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MIKÄ ON TRENDI?

Trendi tarkoittaa pitkän ajanjakson kuluessa tapahtuvaa muutosta johonkin tiettyyn, selkeästi näkyvässä olevaan suuntaan.

Trendit ohjaavat päätöksentekoa vaikuttamalla valintoihin, makuun ja arvostukseen.

TRENDILLÄ ON SEURAAVAT OMINAISUUDET:

Trendi on jo alkanut
ja se voidaan tunnistaa joissakin paikoissa.

Trendillä on erityinen suunta.

Trendit ovat selittäviä ja ne johtuvat toiminnallisista tarpeista.

Suuntaus jatkuu todennäköisesti seuraavien 3–10 vuoden aikana.



2003



2005



2009



2010



2011



2012

MIKSI TRENDIT OVAT TÄRKEITÄ?

Trendit ovat tärkeä inspiraation lähde uusille tuoteideoille.

Trendejä käytetään tunnistamaan asiakkaiden / markkinoiden tarpeet, joihin voidaan vastata uusilla tuotteilla tai palveluilla.

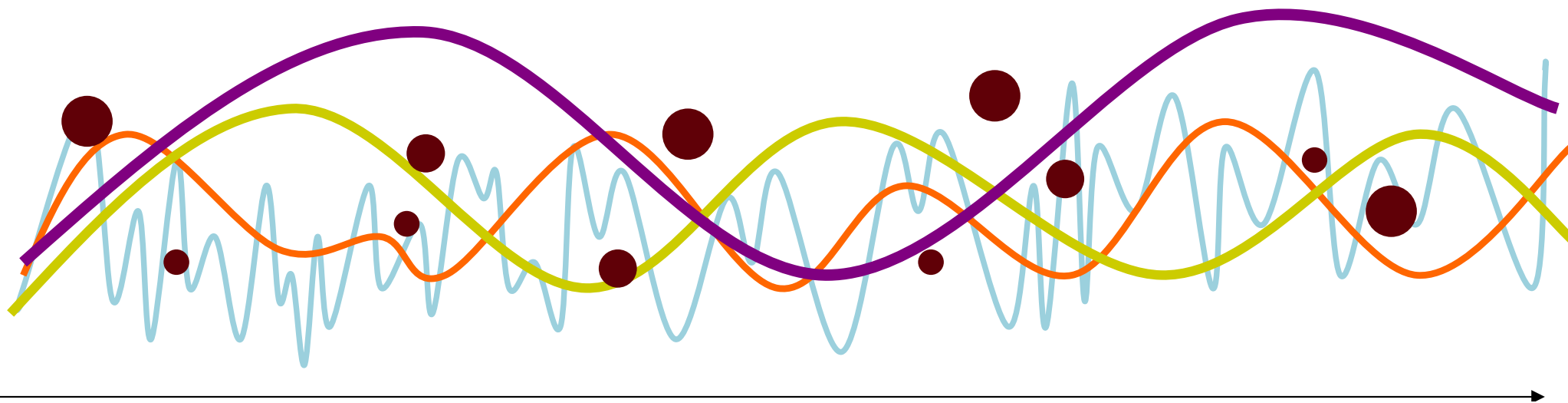
Trendianalyysiä käytetään usein osana strategista suunnitteluprosessia.

A TOOL

to make sense of your findings, and to understand the cause and effect of various trends.



-
-  MEGATRENDS
10-50 years
 -  SOCIO-CULTURAL TRENDS
5-10 years
 -  CONSUMER TRENDS
2-5 years
 -  PRACTICES months
 -  SOLUTIONS AND PRODUCTS



MEGATRENDS

10-50 yrs

are large, social, economic, political, environmental or technological changes.

They are the underlying forces that drive trends.

Once in place, megatrends influence a wide range of activities, processes and perceptions, both in government and in society, possibly for decades.





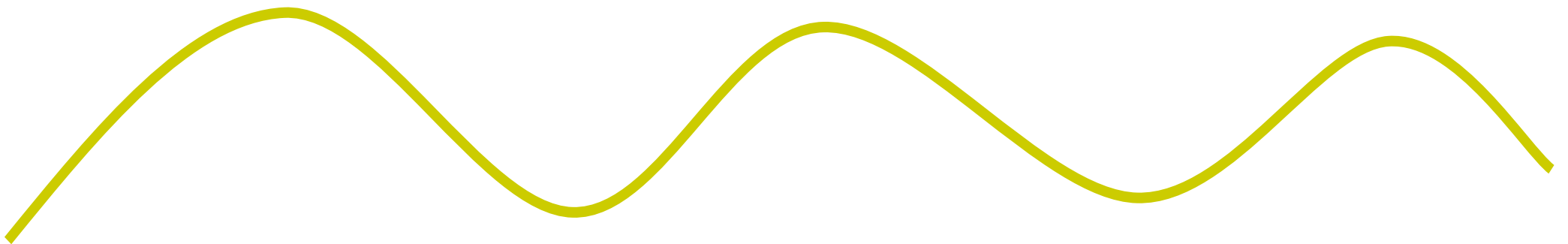
IMPACTS OF CLIMATE CHANGE
is a megatrend

