



# Trendslation

FALL 2019 TREND IDENTIFICATION

CONFIDENTIAL

# Holding on to Humanity



## Holding on to Humanity

**City dwellers enjoy greater convenience and opportunity, but many experience less stability and lack human connection.**

Rapid advancements in the consumer experience meet human wants and needs more immediately than ever. Easy consumption has made our lives predictable and reduced the peaks and valleys of excitement, interest, and struggle. But those things are inherently humans, and while those living in cities have greater levels of convenience, it comes with predictability, and many are feeling a void of connection and community.



# Luxurious Necessities

**As demand increases, resources dwindle, making them more valuable than ever**

Availability of products, experiences, and ideas are higher than ever, but the resources used to produce them are quickly declining. This has resulted in greater value for inherently human categories that were previously taken for granted, because access to the resources that produce them always felt assured. This change is redefining luxury.



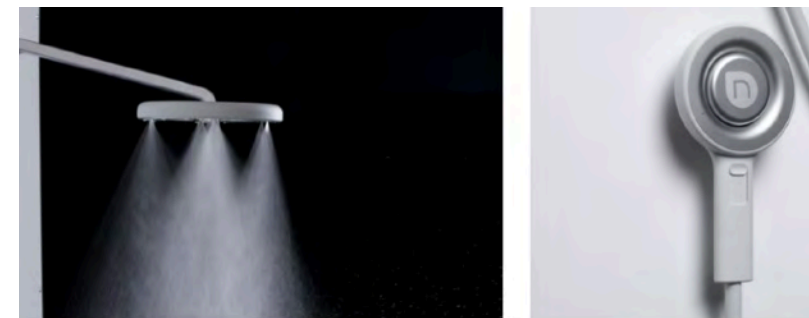
## MANIFESTATIONS



### Tech Independent

#### Human contact and engagement becomes a luxury

Stepping away from technology is a growing indication of a HNWI (high net worth individual), and human engagement has become a luxury, especially in travel, healthcare, and education. While many use health tracking apps and food delivery services, the wealthy are hiring personal trainers and chefs, and enrolling their children in low-tech education like Waldorf Schools and Brightworks.



### Not-so Basic Need

#### Unnecessary water usage becomes extreme luxury

The World Wildlife Fund predicts that by 2025 two-thirds of the global population could be at risk of water shortages, and rationing will become second nature for many. Consumers will expect brands to make these adjustments with them through innovations like water-less products or manufacturing with alternative water sources.



### Trash to Treasure

#### Waste becomes an indispensable resource

One Indian city has opened a “garbage cafe” in a busy bus terminal, offering healthy meals in exchange for trash. This incentive helps keep the city clean, and the restaurant plans to use plastics in the trash to improve the asphalt on city roads. This thinking is creating a perception of waste as a resource rather than a nuisance.

# De-Urbanization

**Many younger people want to slow down and connect with a closer community**

About 80% of Americans live in cities, but a 2018 Gallup study found that 27% of those would prefer rural areas.

Urban living has more opportunity and convenience, but the countryside offers a slower pace and more connected communities.

## MANIFESTATIONS



### **Agricultural Adolescents**

**Young people are valuing their small-town communities**

Many young adults in the Great Plains like their small towns and want to stay and contribute as they age. They pursue pre-industrial agriculture and business methods. This is still an emerging trend, so time will tell if it's large enough to significantly offset urbanization.



### **Nuns & Nones**

**Millennials are seeking a deeper life experience**

A group called Nuns & Nones brings religious nuns and millennials together in twelve US cities. Participants can experience a sense of belonging and a deeper connection to the earth, their spirituality and their community in a way that fast-paced urban lives often lack.



### **Camping Connoisseurs**

**Wanting to experience life unplugged**

The 2019 North American Camping Report shows more millennials and Gen Xers than ever now identify as lifelong campers. It also shows that 72% more North Americans camp three or more times annually than in 2014, and that the industry will likely reach \$1 billion by 2024. Camping images on social media and a desire to expose their children to the experience are probably driving forces.

# Getting Personal

**A preference for ideas and aesthetics that can only be provided by people**

Adoption of technology and flawless aesthetics across categories has tended to streamline humanity to such an extreme that an overall lack of personality and individuality has begun to develop. The opposite of this effect is now being sought after.

