Consumer Lifestyle Trends:

Toolkit

Introduction

The purpose of this toolkit

You've explored the Consumer Lifestyle Trends and how they are impacting the world of food and drink. But how do you reflect them in your strategy and planning?

To help you shift insight into action, we have developed this toolkit of 7 resources. You can use these tools for a full planning session, but you can also mix and match these based on which you feel are most relevant to the opportunities you are addressing for your business and your brand(s).

We have designed this toolkit in two parts:

1. **What trends should we focus on?**
   Identify which trends (and microtrends) are the most relevant to your audience (consumer), brand and business.

2. **How should we act on them?**
   Identify the different ways your brand can respond to the trends.

Trends Cheat Sheet

Health & Wellbeing	Responsible Living	Community & Identity	Engaging Experiences	Life Logistics
People want to build physical and mental resilience	People are striving to become more mindful citizens	People are exploring their own identity and other communities	People are seeking out experiences that bring them closer to people and brands	People are looking to minimise effort, and maximise enjoyment

Health & Wellbeing	Responsible Living	Community & Identity	Engaging Experiences	Life Logistics
Mental Fitness	Balanced Packaging	Local Lovers	Fan Frenzy	Re-establishing Boundaries
Healthified Foods	Everyday Eco-Choices	Digital Relations	Novelty Seekers	Uncompromised Convenience
Mindful Eating	Diversifying Diets	Promoting Unity	Sparking Joy	Home Indulgence
Reconnecting with Nature	Facilitating Action	Harnessing Heritage	Adventurous Eaters	Delivery Dash
Democratising Care	Clearer Credentials	Cracking Conventions	Craft Culture	Smoother Operations
	Source Stories			

What trends should we focus on?
These tools allow you to identify which trends are the most relevant to your audience and brand.

#1 ## Portfolio Mapping

This tool helps you map existing brands and/or products to the trends, to understand how well your portfolio is working within each trend.

#2 ## Know Your Audience

This tool helps you to better understand who your audience is and their existing relationship with the trends.

#3 ## SWOT Analysis

This tool helps you to understand your businesses strengths, weaknesses, opportunities and potential threats when it comes to each trend.

#1 Portfolio Mapping

What is it?

This is a way of mapping existing brands and/or products to the trends to understand how well your portfolio is working within each trend.

How do we use it?

For each trend, jot down your brands and/or products that are playing to the trend. Why are they working? Identify which trends you are falling short on – and might need to pay more attention to.

Health &
Wellbeing

Responsible
Living

Community
& Identity

Engaging
Experiences

Life
Logistics

#2 Know Your Audience

What is it?

The first part of this resource helps you to think about who your audience is beyond demographics - such as their mindsets, beliefs and hobbies.

How do we use it?

Answer the following questions with as much detail as possible. Your audience can be an individual or a group – if it's a group, think of the things that best unite or represent them. Put yourself in your audience's shoes – how might you define yourself? One technique is to list "I am a..."

Identity

e.g. a mother, a sibling, a boss, a politician, an artist, a sports player

....

....

Membership

e.g. sports clubs, religious groups, networking groups, charity organisations

....

....

Beliefs & Values

e.g. a vegetarian, a philanthropist, an activist

....

....

Personal Characteristics

e.g. a leader, a problem solver, a contrarian, a thinker, a trend setter

....

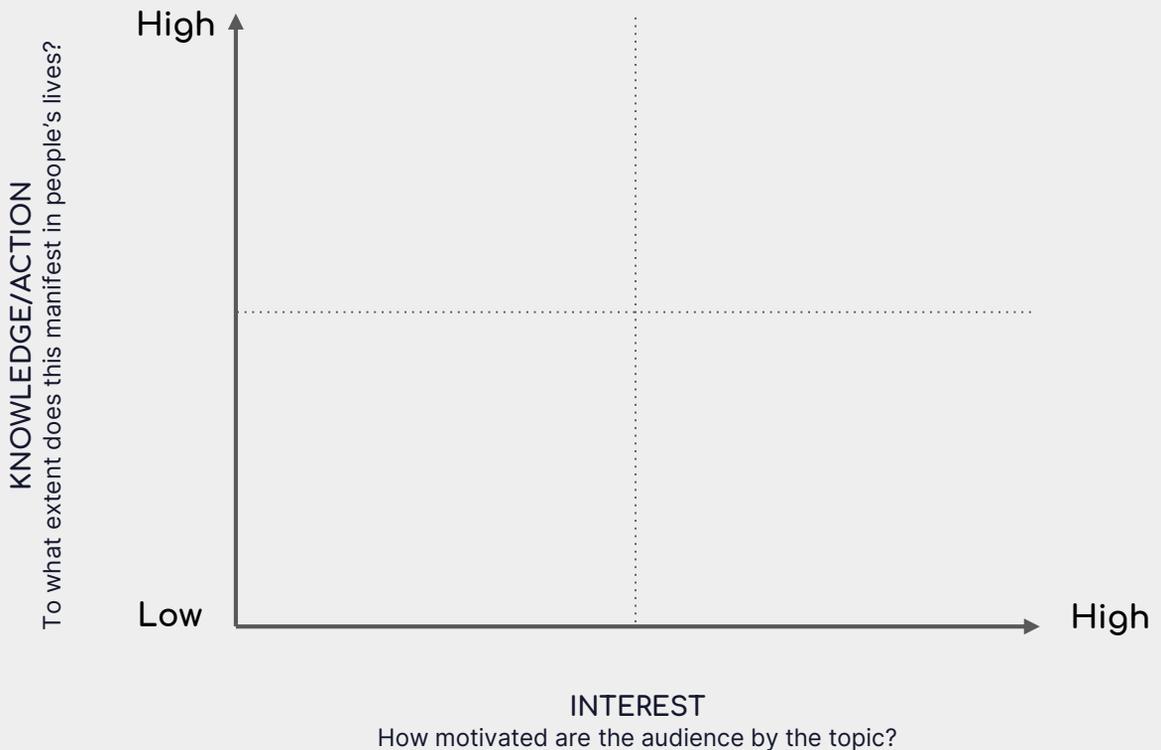..

