

TOP TRENDS



2021 NOW & NEXT – GENERAL CONSUMER

TOP TRENDS 2021 – NOW & NEXT OVERVIEW

As the second pandemic year, 2021 was characterized by resilience, reprioritization, and reactions. Americans made shifts in their lives to prioritize better work/life balance, time with loved ones, and overall wellbeing. Beyond mere acknowledgments in 2020, values were supported with more tangible actions. Environmentally sustainable behaviors have become more mainstream and brands are making moves for greater diversity, equity, and inclusion in response to consumer demand. While the real world began to reopen more than the previous year, the virtual world also expanded with the broader adoption of NFTs, attention for cryptocurrency, and the introduction of the metaverse. The trends of 2021 have varying projected staying power, but all are likely to continue into the start of 2022 and many will shape the long-term future.



OUTLINE

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5. Digital World and Social Currency

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BRANDS AS CITIZENS (NOW – NEAR TERM)

As a convergence between the existing trends of demand for business good and a rise in localism, we are now seeing brands engage as community members. In addition to the pandemic, 2021 brought local community-specific natural disasters and violent tragedies, giving businesses both big and small the opportunity and imperative to act. Consumers are looking to businesses to have a positive impact on society, starting in their own backyards, and are rewarding those who align with their values.

73%

73% of global respondents believe brands must act now for the good of society and the planet.

- HAVAS MEDIA GROUP

69%_{LEFT} 70%_{RIGHT}

69% of left-leaning and **70%** of right-leaning consumers are willing to forgo the convenience of online ordering to shop at local small businesses.

- AFLAC

2/5

More than **2 in 5** women under 40 want to buy from companies that use a percentage of their profits to help local communities.

- THE HARRIS POLL

77

The Waukesha County Community Foundation shows **77** organizations and businesses have had or will have their own fundraisers to benefit The United for Waukesha Community Fund, a fund organized to benefit the victims of the Waukesha Christmas Parade tragedy.

- MILWAUKEE JOURNAL SENTINEL



GREAT REPRIORITIZATION (NOW – MEDIUM TERM)

After a continued rollercoaster of unemployment and health concerns, Americans are doing more than just quitting their jobs, but are reprioritizing their lives and acting on their own major shifts. During this shuffle, job vacancies delay society from a rapid return to pre-pandemic growth. However, whether starting businesses, adjusting to a more flexible work arrangement, or simply focusing more on bettering themselves and others, the great reprioritization is a sign that positive change often happens amidst major disruption.

4.3MM

4.3 million people (or nearly **3%** of the workforce) quit their jobs in the U.S. in August - the most on record.

- AP NEWS

CLOSE TO A QUARTER
(23%) OF EMPLOYED
AMERICANS PLAN TO
QUIT THEIR JOBS IN
THE NEXT 12 MONTHS.

- THE HARRIS POLL

89%

A large majority (**89%**) of startup entrepreneurs say that the pandemic has presented new innovative opportunities for their businesses.

- THE HARRIS POLL

49%

Around half of Americans report that they are prioritizing a better work life balance (**49%**).

- IPSOS

76%

Americans report lifestyle changes to serve their own betterment and that of society;

(76%) will continue to support charities they donated to this year due to the pandemic in the future

43%

(43%) plan to stay more connected to friends and family after the pandemic

42%

(42%) plan to stay more physically active.

- THE HARRIS POLL

81% 86%

81% of Gen Z and **86%** of Millennials say the pandemic has made them re-evaluate what is important in their life.

- KANTAR U.S. MONITOR



SUSTAINABILITY IS IN STYLE (NOW – LONG TERM)

As climate change continues to be a looming concern over society, consumers are increasingly welcoming sustainable practices into their lifestyles. Once niche behaviors, buying electric vehicles and participating in sustainable fashion practices are just a few of the eco-friendly choices that are in style and broadly accepted. Vegetarianism is also gaining traction as an environmentally conscious lifestyle in the high-end foodie space showing that it is here to stay.

66%↑72%

66% of all respondents express some anxiety about how climate change will affect them personally, rising to **72%** of Gen Z.

- WUNDERMAN THOMPSON

The secondhand market is projected to reach **\$77 billion by 2025** — up from \$36 billion in 2021 — and is growing at 11x the rate of the broader retail clothing sector.

- YAHOO! NEWS

Madewell has opened its first secondhand store

- TRENDWATCHING

59%

59% of women agree that “shopping online is often wasteful with its packaging,” and **56%** agree “I’m staying away from fast fashion because it’s unsustainable.”

- THE HARRIS POLL

Foodie culture sacrifices meat-based menus in favor of sustainable consumption.

“Michelin star restaurant in New York ditches meat and goes plant-based”

- FOOD & LIVING VEGAN

1/2

Already half (**51%**) of US adults would consider buying an EV.

- THE HARRIS POLL



INCLUSION IN ACTION (NOW – LONG TERM)

As an ongoing effort to improve society, diversity, equity and inclusion will remain imperative themes in our culture for years to come. Far beyond the early days of DEI work being seen as bonus initiatives, equitable and inclusive solutions that represent all people are now seen as foundational in brands' offerings. As a result, brands have shifted from a phase of avowals to actions and are redefining cultural norms.



12B

In the U.S., Biden is funneling over **\$12 billion** into disability services.

- TRENDWATCHING

52%

52% of corporate directors support tying executive compensation to DEI goals.

- PWC SURVEY VIA FORTUNE

“Target’s Teaming up with Diverse and Women-owned Businesses to Reimagine Beauty and Personal Care Products”

- TARGET CORPORATE

Luxury brands are re-inventing themselves to appeal to younger and more diverse audiences:

Tiffany’s new campaign with Beyonce and Jay Z is geared towards younger and more diverse consumers with familiarity highest among African Americans **(66%)**, Asian Americans **(67%)**, and Millennials **(72%)**.