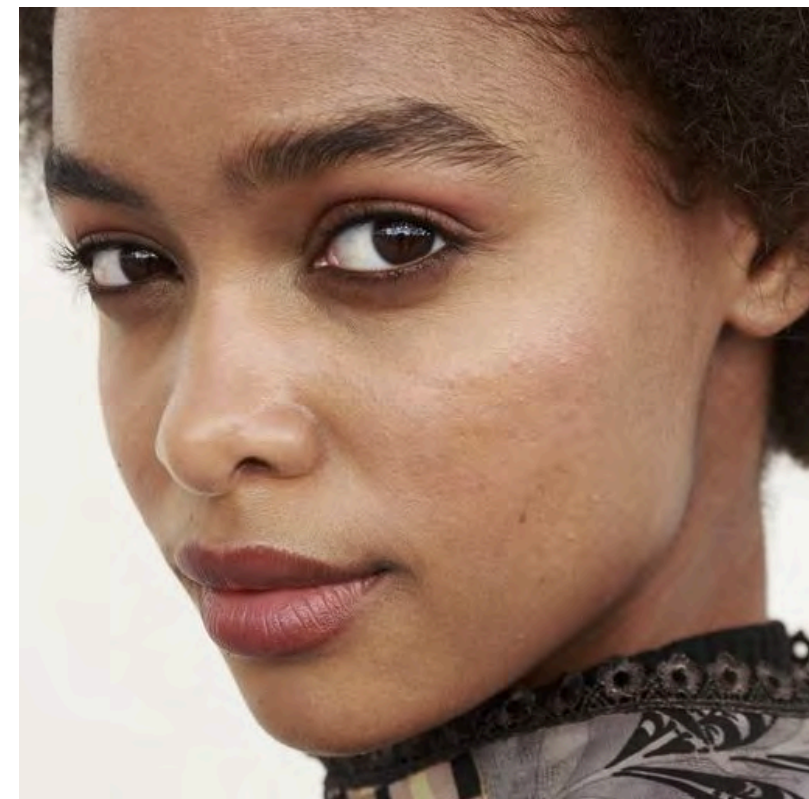
## MANIFESTATIONS



### **Preferring Unpredictability**

**Unexpected vacation experiences become an indulgence**

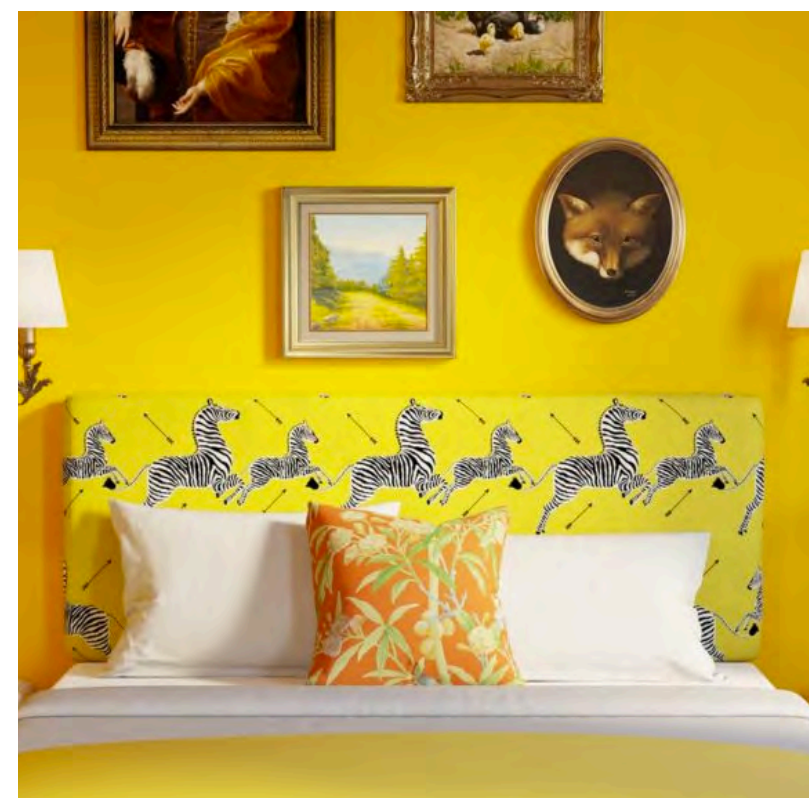
People want more from their vacations. They want to be surprised. Technology has made our lives so streamlined and predictable that unexpected experiences are becoming sought after. Companies like Wix Squared, Brown + Hudson and Based on a True Story offer high-end trips that keep destinations and upcoming activities a mystery.