#2 Know Your Audience

What is it?

The second part of this resource helps you understand your audiences relationship with the trends. How knowledgeable is your audience? How interested are they? Are they already engaging with them?

How do we use it?

Plot and explain on the chart below your audience's knowledge and interest in the trends — repeat for each of the five trends.

High

KNOWLEDGE/ACTION
To what extent does this manifest in people's lives?

Low

High

INTEREST
How motivated are the audience by the topic?

#3 SWOT

What is it?

Before making any strategic decisions based on the trends, it's important for businesses to first understand their strengths and weaknesses when it comes to each trend. What are you doing well? What could you do better? Then, look at both the areas of opportunity that the trend presents, as well as the trend's potential threats, to understand what to scale up and where to scale back.

How do we use it?

Fill in the below SWOT table for each Consumer Lifestyle Trend.

Strengths: What are we good at when it comes to this trend?
E.g. How are we already meeting this trend? Are we doing anything better than other companies?

Weaknesses: What can we do better?
E.g. Where are we failing to meet this trend? What are other companies doing that we are not?

Opportunities: What opportunities does this trend present?
E.g. How could this trend help us tap into new audiences? How could this trend help us to better cater to the audiences we already have?

Threats: What is this trend's potential threat to us?
E.g. Are any of our competitors meeting this trend in ways we are not? Do any aspects of this trend go against any of your products?

How should we act on them?

#4 **Trend Safari**

This tool helps you see the trends in action, looking out for real life consumer behaviours that tap into them. It also allows you to take inspiration from brands that are already responding to them.

#5 **Concept Development**

This tool helps you to create potential concepts for how your brand or business can respond to the trends.

#6 **How/Now/ Wow Matrix**

This tool enables you to determine which ideas to move forward with and which ones might require a bit more thinking and planning.

#7 **Future Planning**

This tool helps you plot innovative ideas against a realistic timeline and visualise gaps in current thinking or evidence.

(#4) Trend Safari

What is it?

This is a self-guided tour of locations to find examples of how the trends are playing out in real life. It can help you identify concrete examples of consumer behaviours, and take inspiration from brands that are already tapping into the trends.

How do we use it?

Pick 1-3 trends. In small groups, go to a location, such as a shopping centre, high street, supermarket or food outlet and explore the space whilst looking out for real life examples of the trends. Use the worksheet below to record what you see, then hold a debrief session to discuss what you saw afterwards. Take photos where you can and even buy products where possible!

Examples of consumer behaviour
List any examples you see of people doing things that link to the trend here.

Examples of brand responses
List any examples you see of interesting brand responses to the trend here.

Photo Moodboard
Take photos of examples where you can, and add them into a shared moodboard to bring the trends to life visually.

#5 Concept Development Card

What is it?

This tool is a way to create potential concepts for how your brand or business can respond to the trends.

How do we use it?

Working with the trends, individually or in groups, come up with a number of brand/product concepts. Then build these concepts further by filling in the template below for each of the concepts created.

The Headline
What is it? Capture the idea in a single, short sentence.

The Story
What are the details? Build out extra information around the headline.

The Visual Expression
What does it look like? Curate a selection of images that brings the world of the product or brand to life.

#6 How/Now/Wow Matrix

What is it?

This tool enables you to plot out your ideas and determine which ones to move forward with and which ones might require a bit more thinking and planning.

How

Ideas that are innovative but difficult to implement. Think of these as ambitious goals for the future.

Now

Ideas that are less innovative but easy to implement. These are things you know will work well.

Wow

Ideas that are both innovative and easy to implement. These are golden – try to fill this quadrant with the most ideas!

