



# What Exactly Will We Still Own in 2030?

**By 2030**

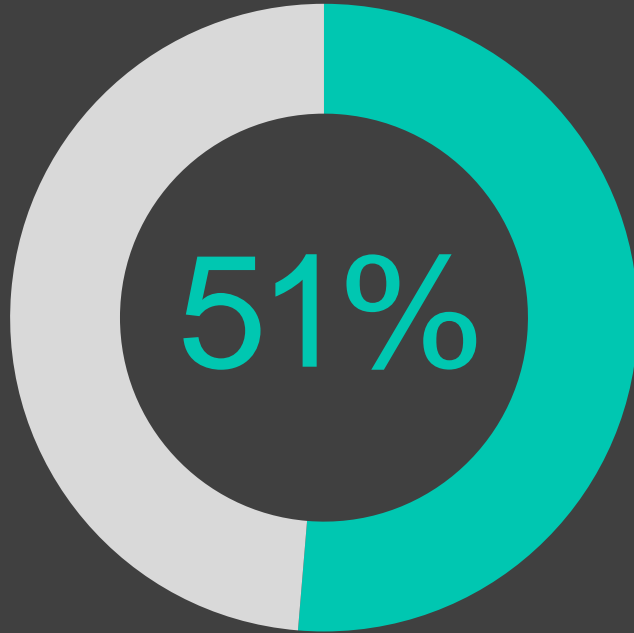
**it will be less about  
*what we'll own,***