### **The Bespoke Face**

**Natural and unaltered becomes the new beauty ideal**

The natural face, coined the bespoke face, is conquering the altered face. Botox and fillers help cover aging and have been fashionable for years, but they have also begun to make us look the same. Many are returning to their doctors, seeking their “old faces,” because they miss the unique interest of authenticity. Attempting to escape what is real and human is losing its beauty appeal.



### **Humanity in Art**

**From minimalist simplicity to maximalist expression**

Millennials have always preferred Minimalism. But Maximalism has gained ground in fashion and is making its way to interiors and other arts and design. Maximalism requires risk, taste, and personal choice, creating a unique wardrobe and home that reflects the individual.

# Fear and Confusion

## Fear and Confusion

Uncertainty of the future has always been unavoidable, but is especially so today. With very rapid and sometimes negative change occurring in technology, industry, the environment, and politics, people are left feeling anxious and confused. Because it is so accessible, people are turning to technology to deal with these feelings.



# Health and Wellness?

**We're more confused and uncertain about healthy eating habits**

Globally, the mass production of food has grown exponentially, but so has confusion around eating for health and wellness. Despite a desire for healthy eating and the growing presence of the wellness industry, many are feeling more hopeless about their nutritional health.

## MANIFESTATIONS



### Feeding Fear

**We don't know what food is good for us**

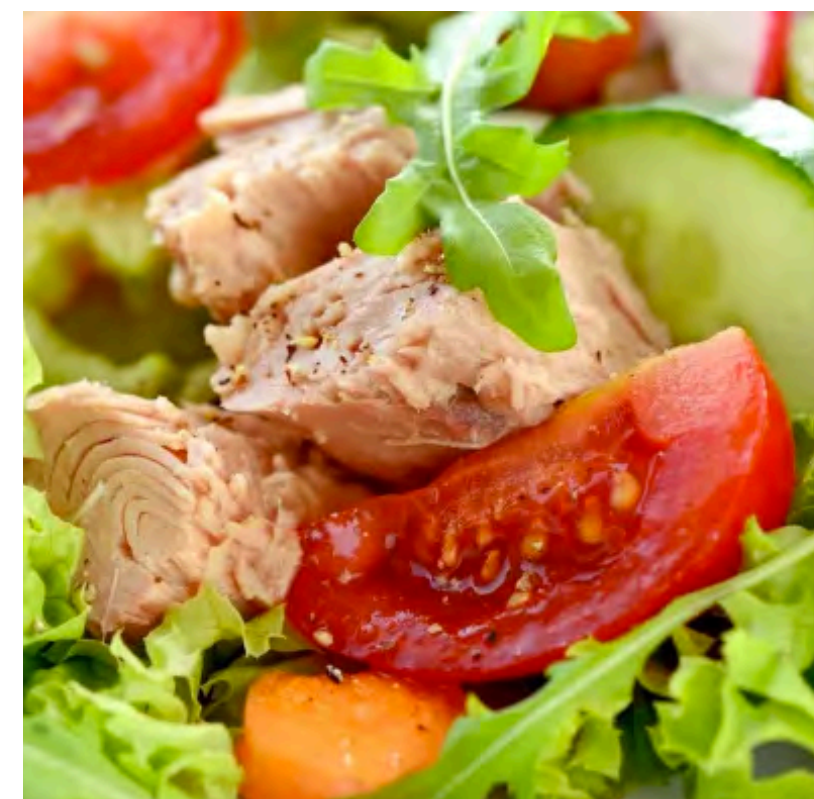
A May 2019 study by Spoon Guru found that 74% of consumers have tried improving their health in the last year. But those surveyed still say they're confused and uneducated about which foods are healthy. The study also showed 40% of US adults worry about serious illnesses, and 20% about an untimely death, because of an unhealthy diet.



