

**Foresight
Factory**

Compare Audiences

**Compare Trends for Generation Z in APAC vs.
Baby Boomers in USA**

We're here to help, get in touch:

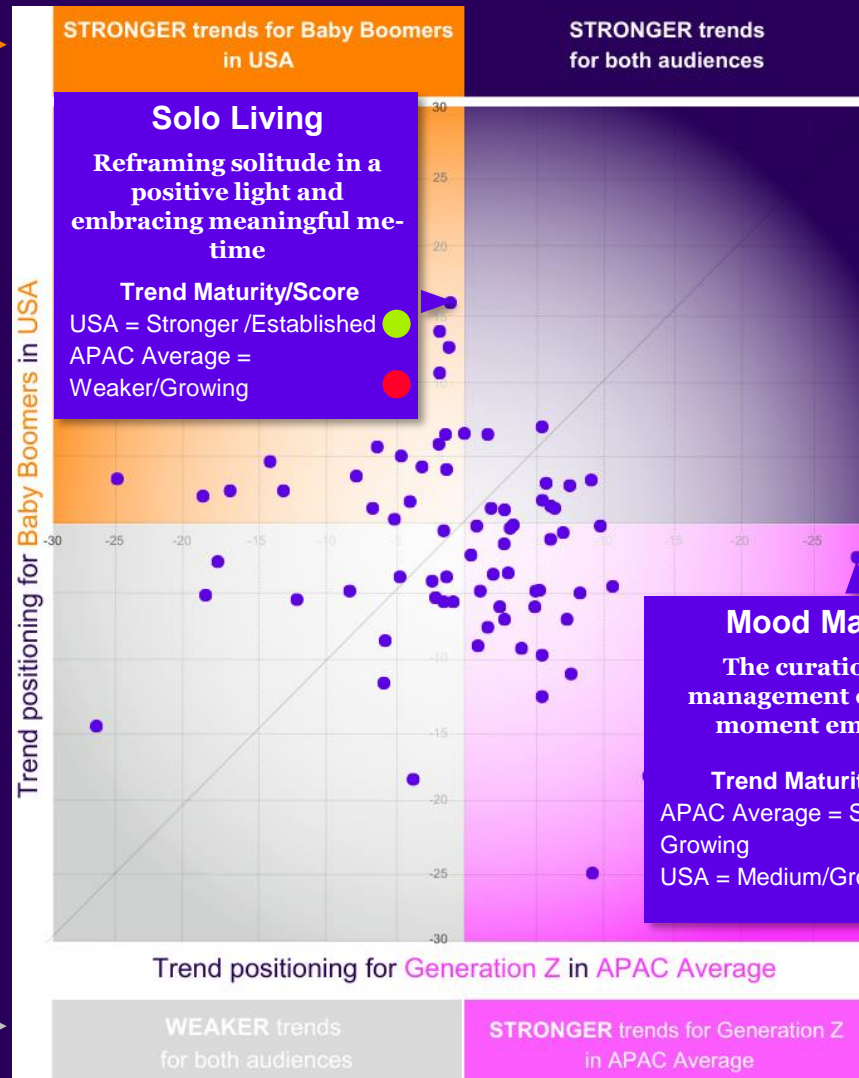
hello@foresightfactory.co



Generation Z in APAC vs. Baby Boomers in USA



Opposing priority trends highlighting **local optimisation opportunities.**



Stronger trends for both audiences identifying **areas for global activation.**

Trends to deprioritise for both audiences based on low trend participation.

Opposing priority trends highlighting **local optimisation opportunities.**

Trend maturity status

Growing

Pursue growing opportunities in your market. Take advantage of fast-growth behaviours among your audience

Emerging

Pursue early adopter opportunities in your market. Take advantage of niche consumer behaviours with large potential for growth

Established

Pursue mass appeal in your market. Take advantage of normalised behaviours for your audience

Briefing and Signals – Mood Makers



- Consumers accept that living in good health requires a focus on both physical and mental wellbeing. Managing real-time moods will become a way of rebuilding fragile mental states, particularly post-COVID – creating an opportunity for brands to offer mood management and support.
- Brands can harness the power of the “emotion” choice filter. New apps and wearables could also help consumers identify their real-time emotional states – using data to power personal mood insights and recommendations on which activities to pair with the mood of the moment.



66%

of APAC Gen Z are interested in a mood-based shopping search filter



35%

of Global consumers pay attention to emotions & feelings



16%

Of USA consumers self-monitor their mood.

+8% increase from 2019.

Case study

Promoting Mindful Shopping

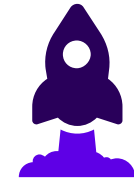


Late 2022, Canadian interbank network Interac launched Sound Shopping – a musical track designed to keep consumers calm as they shop.