**and more about  
*how we'll own it***

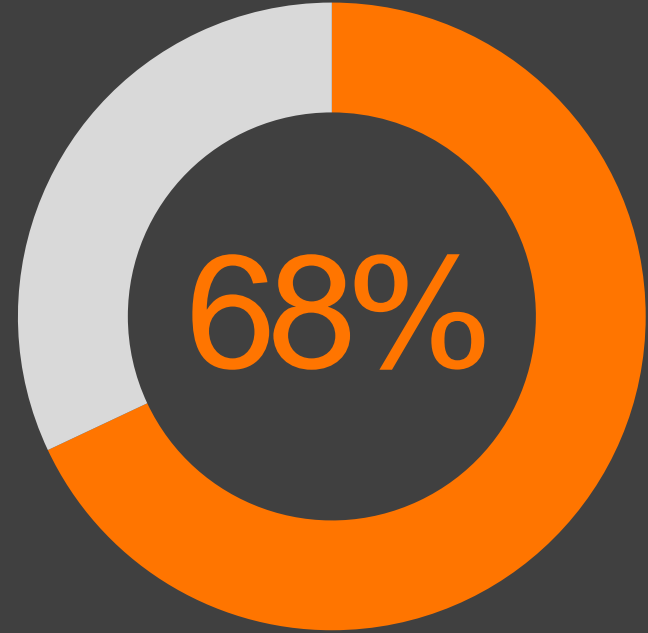


# Access to TV and film streaming platforms

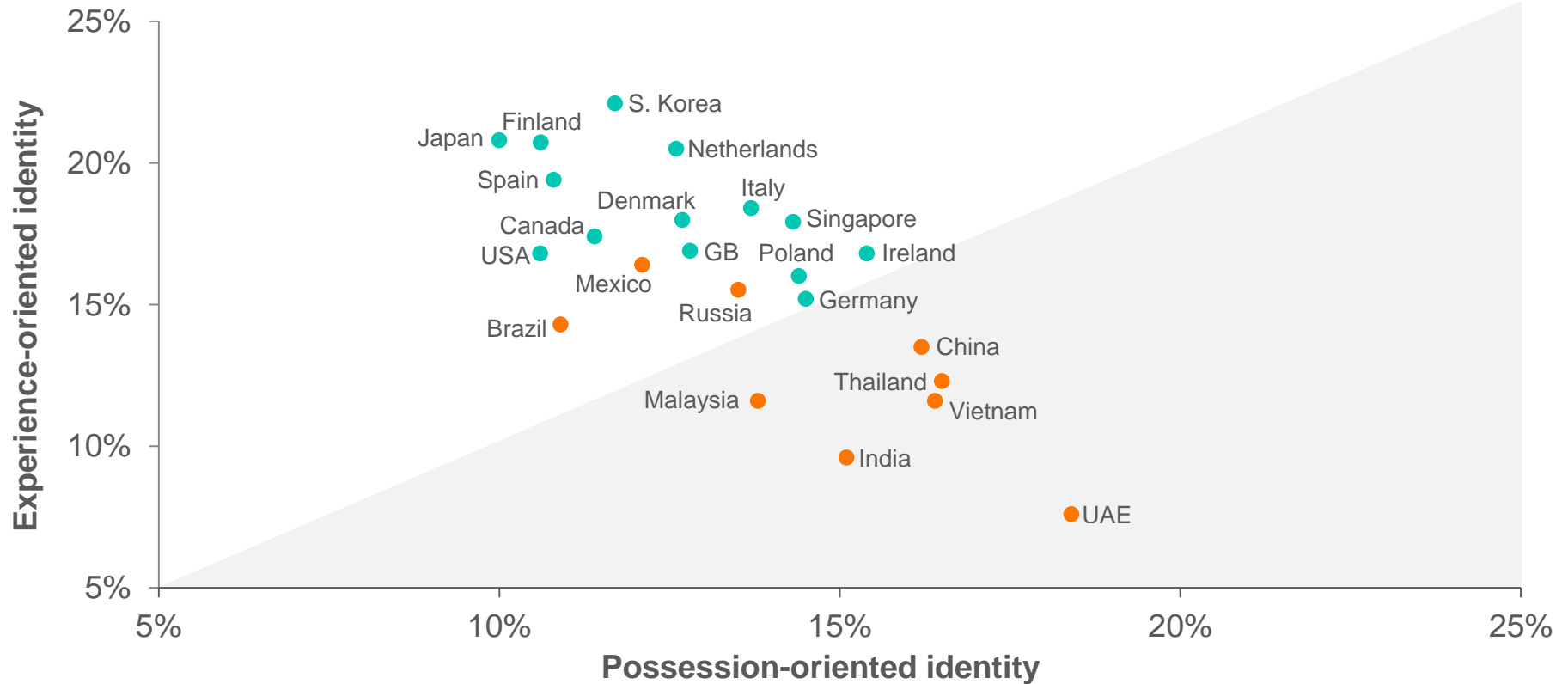
Now



2030



# The importance of possessions to identity





# The power of renting

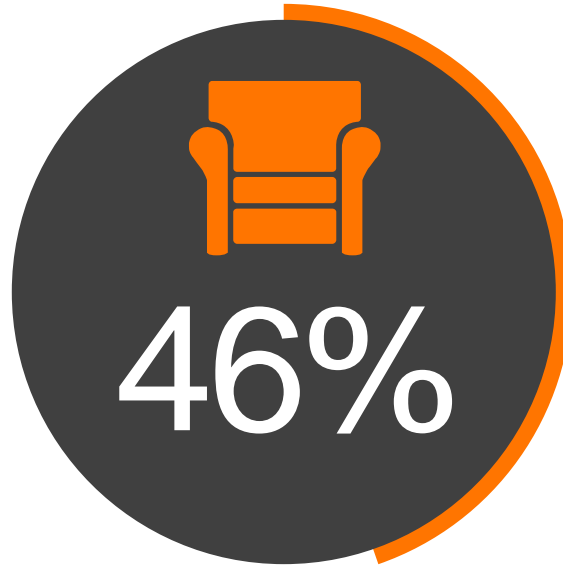
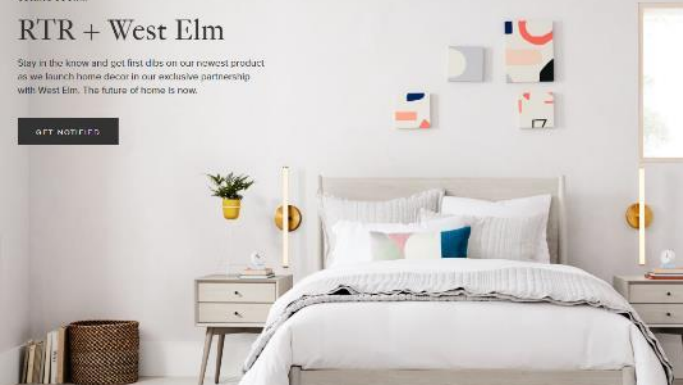
% who have used or are interested in using an online lending service to borrow or rent a household item for a short period of time

COMING SOON...

## RTR + West Elm

Stay in the know and get first dibs on our newest product as we launch home decor in our exclusive partnership with West Elm. The future of home is now.