### Lovingly Undernourishing

**Homemade pet meals are less healthy than we might think**

Many pet owners are choosing to feed their animals homemade food rather than manufactured pet food. But they may not be providing better nutrition. Most owners overestimate calories and protein, and forget to consider important vitamins. While home cooking for pets is a kind gesture, more animal nutrition education is needed.



### Big Food

**Moving away from growth-focused food systems**

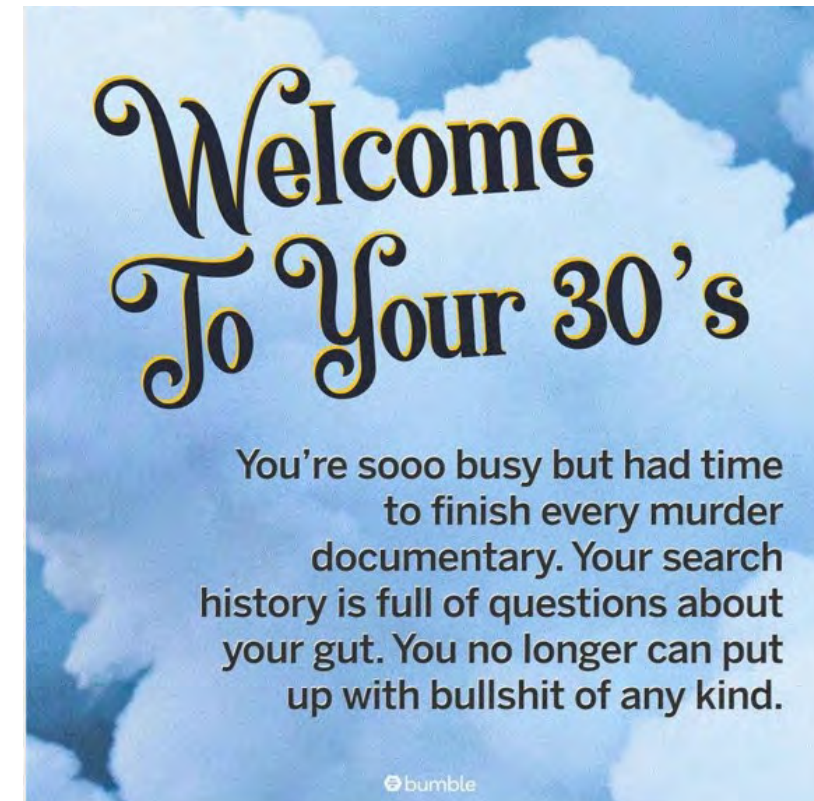
A food industry focused on economic growth has created an obesity and undernutrition epidemic. To address this, The Lancet Commission on Obesity proposes a Framework Convention on Food Systems to aid healthy eating and sustainable production. Its policy decisions would exclude "Big Food" players like PepsiCo, Nestlé, and Tyson Foods.

# Addressing Anxiety

## How young people are coping with clinical anxiety caused by global issues

Just over 18% of the US population suffers from anxiety. But add to this a sense of uncertainty due to global environmental crises, unchecked technological advancements, and government inaction, and day to day anxiety can increase dramatically. This is especially true of young people who feel pressure to address these problems and create positive impact.

### MANIFESTATIONS



### JOMO, Baby!

#### Feeling better by missing out

It has become popular among younger generations to cancel social plans after becoming anxious about them, choosing to spend time alone at home. It is labeled as self care or *JOMO*—joy of missing out. People may be quick to commit to plans, then reconsider and dread the coming event, but it's easy to cancel digitally with no consequences.

### Eco-Anxiety

#### World problems are creating an anxiety epidemic

Today's kids are not just afraid of monsters or the dark, they are facing real fears like environmental catastrophe. This anxiety manifests as nightmares, difficulty sleeping, losing focus and interest in school and socializing, asking about certainty of the future and of humankind, and demanding family participation in conservation practices.

