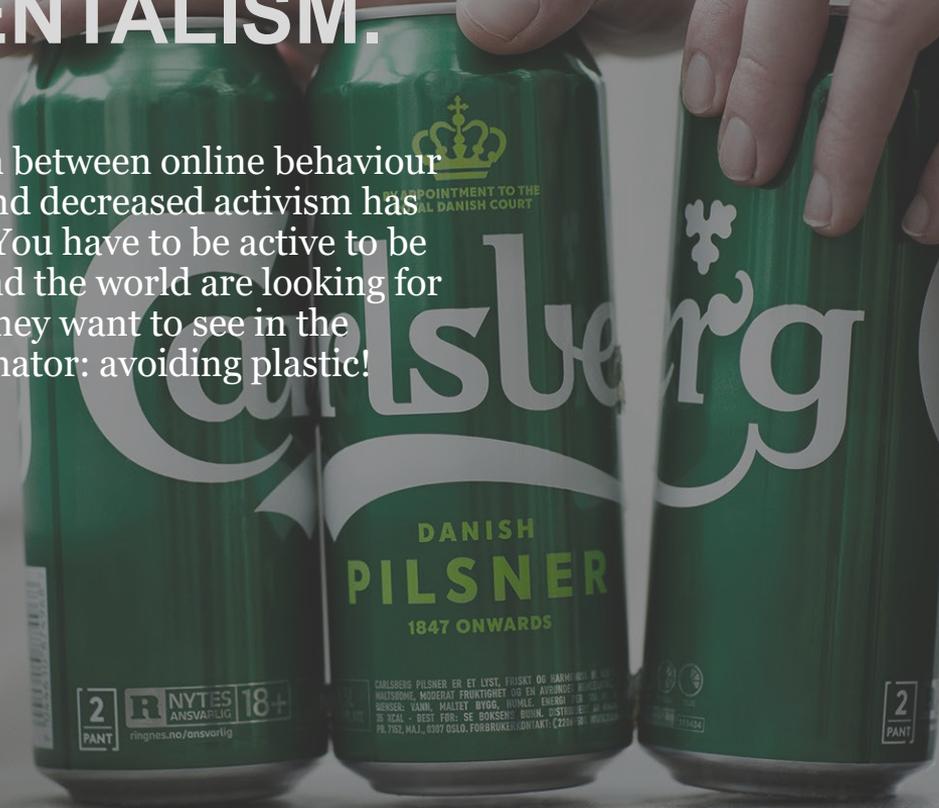
The *Netflix* of cars.

Chinese-backed EV brands are shaking up the automotive industry. Domestically, *Nio* rivals *Tesla*'s sales, and *Byton* will start production (and sales) this year. No brand, however, has the potential to disrupt the industry as much as *Geely*-owned *Lynk & Co*: Its month-by-month subscription caters to the Millennial *Netflix* mentality and might make (re-)possession of cars obsolete.

EVERYDAY ENVIRONMENTALISM.

Outlawing Polymers.

The long-debated connection between online behaviour and increased polarisation and decreased activism has lead to a simple conclusion: You have to be active to be an activist. Consumers around the world are looking for ways to become the change they want to see in the world. The common denominator: avoiding plastic!



02

*Carlsberg will replace plastic ring can holders with recyclable glue.

02

OUTLAWING POLYMERS



Life in plastic – not so fantastic.

Is plastic becoming the new fur? Consumers are actively seeking alternatives to our non-sustainable lifestyles, and brands are beginning to react. In 2018, *Starbucks* announced removing plastic straws from its stores, *LEGO* will make its new toys from plant-based materials, and *Adidas* turned heads when it recently announced using only recycled plastics by 2024.

A white plastic tray is shown with wooden cutlery (a fork, a spoon, and a knife) laid out on it. The tray has a message printed on it in blue capital letters: "WELCOME FIRST TO THE USER FREE SINGLE USE FREE PLASTIC IN THE FLIGHT IN THE WORLD". The tray is part of a Hi Fly airline kit, as indicated by the "HiFly" logo on the bottom right corner of the tray. The background shows a blue surface and a white cup.

WELCOME FIRST
TO THE USER FREE
SINGLE USE FREE
PLASTIC IN THE
FLIGHT IN THE
WORLD

Flying plastic-free.