SOCIO-CULTURAL TRENDS

5-10 yrs

are culturally specific sociological tendencies, which modify the value system, the moral, the ways of thinking and behaving.

Socio-cultural trends are way for individuals and society to adapt megatrends.





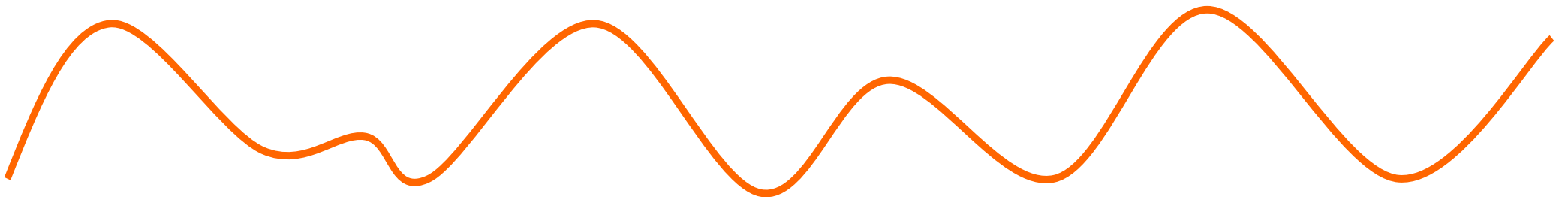
EARTH HOUR

alosh

**ENVIRONMENTAL AND SOCIAL
AWAKENING** are increasing
because of a climate change

CONSUMER TRENDS 2-5 yrs

are changes in consumer lifestyle and broader consumption behavior that socio-cultural trends drive.



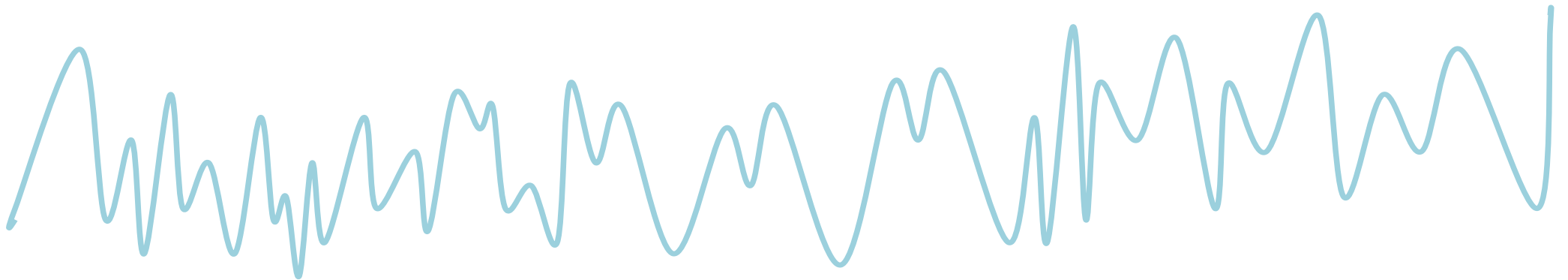
A photograph of a light-colored, textured wall. At the top left, there is a decorative border of small, reddish-brown stones. A large, stylized recycling symbol is painted on the wall, consisting of three chasing arrows forming a triangle, with a green arrow pointing downwards from the center. Below the symbol, the words 'RECYCLE REDUCE REUSE' are painted in a bold, black, blocky font. The word 'RECYCLE' is on the left, 'REDUCE' is in the middle, and 'REUSE' is on the right. A small green square is painted between 'RECYCLE' and 'REDUCE'. The wall shows signs of wear, with some peeling paint and cracks. In the foreground, there is some dry, brown grass and a few small, bare trees with thin branches. The sky is overcast and grey.

**URBAN AND EDUCATED YOUTH
ARE STARTING TO RETHINK
THEIR CONSUMPTION**

RECYCLE REDUCE REUSE

BEHAVIORAL TRENDS

are new practices within consumption, service and technology usage, etc.