### Chief Inspiration Officer

#### A formal position to address anxiety and hopelessness

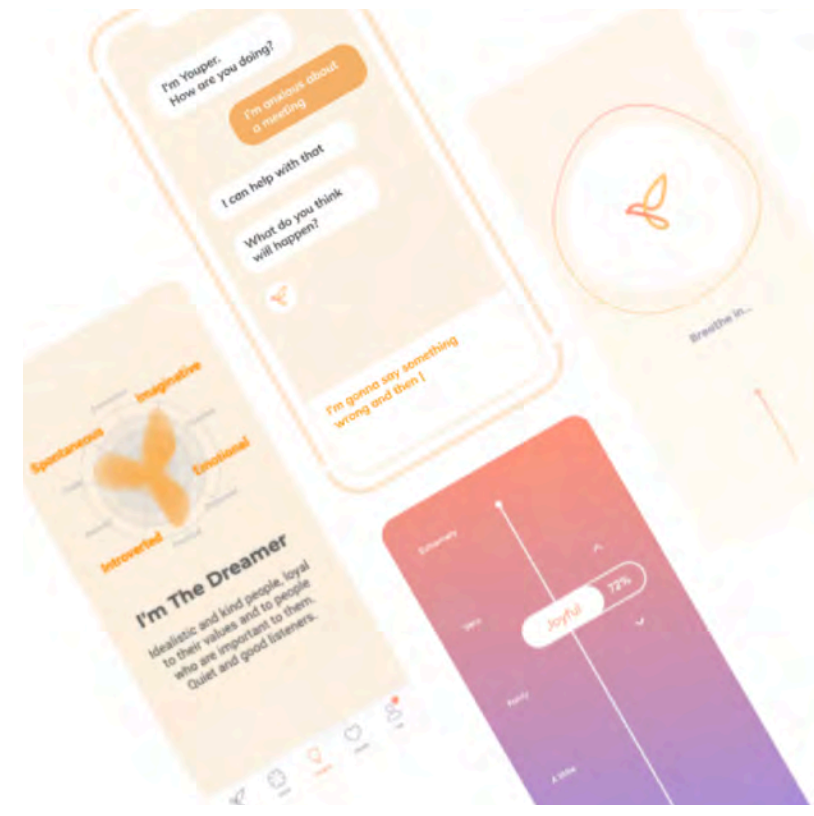
Those growing up in global environmental crises know that extreme action must take place their lifetime, especially in the workplace. It is likely that roles such as *CIO*—Chief Inspiration Officer—will be created to boost morale and head off anxiety by taking positive action in sustainability.

# Tech Support

## Turning to technology for emotional or mental support, assistance, and security

With the spread of so much anxiety, confusion, and overall uneasiness, many people do not have the resources or finances to help them deal with what they are going through. But as technology advances, it becomes more able to interact, understand and provide aid in unexpected ways.

## MANIFESTATIONS



### Tracking Emotions

#### Using AI to empower emotional health

Youper is one of a growing category of apps that helps people cope with anxiety and depression. The app uses established psychological techniques to engage users in comforting AI conversations, personalized meditations and journaling. It helps them understand their emotional state through mindfulness and tracking moods.



### IG Therapy

#### Therapists using Instagram to offer support and advice

Many in need of therapy but don't have access to standard practices are turning to Instagram, where therapists offer guidance to their followers. The practice was coined "insta-therapy," but renamed "insta-psychoeducation" after backlash that digital communication can't replace therapy. It has started a conversation around mental health and the importance of caring for it.



### Salary Insecurity

#### Microwork feeling more stable than a traditional job

With financial insecurity everywhere, people are feeling anxious and uncertain about income, and many are quitting jobs for microwork. A microworker provides the human touch for online tasks that machines can't. For many, microwork for companies like Amazon feels like the most secure job option.

# Reinterpreting Constructs

## Reinterpreting Constructs

As human population has increased, so have ideas and platforms to share them. Availability to this wide array of thinking has been a catalyst for evaluating how society functions and an opportunity to redefine constructs and their meanings.

# Gender Swap

**Gender roles and stigmas are transitioning as the goal of equality becomes primary**

The latest wave of feminism has affected our perceptions of gender personas. As women continue to become more empowered and respected, men are embracing more feminine qualities. In some cases, they are even receiving the same backlash for those qualities that women have historically received.

## MANIFESTATIONS



### Little Fresh Meat

#### China's generation of coddled males

China's one-child policy, and the growth of the Sheconomy, has produced a consumer group marketers call "Little Fresh Meat." They are described as more delicate looking, and emotionally and physically weaker. In response, Chinese Real Men Training Clubs have opened to teach football, wrestling, bravery, and responsibility to boys aged 7-12.