In 2018, plastic straws became all but outlawed. Consumers' ever-rising environmental consciousness will put plastic-free initiatives front and centre. *Lush* offers their foundations in reusable containers, *Dresden Optics* makes glasses from recycled plastics, and Portuguese airline *Hi Fly* became the first airline to offer completely plastic-free flights. Now the question is – how will follow these examples next?

02

OUTLAWING POLYMERS



Pick-up experts.

First adopted by ultra runners, plogging, an amalgamation of ‘picking up’ and ‘jogging’ is running and collecting rubbish along the way. Literally small steps towards more sustainable living, they fit the current zeitgeist of taking care of your body, doing something good and posting it on *Instagram*.

FILL SPAGHETTI POT.

Assistant Rising.

Goodbye mobile! 2019 will see a massive drop in relevance for mobile apps. We will make more use of chatbots and map-based services, while assistants embedded in household items are becoming our new preferred interface.

**Kohler Sensate Faucet makes the home intelligent, boosting practicability as well as convenience.*

03

ASSISTANT RISING



The dominating voice.

The competition between *Amazon Alexa* and *Google Assistant* is mostly about the amount of features and skills or the capacity to support more languages and devices. When it comes to the latter, *Alexa* has an edge over *Google*: There are *Alexa*-powered wall-mount singing fish, cars and *Silo*, an intelligent food storage solution that might even pave the way for automated retail.

03

ASSISTANT RISING



Mapping out the future.

Just like its Chinese competitor *Baidu*, *Google Maps* has been enhanced by a plethora of new features – including group planning, a follow-option for local businesses, sharing of your ETA and an ever-expanding “explore” section. While touted as the new “Big Blue” - as in *Facebook’s* flagship app – it is indicating towards maps as an intuitive interface for everyone on the move.

A close-up photograph of a woman with long dark hair and bangs, wearing dark-rimmed sunglasses with a small sensor protruding from the right temple. She has a slight smile and is looking slightly to the right. The background is a soft-focus outdoor setting with a blue sky and a blurred red and white structure.

03

ASSISTANT RISING

Hear the world with new eyes.

Introducing their new sunglasses line *Frames*, Bose is bringing AR to audio gadgets. Motion sensors combined with GPS data enable tracking of location and direction of viewing and moving, making it a head-movement-based interface and allowing for view-point-specific information and directions.

LET ME RETAILTAIN YOU.

The Age of Brick and Mobile.

In 2018, more new stores opened in the US than closed their business. And while two thirds of all closures came down to 16 old economy retailers, a new generation of stores pops up everywhere. Consumers benefit from the combination of ecommerce's data-driven personalisation and the experiential focus of offline shopping.

A black banner hanging from a building with the Amazon logo and 'amazon 4-star' text. The banner is positioned diagonally across the frame, with the Amazon logo in white and the text 'amazon 4-star' in yellow. The background shows a multi-story building with scaffolding and a cloudy sky.

04

*The *Amazon 4-star* stores, featuring only products with 4-star ratings or above, are *Amazon's* latest venture into brick-and-mortar retail.

04

RETAIL- TAINMENT

Let's meet at the square.
Apple is taking its retail concept to the next level, shifting the focus from sales to meaningful interaction. Novel architecture and service offerings reshape *Apple Stores* into *TownSquares*. Visitors are invited to linger in lounges, listen to keynote speeches or take part in trainings.

04

RETAIL- TAINMENT



Breaking the conventions.

While officially a department store, *Forty Five Ten* boldly ignores the age-old department store logic: Leaving the commodity shopping to online retail, you won't find any standardized inventory. Instead the stores are clustered into intimate boutique areas, constantly changing designer offerings, and integrated art exhibitions, making every single visit a unique experience.



04

RETAIL- TAINMENT

Say nighty night.

2018 marked the year *Casper* went from a mere online retailer to operating multiple physical stores, perfectly blending on- and offline experience. Their latest physical endeavor is completely designed around its product: *The Dreamery* let's you take a premium nap amidst the hectic Manhattan life.

I DECLARE THE NEXT OLYMPIC GAMES OPEN.

New Ways in Public Sports.

Television ratings for live sports, the engine that has powered the growth of sports for so long, are down in many countries. The *Olympics*, once seen as the pinnacle of sport, are struggling to attract younger audiences. Unapologetically, those turn to alternative formats, disciplines and channels, all of which have the potential to disrupt the established players in the market.

