



Trending 2023

Kickstart your strategic planning with the key trends and mindsets impacting the year ahead and beyond



Introduction

Welcome to Trending 2023.

Consumers are entering 2023 in a rebellious mood. They are questioning established norms, defying authority and side-stepping received wisdom across many areas of life – from wellbeing to shopping to identity-building. They want to take back control in a volatile and uncertain world and to rewrite the narrative on their own terms.

In this year's Trending report, we reveal how rebellion will drive consumer decision-making across four key mindsets in 2023 and the decade ahead: the rebellions against perfection, authority, surveillance and restraint. Using our unique methodology which consists of analysing three new waves of proprietary consumer data, tracking signals of commercial change and scenario-

building, we explore how brands across multiple sectors can use rebellion as a framework for action and capitalise on the new and established trends coming to the fore.

Trending 2023 is powered by Collision, our dynamic trends intelligence platform. The principles of strategic foresight are at the heart of our report, with its focus on signal-tracking, scenarios, business application and easy shareability within client organisations. We understand that in a complex and fast-moving world, strategic foresight has never been more important, and we look forward to building a more prosperous future for clients in 2023 and beyond.





Rebellion against restraint

Mindset 1

Consumers are under constant pressure to be vigilant when it comes to saving for the future, protecting their health and avoiding climate catastrophe. But while restraint and risk aversion will remain behavioural drivers in 2023, we'll also see a powerful counterforce growing, one that favours here-and-now indulgence, YOLO hedonism and maximalist excess. In response to a culture of relentless self-optimisation – not to mention a feeling of powerlessness in the face of an uncertain future – consumers are taking back control by living life on their own terms. Instead of doing what they should do, they're doing what they want, no matter the consequences.



Seeing Beyond: How will the rebellion against restraint unfold over the next decade?

This image was generated by an AI illustrator using the prompt "Couple of people eating ice cream and watching a movie on a large TV screen, in a large room with houseplants, smiling, relaxing." It represents our central scenario for the rebellion against restraint – the most plausible future in 2033.

Credit: Midjourney

Below, we lay out three possible futures of the rebellion against self-restraint based on weak signals, critical uncertainties and the ongoing impact of structural drivers:



Reversal

Hedonism is severely curtailed as a **new puritanism** takes hold



Central scenario

Moments of hedonism are seen as an essential feature of full, healthy lives



Extreme rebellion

Reckless indulgence dominates in a world of pervasive pessimism and perpetual instability



New Trend: Now or Never

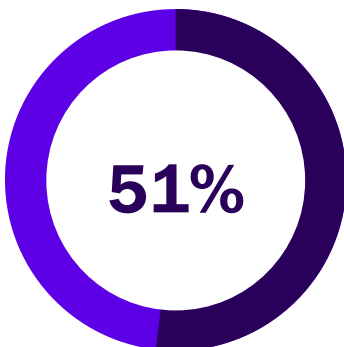
A carefree attitude of wanting to live for the moment

Consumers are confronted by a daunting, unpredictable future. Crises have come thick and fast over the past few years, most recently inflation and the rising cost of living. While consumers are aware that the “sensible” thing is to hunker down and trim spending – just as the sensible response to climate change is to adopt more sustainable behaviours – there’s a feeling of malaise in a world where it seems as though the tough times won’t ever let up. This is perhaps why a majority of global consumers agree with the statement “I try to have as much fun as I can now and let the future take care of itself”, with upticks in agreement seen across several markets between 2019 and 2022 (source: Foresight Factory).

The thinking seems to be that if the world is already on fire, why not make the most of the here and now?

Brands are facilitating in-the-moment indulgence and pleasure-seeking. BNPL offerings across retail and travel are enabling people to “live now, pay later”, while food and beverage brands are rejecting the usual restrained health- and sustainability-focused branding in favour of riotous colour and playful messaging. Meanwhile, weariness about the future is prompting some consumers to take comfort in the past, hence the rising appeal of nostalgia and “fauxstalgia” – yearning for a time in the past that one hasn’t actually experienced oneself. Indeed, 68% globally agree that “the stresses of modern life mean that people are less happy than they used to be” (source: **Foresight Factory**, 2022). The **Now or Never** attitude is about reclaiming that happiness through whatever means possible, before it’s too late.