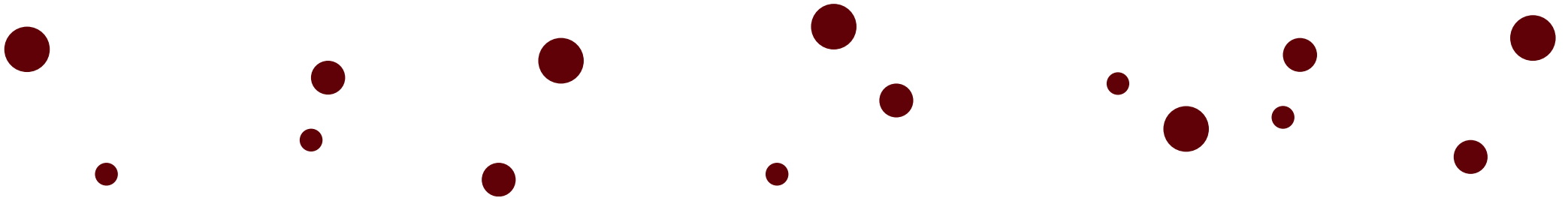


SUSTAINABLE PRACTICES SUCH AS UNPACKED SHOPPING



SOLUTIONS AND PRODUCTS

that enable or support the behaviors - these include design or technology examples of socio-cultural, consumer and behavioral trends.





All these trends can be mapped to a simple tool that helps us to understand:



WHY things or change are happening
-> THE CLIMATE CHANGE

A photograph of a weathered, light-colored wall with environmental graffiti. At the top, there is a decorative border of small, reddish-brown stones. The wall features a large, green recycling symbol (a triangle of arrows) and the words 'RECYCLE REDUCE REUSE' in a bold, hand-painted font. A small green square is painted between the words 'RECYCLE' and 'REDUCE'. Bare tree branches are visible in the foreground, partially obscuring the wall. The ground at the bottom is covered with dry grass and some debris.

WHO are the people driving the change
and what are they doing

-> younger generations are rethinking their
consumption habits



HOW are they doing it in practice

-> shopping without packages or favoring sustainable packages

-> favouring sharing economy

WHAT solutions they are using to do it

-> reusable shopping bags and take-away coffee cups

-> prefer vegetarian food





WHERE are these behaviors taking place

- > urban areas, developed markets
- shopping and at home

WHY

MEGA AND
SOCIO-CULTURAL
TRENDS



Why things or change are happening
- global warming

WHO

CONSUMER
TRENDS



Who are the people driving
the change and what are they doing
–young people are re-thinking their
consumption

HOW

BEHAVIORAL
TRENDS



How are they doing it in practice
– favoring sustainable shopping, avoid-
ing disposable culture

WHAT

SERVICES AND
PRODUCTS



What solutions are they using to do it
- favouring eco friendly products

WHERE

MARKETS



Where are these behaviors taking place
- developed markets, shopping, home



Binchotan-puuhiili on saatu aikaan polttamalla tammipuuta hallitusti korkeassa lämpötiloissa perinteisillä japanilaisilla menetelmillä. Sillä on legendaarinen kykyyn imeä kemikaaleja ja puhdistaa vettä.



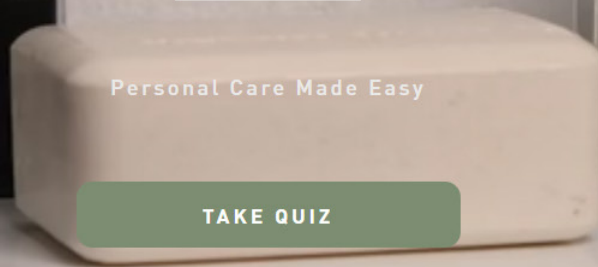
Tyynyliina, joka on käsitelty ladattavalla hopea-ioniteknologialla auttaa vähentämään vaurioita aiheuttavia bakteereja, jotta iho säilyy puhtaana nukkuessa.



Your Best Self

Personal Care Made Easy

TAKE QUIZ



How It Works

01

Introduce Yourself

Tell us about your body chemistry, skin type, shower habits, and lifestyle in our tailoring quiz.

02

Try It Risk-Free

Try any of your tailored bathroom products for \$15 with subscription. Cancel anytime. Free shipping.

03

Never Run Out

We use your data to predict when you'll run out and send you auto-refills. That way you're always ready.

Hawthorne Grooming Brand käyttää kehittämäänsä algoritmia asiakkaalle räätälöityjen tuotteiden luomiseen. Kaikki tuotteet ovat sulfaatittomia, parabeenittomia, silikonittomia, ftalaatittomia, talkittomia ja alumiinivapaita.