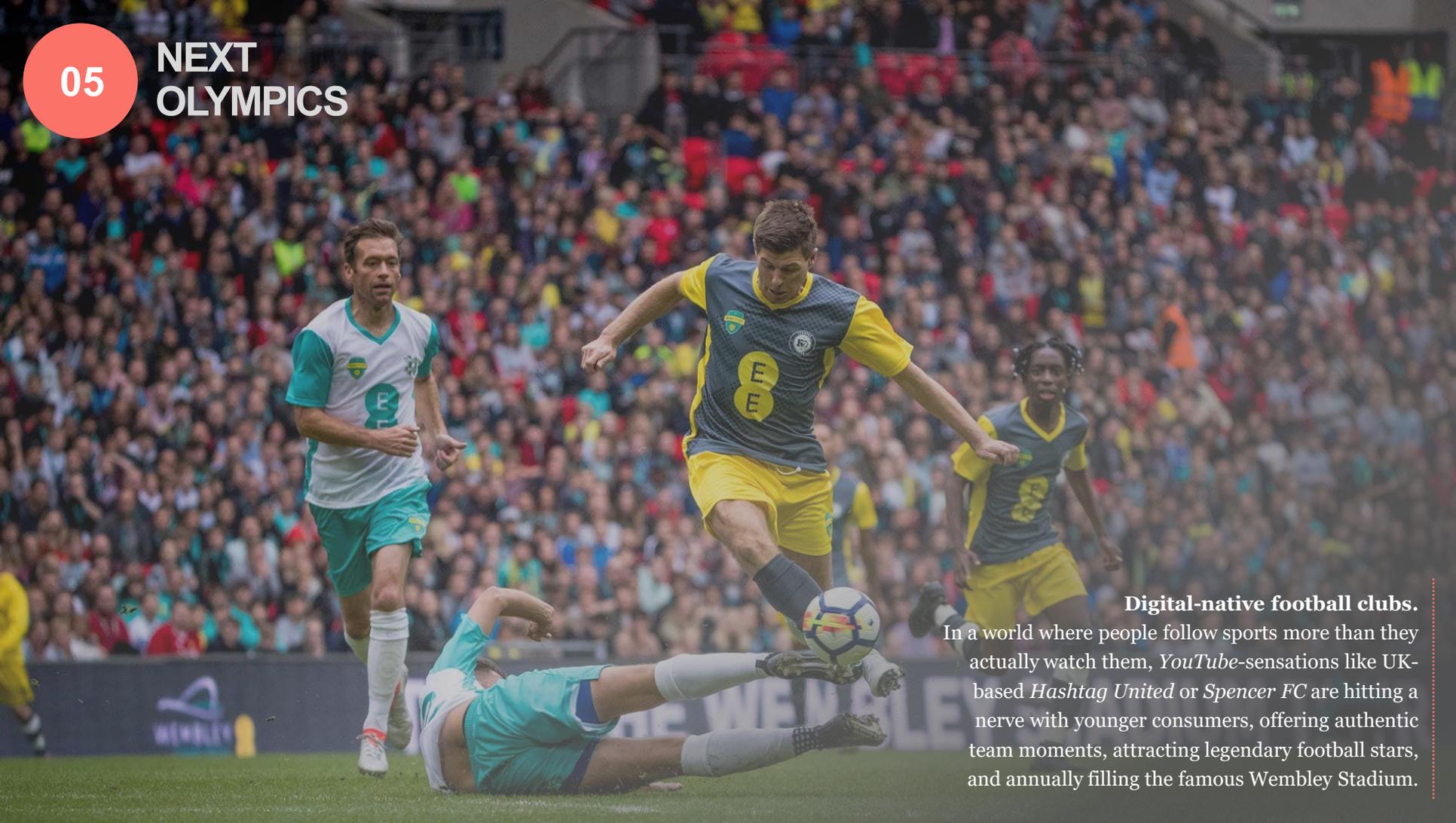
*Not only this *PlayerUnknown's Battlegrounds* tournament draws thousands of eGaming enthusiasts to live sports events.



A beneficial audience. eSports attracts huge young audiences, who seldom watch traditional sports, much less on traditional TV. A high-performance competition be a medal event at the *2022 Asian Games* and might even become a demonstration sport at the *Paris 2024 Olympics*. This would benefit more the latter than the exploding esports scene itself.