Living for the moment has widespread appeal

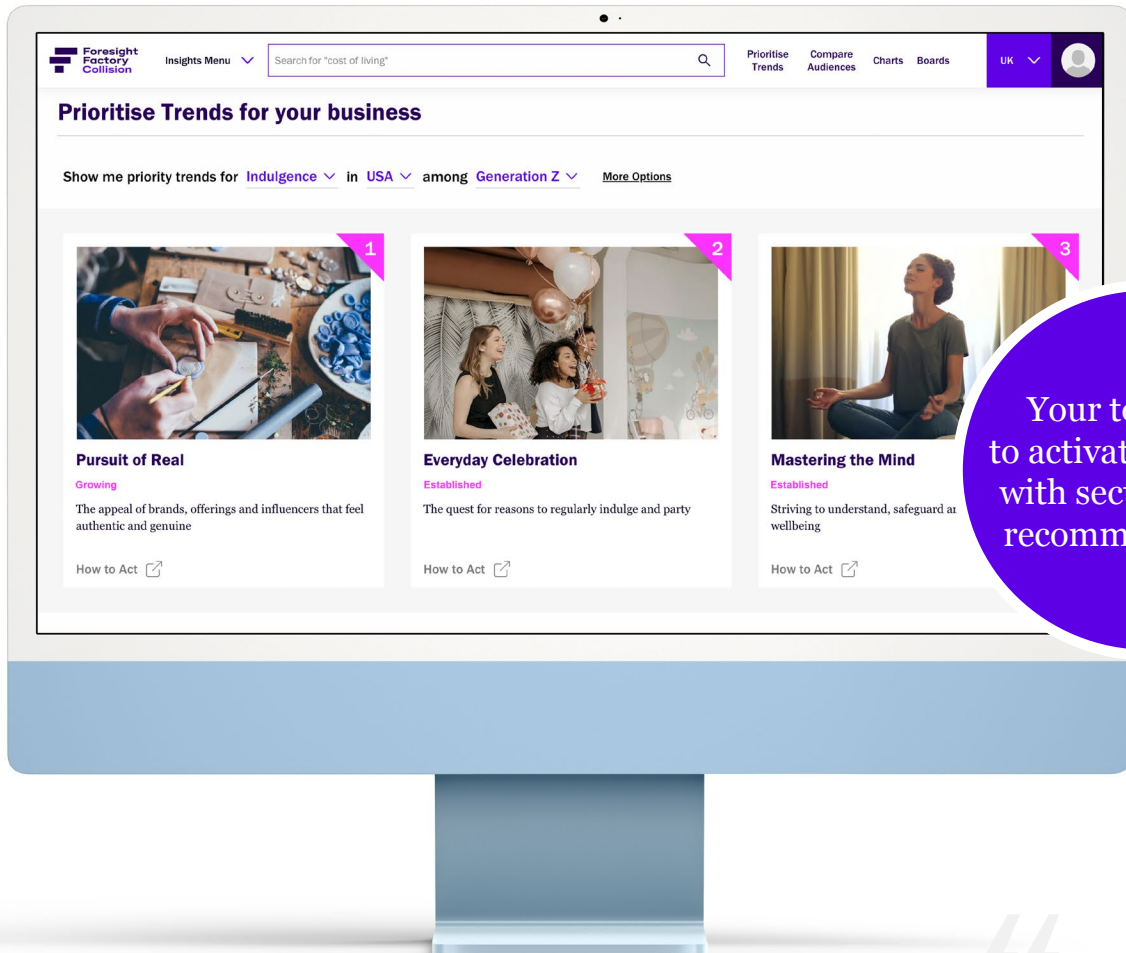


% globally who say they try to have as much fun as they can now and let the future take care of itself

Source: Foresight Factory, 2022



Reveal the trends that matter most to your business



Find answers to your critical business questions at lightning speed. Our proprietary algorithm analyses around 1 million data points on attitude and behaviour to identify the top trends for you to action by country, region and/or key customer group.

Simply ask “show me priority trends for indulgence in USA among Generation Z,” and get the top 3 priority trends: Pursuit of Real, Everyday Celebration and Mastering the Mind.

Trends are dynamic, not static. That’s why our Algorithm calculates trend maturity tailored to your target market or customer group. You can quickly and clearly see how trends evolve, from emerging to growing or established. Emerging trends alert you to weak signals, while growing trends enable you to capitalise on relevant opportunities.

I use the prioritise trends feature to compare high-income vs. average-income consumers. It’s a powerful tool.

Research Manager,
Luxury and Premium

Get in touch today

You only live once, so uncover the prioritised trends for your business now.

Energised Trend: Everyday Celebration

The quest for reasons to regularly indulge and party

How is Everyday Celebration energised in 2023?