How can you optimise the in-store or digital experience to create a particular mood or mindset for customers?

How can you engage all the senses?

How to act



Offer mood as a choice filter. Whether online or in-store, present your products and services according to the emotions that they elicit.

Help consumers shape their personal health through mood management and optimisation. Consider how to integrate mood tracking and personal data to your customer interaction.

What will happen next? Mood Makers



NOW

Uncover current opportunities

Consumers suffered an emotional deficit during the pandemic, sparking desires to replenish this through emotionally stimulating experiences and things. Self-care is growing in importance with more attention paid to transient moods.

Toxic positivity – the act of refusing to acknowledge difficult emotions – is increasingly viewed as something that needs to be fought against in order to optimise wellbeing.



In 3-5 years

Prioritise future investments

Intensified Digital Living could see consumers track mood as habitually as they do their daily steps. However, uneasiness about tech's encroachment into this realm, plus fears about data privacy, may create a backlash.

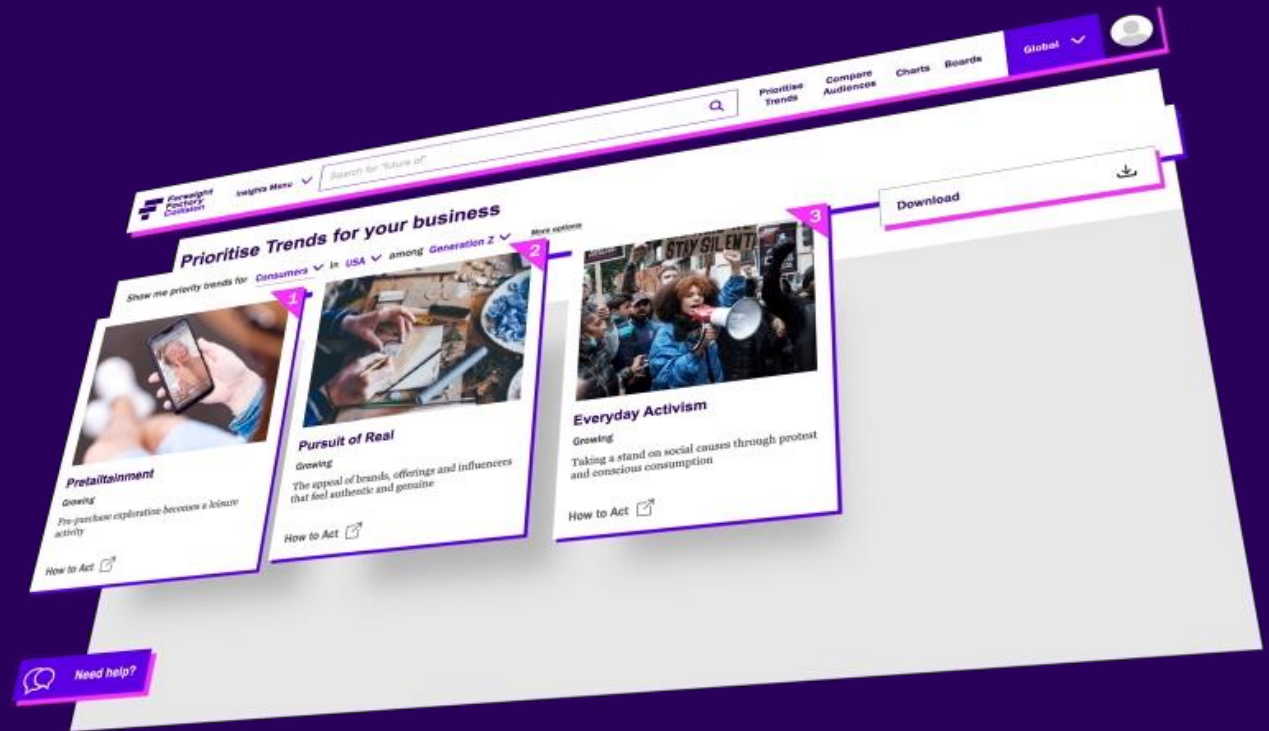
Younger consumers in particular will prioritise mood awareness and management, with aspirations to practice emotional flexibility and to learn from negative emotions, rather than suppress them.

This is only a taste of the real thing

Collision shows you the most relevant data-backed trends, enriched daily with real-time market intelligence. See where trends are headed, how your competitors are responding and spot the opportunities no one else is seeing.

We give you specific answers to future customer questions.

Contact us today for unique and tailored trend intelligence to help you get ahead and stay ahead.



Let's talk

We're here to help, get in touch:

hello@foresightfactory.co



[Watch how to compare audiences on Collision here](#)