### Fitness Flip

#### Women focusing on athletics, men on health and wellness

Women are being acknowledged more for athletic ability, including professional sports, and as a key target market by sporting retail brands. Men are focusing more on wellness and mental health. In the US, male yoga practitioners grew from 17.8% in 2012 to 28% in 2016. In June 2019, *Men's Health* highlighted the mental health crisis among young men.



### Shifting Stigmas

#### Fighting the embarrassment of male infertility

Awareness and acceptance around male reproductive health has been growing. Direct-to-consumer start-ups like YO Home Sperm Test and Dadi offer accessible and affordable sperm tests that are taken at home. These are normalizing the topic of male infertility and starting a healthy dialogue.

# Redefining the Relationship

**Younger generations, are viewing relationships in even less traditional ways**

With both women and men achieving financial independence, romantic relationships don't serve the same purposes they once did. And there are more options and opportunities for finding a romantic partner than ever.

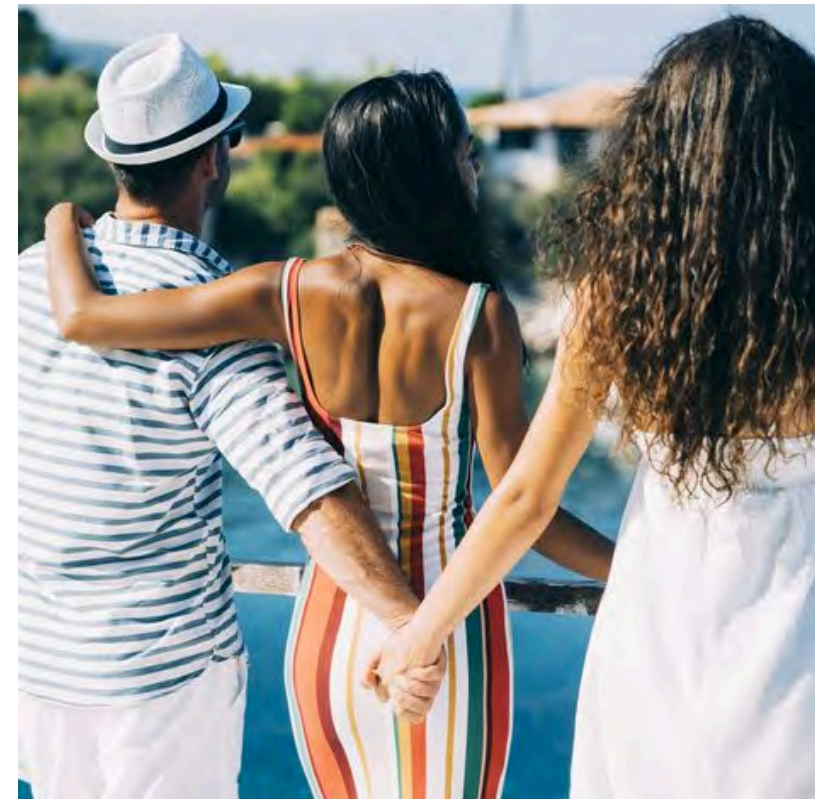
## MANIFESTATIONS



### **Together but Separate**

#### **Staying with a spouse, but living separately**

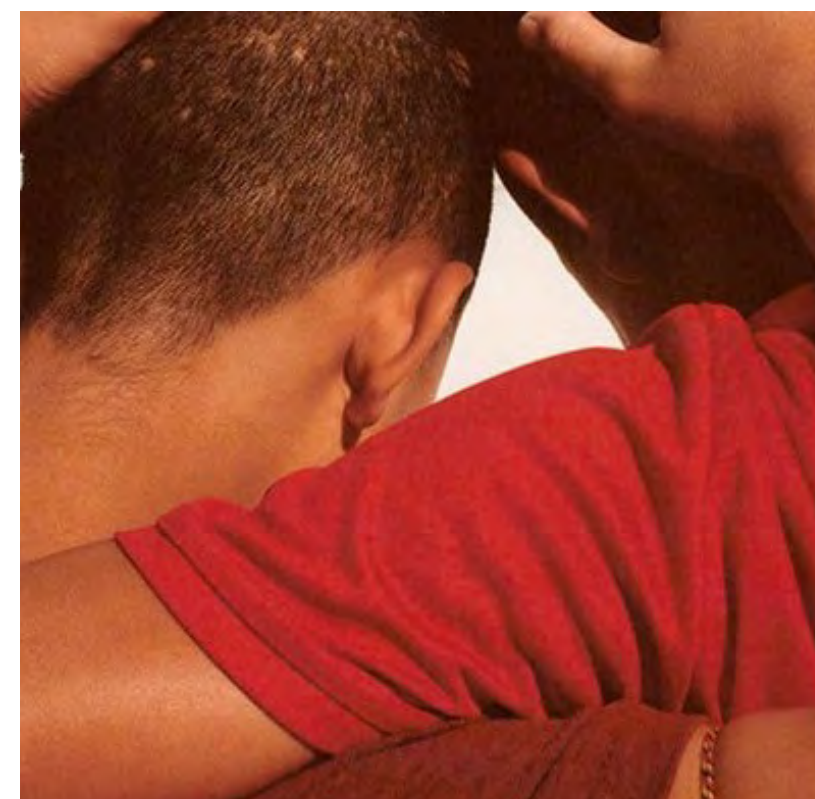
A growing population of older couples are choosing to remain committed to each other, but living in separate homes. Many of these couples report enjoying time spent with their significant other more. This unique living situation is opening new opportunities for many brands.



### **Spreading the Love**

#### **Poly, open, monogamish, and...?**

Generation Z continues to push the boundaries of what relationships should look like. Even as they age, they will embrace ideas like polyamory and open relationships, and many will simply choose long-term single-hood.



### **Rethinking Relationships**

#### **Best friends become more important than romance**

Younger generations see romantic relationships as variable, but best friends as constant. In a WGSN survey, 70% said it was more important to have a best friend than a romantic partner. The growth of dating apps like Match, Tinder, eHarmony and more may be making romantic relationships easier to find, freeing up time to nurture deep friendships.