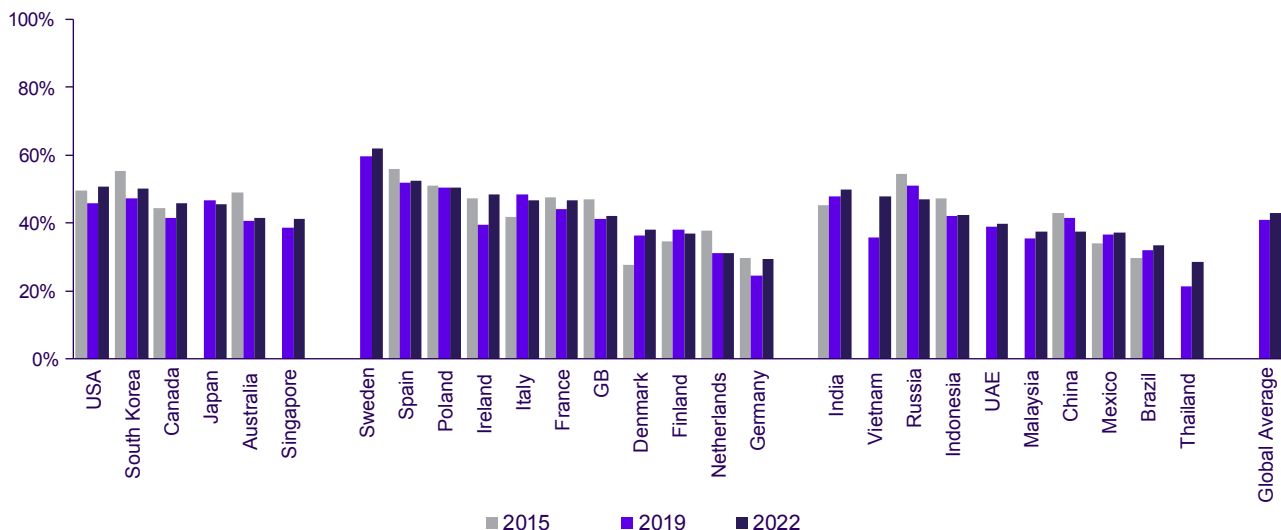
Consumers are determined to find joy in simple, day-to-day moments. Much of the world is facing difficult financial times – for instance, 1 in 3 GB consumers plan to delay spending on big purchases in the next 12 months – but that doesn't mean that happiness is necessarily out of reach.

At a time when 43% globally say they love any excuse to have a celebration (source: **Foresight Factory**, 2022), there's a strong desire to make the most of every

moment, no matter how ordinary. That could mean regularly setting aside time to connect with nature, or sharing an unremarkable moment from your day with friends via social media. Tapping into this desire to live for the moment, UK retailer **John Lewis** has unveiled a new brand promise and slogan, "For all life's moments", to reflect consumers' desire to (affordably) celebrate the everyday, even if their finances are under pressure.

Loving any excuse to have a celebration

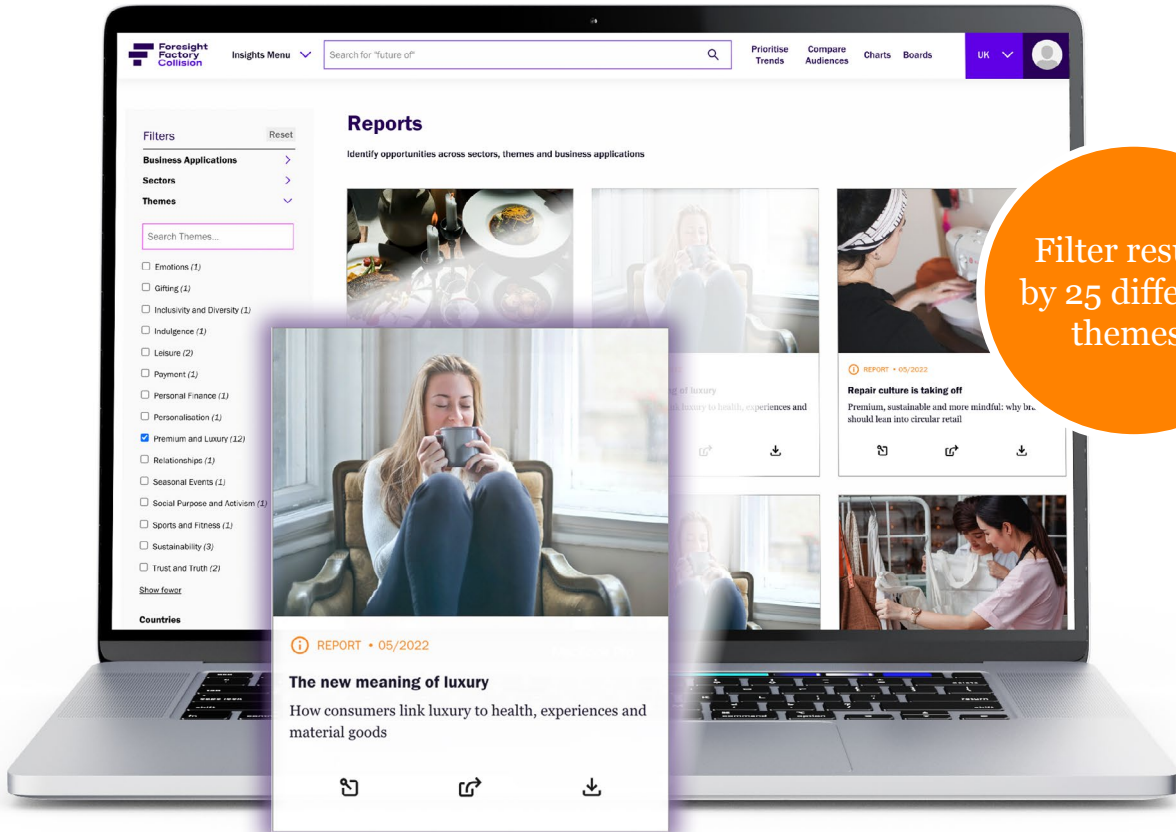
% who agree or agree strongly with the statement "I love any excuse to have a celebration"