ART NOTIFS



Millennials

54%

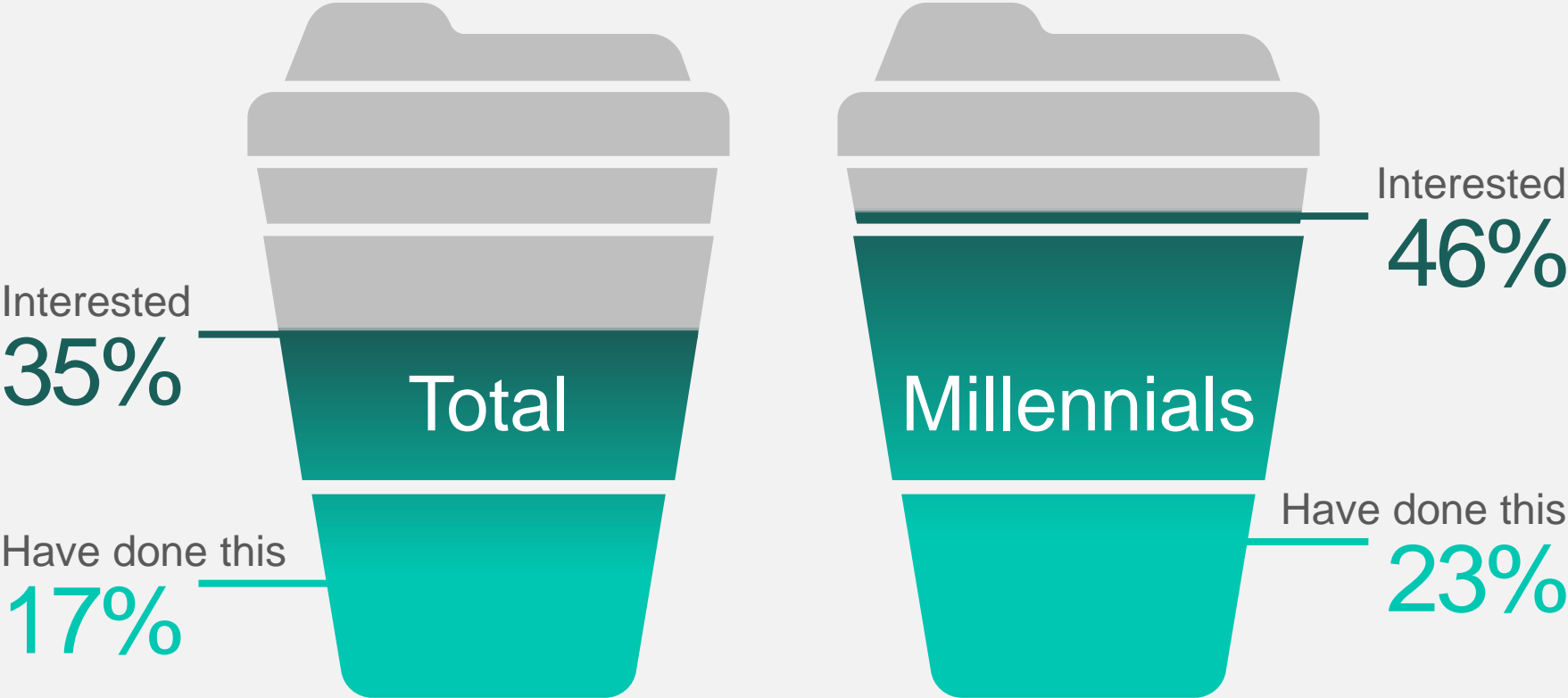
Gen X

42%

Boomers

28%

# The rise of reusable



Source: Foresight Factory | Base: 1005 online respondents aged 16+, GB, 2018 September


# Digital possessions: anyone for digital clothing?



 carlings\_official  • Follow ...

 carlings\_official  @arvidabystrom is wearing Artificial Heart Jumper, from our digital collection. 🧘💖 Link to shop in bio. All revenue goes to @wateraid #adDRRESSTHEFUTURE #carlings #wateraid

34w

 elias\_eliasson03 Eugh 🤔  feminist

34w Reply

 emma\_e\_gustafsson 😊 

34w Reply

 gianni.antonia @marliesreukers 

639 likes

Add a comment...

Post



# Takeaways

How can consumers access your brand's "spotlight moment"?

In a world of service intermediaries, how can you remain relevant and visible?

How will you help consumers manage the subscription overload?





Want to know more?



# Introducing Foresight Factory online

It is powered by technology to deliver deeper, faster and more accurate data and actionable insight.

Explore contextual drivers, consumer trends and sector trends to answer your business questions.

We provide you with a wealth of data:

50+ million  
data points

1000+  
customer  
segments

200+  
predefined  
groups



## Demo the platform

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## Explore the data

See the data behind the presentations. We conduct global research in over 27 countries

## Trending 2020 report

Look out for our Trending 2020 report giving you the top trends to action. Published in Dec 2019



# TRENDING 2020

