

Where's the evidence?

The power of trends
data to validate
growth opportunities



Trends have to work hard to shape real decisions

Many of our clients have a good sense of where their growth areas are or should be. But truly understanding and mapping what consumers want now and in the future provides the confidence to act.

At Foresight Factory we have worked with a range of clients to review, map and validate growth opportunity areas.

We do this by measuring both the **sentiment** and **intensity** of the opportunity areas from the point of view of consumers around the world.

Helping our clients, sign off on, reject or refine their decisions.

Power of combining trends and data

We constantly monitor 70 key trends and 350 sector trends. For each trend we collate global data sets from our proprietary survey work that can be fully interrogated.

We use these data sets to map the most relevant trends to the opportunity areas our clients are reviewing.

We use forecasting techniques to build actionable maps with the growth areas defined to create a powerful data matrix.

This matrix can be used by a range of stakeholders inside the business to give the confidence to know exactly when and where to act.



Save time and be efficient

Over 95% of our data is proprietary to us.

Speed, familiarity and depth-of-data means our consulting team can work adaptively to analyse and present the data in a way that is both actionable but also aligns well to the culture and language of our client's business.

A major benefit of this type of approach is it bypasses the need for costly and time consuming in-house or procured research.

THANK YOU.

Facing a similar challenge? Talk to us.



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