Source: Foresight Factory | Base: 611-3885 online respondents per country aged 16-64 [Indonesia 16-54], 2022 March



Find answers faster



We know you have too much data and insight. That's why we've upgraded Collision to give you a compelling and concise consumer view of trends for your business, prioritised for action.

Get maximum value from every visit by searching and exploring content by business application, sector, country, audience or theme.

Need insights on **premium & luxury**? Collision has the answers you need. You'll find hero reports such as **"Brand identities of tomorrow," "The new meaning of luxury"** and **"The price of sustainability,"** all evidenced with data and case studies relevant to your theme. Filter across 25 themes, from **personalisation** to **emotions**.



I really like the implications for different sectors. "What does this mean in the retail space?" The "so what" dimension is really useful to me.

Head of Strategy,
Technology and Social Media

Get in touch today

The real luxury is having the precise answers you need at your fingertips. See for yourself why Collision is the trusted trends platform for hundreds of the world's leading global brands.



Energised Trend: Light Relief

Finding comfort in guilty pleasures and low-stakes pastimes

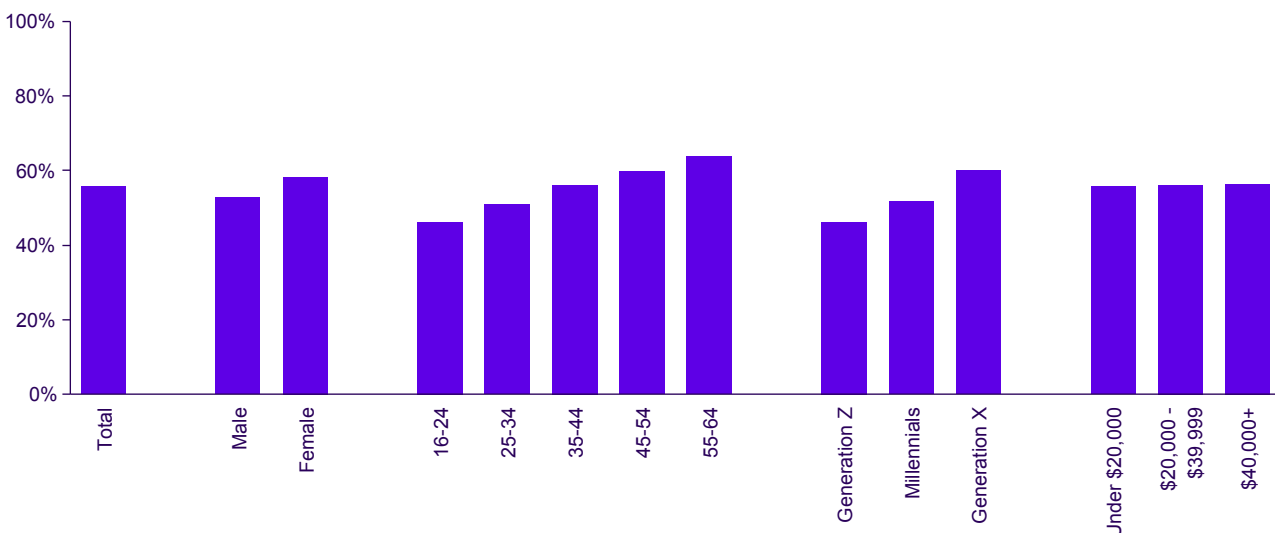
How is Light Relief energised in 2023?