- THE HARRIS POLL

Citizen Watches currently uses tennis star Naomi Osaka as a brand ambassador and among Gen Z and Millennials, Citizen has steadily improved in its perception as a fun, hip, and bold brand.

- THE HARRIS POLL

DIGITAL WORLD AND SOCIAL CURRENCY

(NOW – LONG TERM)

After experiencing a home-bound world in 2020, our culture is adopting a more limitless world through digital technology. Digital assets such as NFTs and cryptocurrencies continue to gain popularity while gaming platforms and social media companies build out the possibilities of virtual worlds and the metaverse. Brands can look for ways to get in on the action and reach consumers in a meaningful way digitally and in real life.

75%

A vast majority (**75%**) of parents with kids aged 3-9 say they have more screen time now than they did last year.

- MORNING CONSULT DATA IN AXIOS

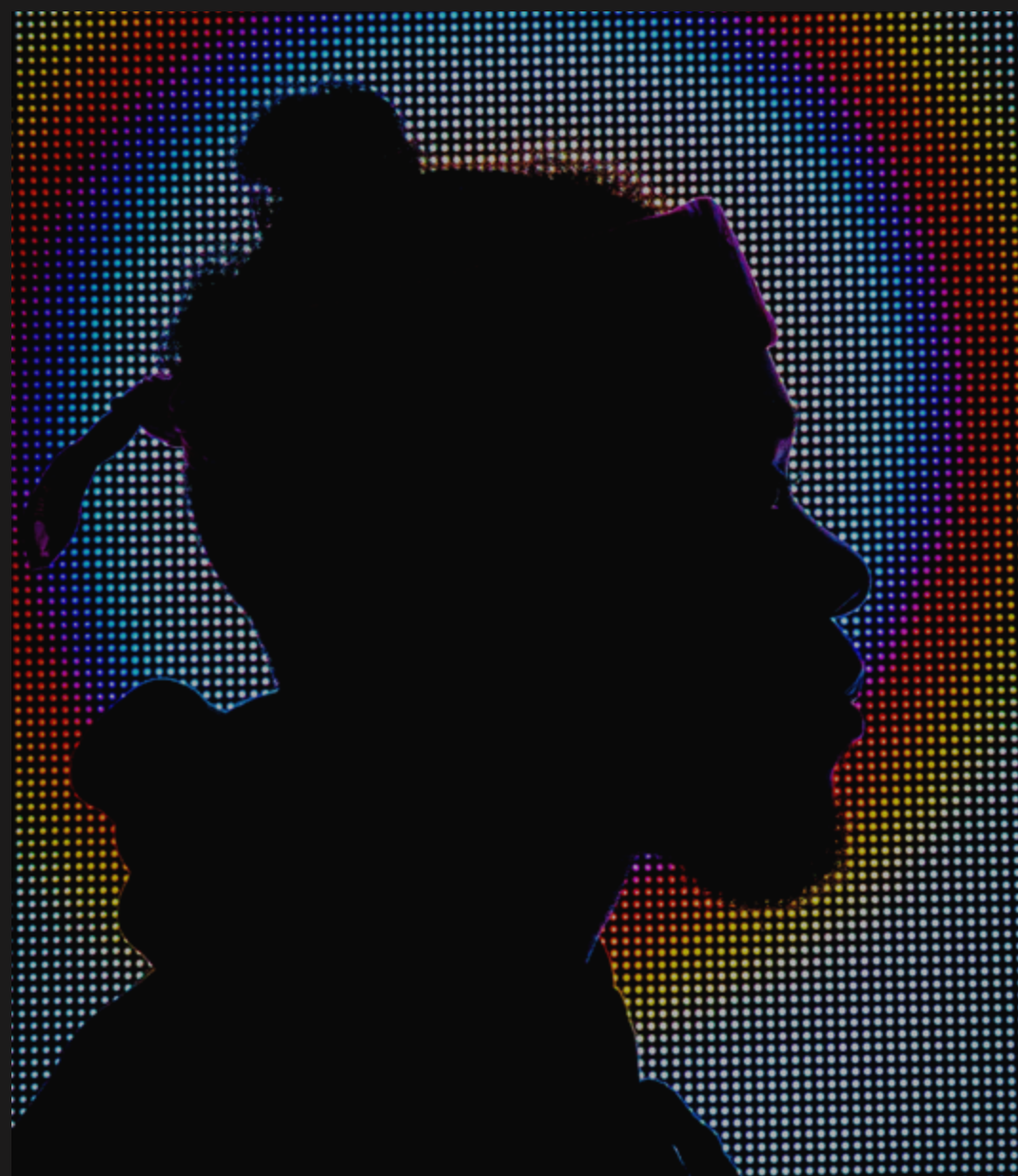
Gaming platform Roblox has become one of the most popular platforms for young kids. TikTok has become one of the hottest social apps, especially among older kids.

- MORNING CONSULT DATA IN AXIOS

48%

Nearly half (**48%**) of U.S. consumers reported investing money in cryptocurrency during the first half of the year.

- BUSINESS WIRE



22.5M

Robinhood had **22.5 million** active users in 2021 as trading cryptocurrency for hobby continued its popularity.

- BUSINESS OF APPS

7/10

7 in 10 (70%) Gen Z and Millennials are interested in interacting within the metaverse (vs **32%** of those over 40.)

- THE HARRIS POLL

Marriott International has released three art inspired NFTs at the Art Basel Miami as part of the Marriott Bonvoy rewards program.

- MARKETING DIVE



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