# Embracing the End

**Death is being treated more openly, positively, and sustainably**

Death has always been a taboo subject in modern societies, likely because technology is expected to delay it as long as possible, and the beauty industry's insistence on youth.

But death is breaking free. It is finally being seen as a part of life, and being discussed and acted upon more openly, positively, and consciously, in part because of longer lifespans and their impact on the planet.

## MANIFESTATIONS



### **FUN-erals**

**Funerals becoming celebratory, personal and even fun**

Funerals are becoming less dour, depressing, formal affairs. One way is through “living funerals,” where the person honored is still alive and can be part of the celebration. This new approach might make the grieving process easier by allowing love and words to be shared before it’s too late.



### **Death Doulas**

**Emotional and mental support to ease the dying process**

Death Doulas are an emerging idea making death more positive. Today’s hospice care focuses on pain avoidance, but may lack unique care for the dying’s individual needs. Death Doulas provide people emotional and mental support throughout their dying process.



### **Concluding Consciously**

**Sustainable thinking is increasing around death**

Today’s burial practices impact earth and its ecosystems negatively, but eco-consciousness is changing that. Brands like Ecoffin and Bios Urn provide for fully biodegradable burials, while Coeio offers a mushroom burial suit lined with flesh-eating fungi. And ashes are being transformed into new things like jewelry and trees.



**Trendslation:**

# Vitamins, Minerals, and Supplements

# What does Trendslation mean?

To utilize trends for growth, businesses need to leverage them while they are still emerging. But that's easier said than done. Identifying shifts and engaging relevant trends for your business is a challenge, and requires both a broad view of where your business fits into the world as a whole, and an intuitive understanding of how active trends are influencing that world right now.

**It isn't just about seeing trends, but learning how to leverage them once you do.**

# Consumer Needs

**The consumer need that created the trend should align or be compatible with the consumer need of a certain brand or category.**

People often act in predictable ways and are motivated by similar forces. These motivations, when paired with a current trend, help us understand why large consumer groups seek out and adopt some trends, but not others.