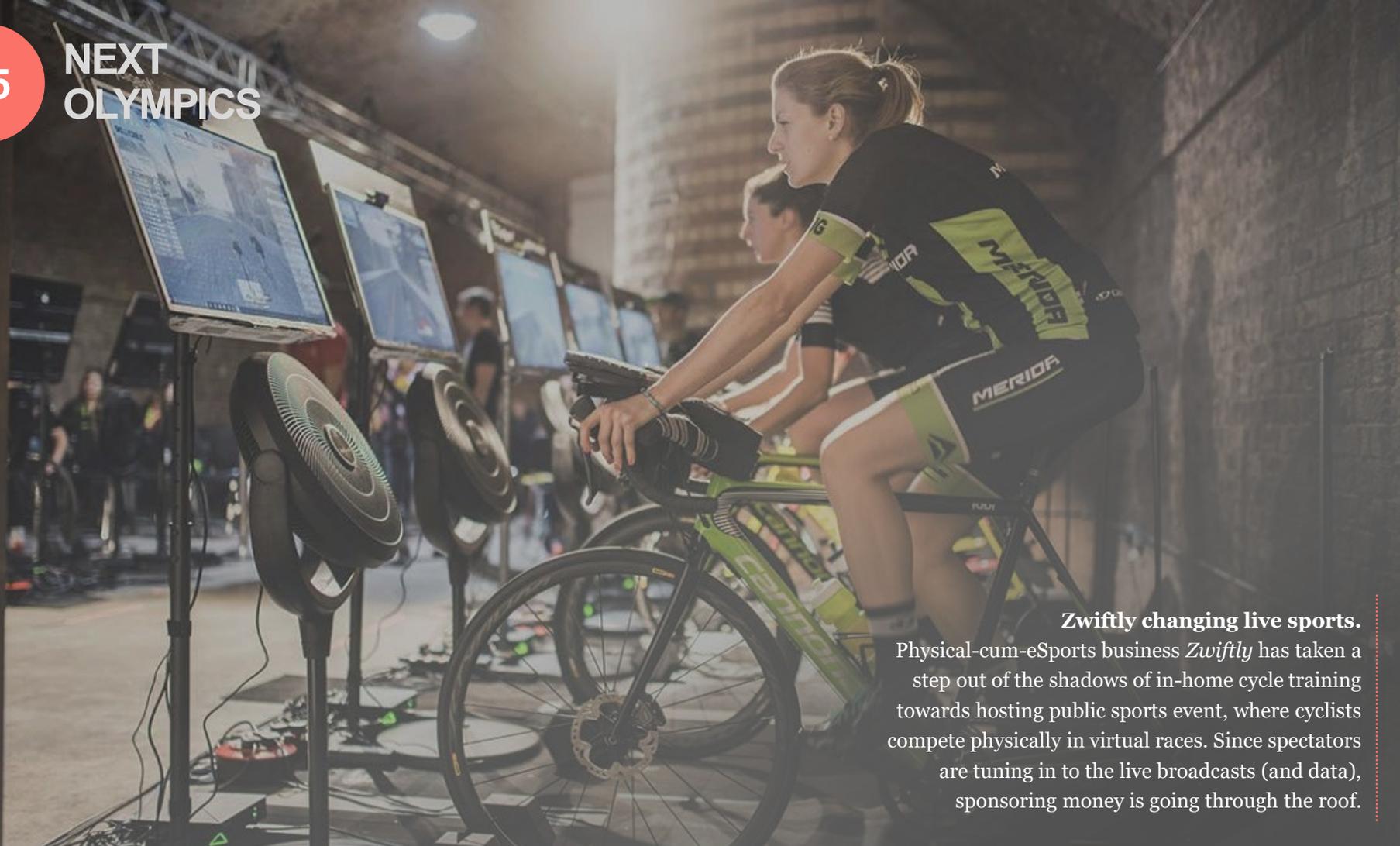
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NEXT OLYMPICS



Digital-native football clubs.

In a world where people follow sports more than they actually watch them, *YouTube*-sensations like UK-based *Hashtag United* or *Spencer FC* are hitting a nerve with younger consumers, offering authentic team moments, attracting legendary football stars, and annually filling the famous Wembley Stadium.

**Zwiftly changing live sports.**

Physical-cum-eSports business *Zwiftly* has taken a step out of the shadows of in-home cycle training towards hosting public sports event, where cyclists compete physically in virtual races. Since spectators are tuning in to the live broadcasts (and data), sponsoring money is going through the roof.

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