



PROMINATE

Trends & Insights , 2022

Volume 1 Summary

**This report
explores topics
that influence
consumer
behaviours
and the world
around us**

It's time to be Playful & Creative

Consumers are demonstrating enormous courage and creativity despite the unpredictability of the world around them. Humour and playfulness are being used by brands to socially and innovatively connect with target audiences.

Symbolic of the rise of optimism is Pantone 'Colour of the Year, 2022' Very Peri.

"Very Peri helps us to embrace this altered landscape of possibilities, opening us up to a new vision as we rewrite our lives."

Pantone®

Colour of
the Year
2022

PANTONE®

Very Peri
17-3938





Personalisation & Authenticity

Brands need to connect authentically with consumers to build meaningful relationships. Consumers want to feel reflected and represented, whether it be skin colour, body shape, gender identity or any other underrepresented group. The emphasis on equality and diversity has never been greater.

88% of consumers view authenticity as important when deciding which brands they like and support

Source: Stackla report, based on a consumer report across UK, USA and Australia, 2022

Dove: The Self Esteem project #nodigitaldistortion

Global beauty brand Dove's 2021 campaign to remove digital filters or enhancements from all advertising and marketing photography went viral. This most recent campaign highlights the importance of portraying real people, removing heavily filtered images and depicting unattainable ideals.

Gen Z is growing up in a world where every picture has a filter, and instilling body confidence is a crucial lesson.

Image: Dove

Health & Wellbeing

Consumers are discovering gaps in their physical and mental health and taking steps to ensure their lifestyles are holistically well-rounded and balanced.

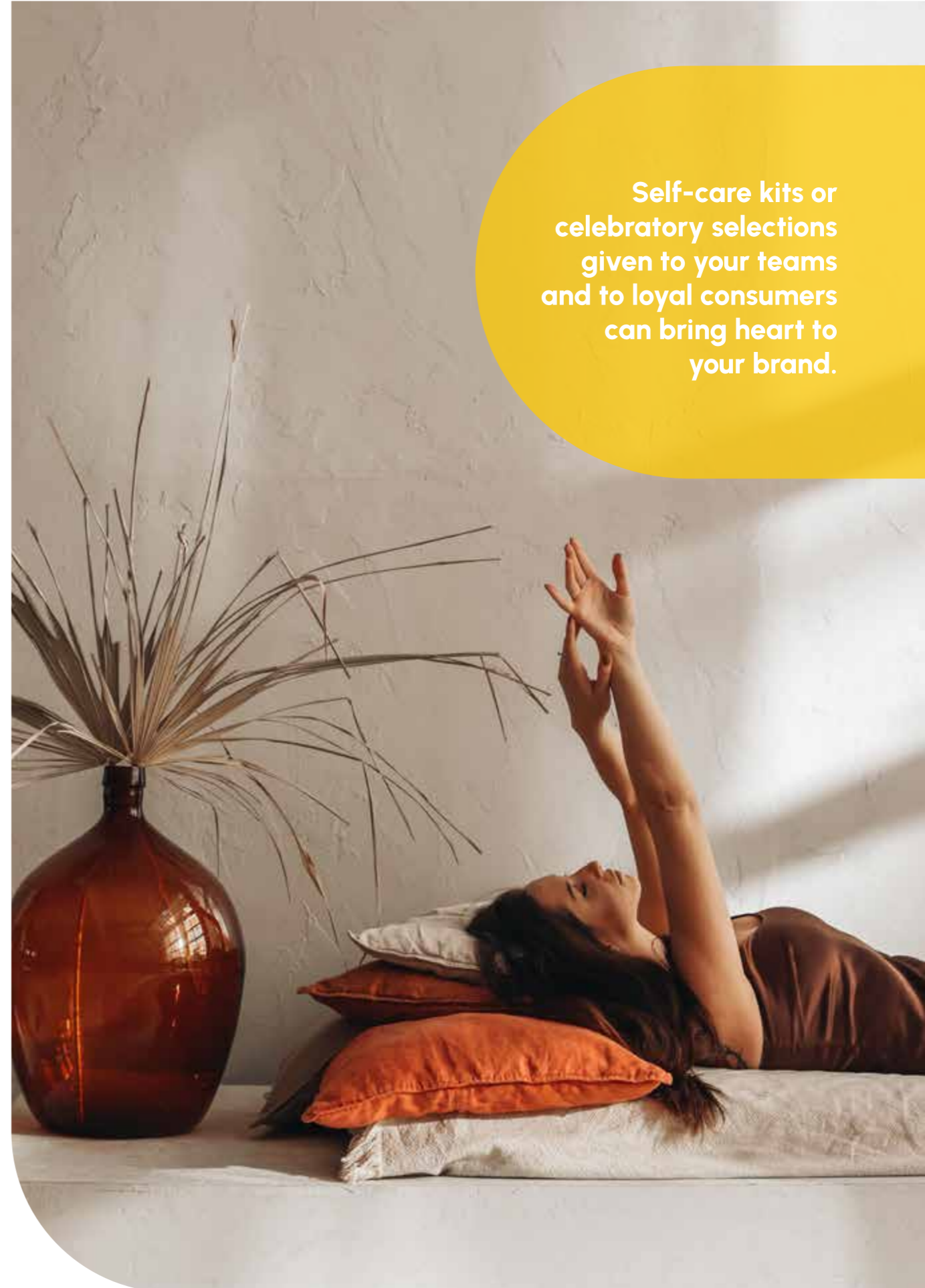
Brands are investing in wellbeing products and services, ranging from self-help courses and weight-loss promotions to exercise and mindfulness classes, supplement subscription services and new technology products to manage, record and track performance.