Unrestrained indulgence, comfort and escapism are in demand. Consumers are looking for balance in their media, food and leisure diets. Alongside a need for purposeful, healthy options, consumers are also making room for pursuits that have altogether less lofty, transformational goals at their heart. In fact, many activities once considered unserious, unhealthy or even low brow are nowadays viewed as worthwhile and even beneficial for relaxation, stress reduction and overall wellbeing – just look at the rise of casual social sports like **Pickleball** and livestreamed gaming channels. By 2022, nearly 1 in 3 (31%) global consumers said they game as a self-care activity, while watching TV has become the number one activity consumers say they do to maintain their general wellbeing (source: **Foresight Factory**).

Guilty pleasures are no longer enjoyed in secret – rather, their consumption will become a badge of honour in 2023 as consumers find the balance they are seeking.

Watching TV as a form of self-care

% of global consumers who say they watch TV to regularly maintain their general wellbeing



Source: Foresight Factory | Base: 9012 online respondents aged 16-64, Global Average, 2022 January



Get a global and local view



We've added a powerful new feature to Collision.

Compare Audiences allows you to identify similarities and differences between consumer segments across different markets. Our algorithm creates bespoke trend scatterplot charts at the click of a button, with the ability to compare thousands of customer groups. Forget one-size-fits-all strategies – instead, create microtargeted campaigns based on a data-backed view of your different customer segments and target markets.

For example, the chart above highlights the strength of our Trends among European Baby Boomers in comparison to APAC Baby Boomers. It shows that Light Relief is ranked as “stronger” among European Boomers and “medium” for APAC Boomers, suggesting that activating this trend among Boomers in Europe will have a higher impact. The chart is entirely downloadable, complete with a list of Trends in priority order for each quadrant.



It's one of the first places I look when someone asks me for an insight, especially because the demographic breakdowns are so good, and we don't have that.

Senior Insights Manager,
Utilities

Get in touch today

Curious about how different trends rank for your audiences? Talk to us now and we'll show you how to customise the trend map for your business.



Rebellion against restraint:

Case studies



John Lewis

Based on new research finding that Britons have a growing desire to spend on things that make them happy day-to-day, the retailer has adopted a new slogan: “For all life’s moments”.



Glonuts

This healthy donut brand rejects the stereotypical good-for-you messaging typically used by wellness-focused brands, opting instead for playfulness and colour.



Apple

Apple is adding functionality to **Apple Wallet** allowing purchases to be split into four equal payments spread over six weeks, with zero interest and no fees.

How to act for 2023

Tap into the “moments economy”. Help consumers experience regular and spontaneous moments of escapism and celebration inside everyday routines. Make restraint-free pleasure permissible, and position such moments as beneficial to overall wellbeing as well as a welcome source of fun and diverting **Light Relief** – a powerful corrective to gloomy, uncertain times.

Make hedonism compatible with smart and sustainable consumption. Brands have an opportunity to champion pleasure-seeking and the freedom to loosen self-imposed restraints on consumption. And they can also lessen any associated guilt by innovating offerings that allow for more sustainable, cost-effective and responsible forms of pleasure.

Transform resignation into optimism. As outlined in **Now or Never**, a pessimistic outlook can add to a heightened need to prioritise the here-and-now over the yet-to-come. While satisfying a need for spontaneous, present-day pleasures, brands can also challenge any prevailing sense of pessimism with more positive positioning and messaging that highlights their purpose of building a better future for all.



What does the consumer rebellion mean for your brand?

Get to the heart of what consumers really feel, think, and do. Understand the signals driving change, the behavioural and attitudinal trends shaping culture and industry, and the underlying structural drivers influencing social and commercial life.

Collision is the place where trends and data meet. And you won't find our data anywhere else - we own it. It's gathered from multiple sources and trended over 25 years, evidencing our forward-looking predictions. Our trends are prioritised, predicted and **ready for application to your brand**.

We'll help you create a foresight culture and mindset within your business through practice and partnership, so you'll always **understand the what and the why**.

What are you waiting for?

Kickstart your planning for 2023
and beyond with us.

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