**Vitamins, Supplements, Minerals:** security

**Holding on to Humanity:** connection - YES

**Fear and Confusion:** security - YES

**Reinterpreting Constructs:** discovery - NO

# Innovation Thought Starters

- CBD, essential oils, natural supplements etc. no longer have the “hippie” (or illegal) connotations of the past. What new opportunities does positioning these products as luxury or mass create?
- How will the experience of younger generations who are choosing to live in rural areas differ in this category from those in urban areas?
- What role can brands play in this category, supporting a slower-paced lifestyle?
- How can this category be positioned to help consumers embrace their “bespoke” beauty, rather than trying to enhance or change themselves?
- How can the vitamins, minerals, and supplements category provide something unexpected in the daily regimen? Is it through packaging, a digital element, the actual experience of ingesting the product? Other?
- What different forms and flavors could this category offer to add surprise to the consumer’s daily experience?
- Is there a way for unused products in this category to be recycled or somehow live a second life?



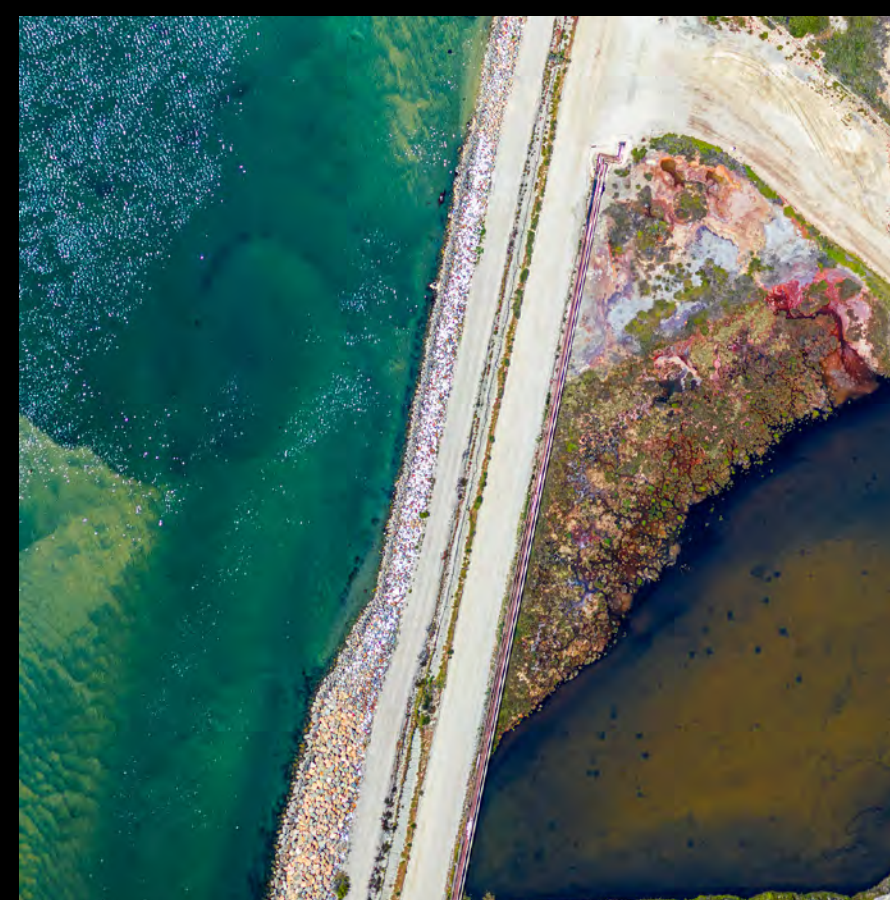
# Innovation Thought Starters

- Could vitamins, supplements, and minerals be “prescribed” to individuals based on their DNA results from tests like 23andMe?
- If communication about this category was similar to the food industry, would it be more approachable and understandable, especially with a focus on ingredients?
- What if products in this category were sold at a “vitamin bar” or “vitamin market,” where “naturopaths” could personally provide guidance to consumers about the best products for them?
- Can this category become more personalized and understandable by providing a regimen of products for specific diets or life stages?
- How can this category create events for people to gather and connect in a physical space?
- How can this category act as a connector among different people and groups within a community?
- Is there a greater opportunity for care of pets and livestock in this category, especially in rural settings?



# Design Characteristics

- **Maximal**  
Requires risk, taste, and personal choice
- **Earthy**  
Relates to and leverages cues from nature
- **Connected**  
Involves correlating and interacting elements
- **Imperfect**  
Celebrates the real, raw, and natural
- **Unpredictable**  
Intrigues with the unexpected



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# **BETTER BRANDS** *to* **BETTER THE WORLD**

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