#6 How/Now/Wow Matrix

How do we use it?

Brainstorm ideas of how your brand/business can respond to a particular Macro Trend or Micro Trend. Then plot these ideas on the matrix below based on their feasibility (difficult vs. easy to implement) and their originality (average vs. innovative idea).

DIFFICULT TO IMPLEMENT

HOW?

FAMILIAR IDEA

INNOVATIVE IDEA

NOW

WOW!

EASY TO IMPLEMENT
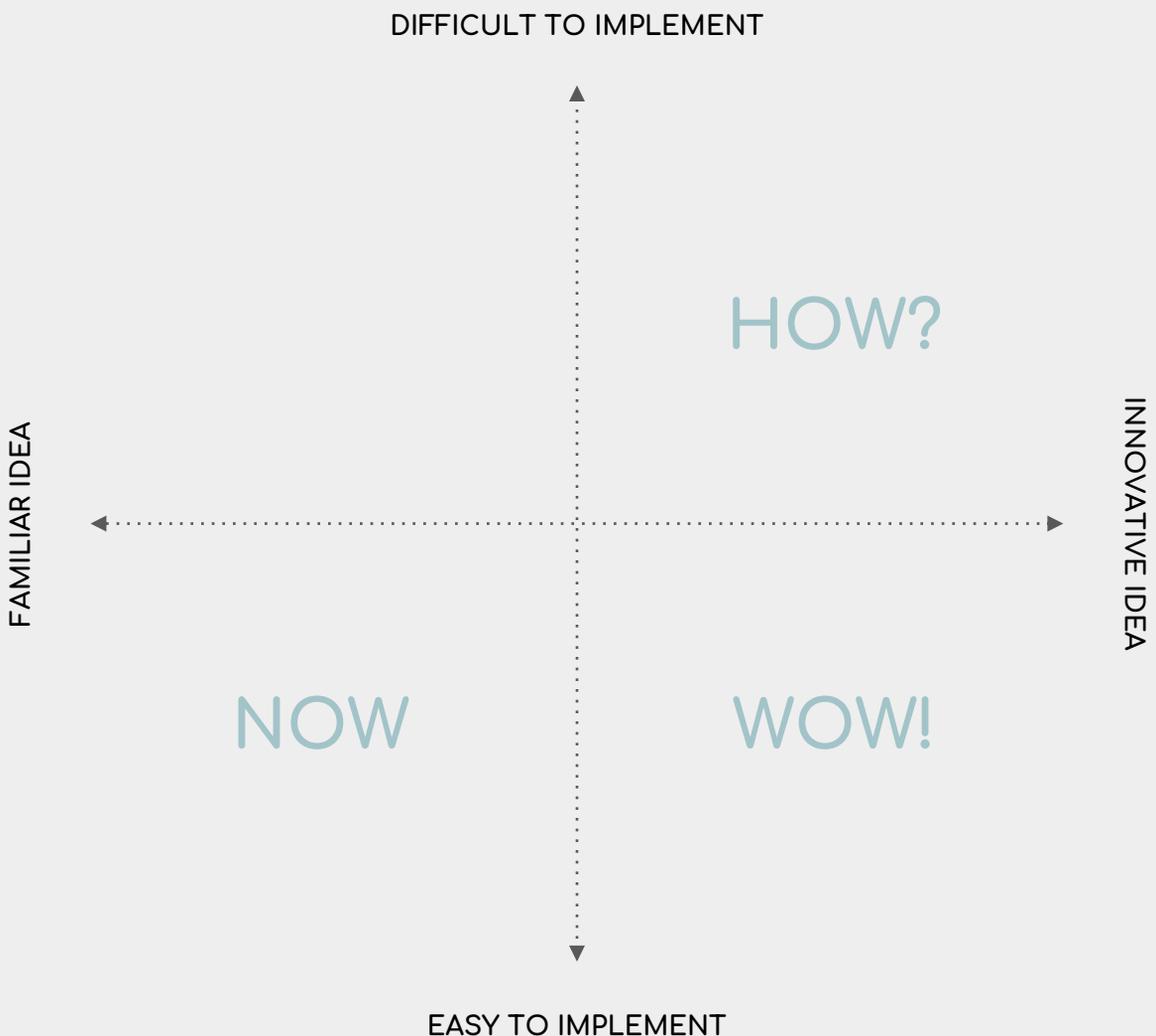
#7 Future Planning Framework

What is it?

The Future Planning Framework, inspired by futurist Amy Webb, is a method to plot innovative ideas against a realistic timeline and visualise gaps in current thinking or evidence.

How do we use it?

After completing the How-Now-Wow Matrix, start to plot out those ideas on this future planning timeline. For each idea, have a think about the type of data and/or evidence that might be required to bring the idea to life and jot that down.

TIME

Tactics:
1-2 years out

....

....

Strategy:
2-5 years out

....

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Vision:
5-10 years out

....

....

DATA + EVIDENCE