Source: GWI, 2022

2 out of 3 consumers are more conscious of looking after their physical and mental health since Covid-19

Self-care kits or celebratory selections given to your teams and to loyal consumers can bring heart to your brand.





Digital Playgrounds

Over the last two years, the metaverse has emerged, predominantly driven by Gen Z demands. The digital space has evolved into a place to socialise, create, buy, sell, experience, live and work.

According to Wunderman Thompson Intelligence, 2021, for "Into the Metaverse", 72% of Gen Z and Millennials in the United States, the United Kingdom and China believe that creativity today is dependent on technology, with 92% believing that technology opens up a whole new world of creativity.

From fashion to automotive, pharmaceuticals to food and drink, brands are experimenting in the digital landscape.

72% of gamers worldwide are aged 18+

Source: Statista 2022



71%

increase in consumer searches for 'sustainable goods' over the past five years

Economist Intelligence Unit, Global Report 2016-2021

85%

of the global population have changed their purchasing behaviour towards more sustainable products

Simon-Kucher & Partners, Global Sustainability Study 2021

73%

of Millennials are willing to pay more for sustainable products

White, Habib & Hardisty, Report 2019

88%

of global consumers believe companies and brands have a responsibility to take care of the planet and its people

Wunderman Thompson, Intelligence Report 2022

Image: Downtoearth.org

Creating Consciously

Consumers are increasingly concerned with sustainability, recognising that time is running out to save the planet and change is required.

Consumer behaviours among the Gen Z and Millennials have shifted to include the environmental impact of their purchases and lifestyle choices. Consumers are seeking out brands that make a positive impact on the planet.

This report explores the circular economy, and considers a product's life cycle and recycling, reusing and repurposing options.

It examines product biodegradability and, where impossible, regeneration; a process of repairing the damage caused by centuries of manufacturing by now producing in a way that improves the soil, air or natural bio conditions of the environment.

We share how innovative global brands are thinking about the future and pushing the boundaries of sustainable products.

The complete Volume 1, Trends and Insights report 2022, delves deeper into subjects that are influenced by consumer behaviour. We look at how these consumer behaviours impact the world around us, as well as the direct effect they have on business.

If you would like additional information or to receive the full Trends and Insights report, please contact us on Trendsreport@prominate.com and learn more about what this could mean for your business.