



**So What's
Next?**

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**How to stay relevant
in a post-pandemic
global economy**

July 2022

Trends in a world with no norms

In a world that can be turned upside down - in fact shut down - overnight, nothing can be unexpected.

We have spent some time gathering information, putting our heads together and have a few things we want to share... **TRENDS 2022**



In our trends report we look at

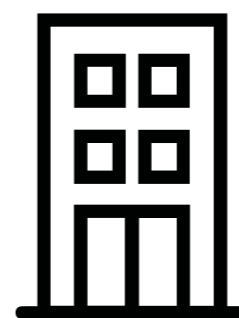
Global 'mega drivers'

There are huge powers at play in the socio-economic world we live in – some we created but most were created for us.

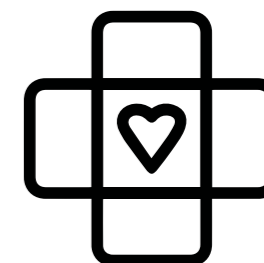
Arguably, these 'Mega Drivers' can be defined by these broad groups.



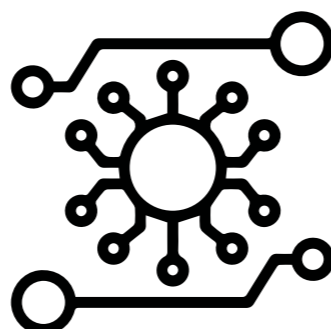
Lockdown
fallout



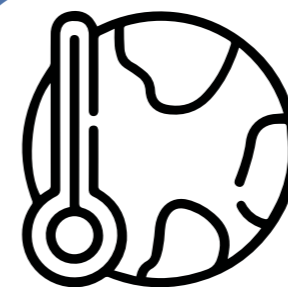
Corporate
impact



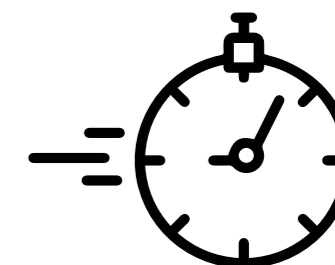
Health
preservation



Digital
transformation



Climate
crisis



Rapidity of
change



We then look at what

**this means
for FMCG?**



BF.

FMCG implications

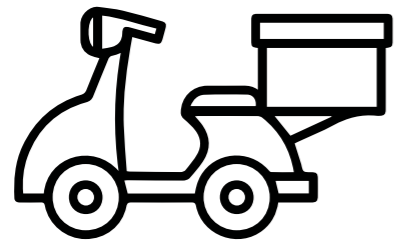
FMCG - Fast-moving consumer goods.

Mega drivers overlap and create tangible trends that we can see have accelerated out of the trajectory previously identified, or emerged as whole new paradigms.

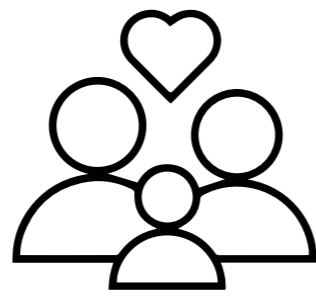
Translating the **implications of the broader trends into actionable and identifiable patterns in categories of relevance** - and applying them to where we were pre-Covid - helps define what challenges / opportunities are now prevalent for us in FMCG & consumer goods.

BF trend themes

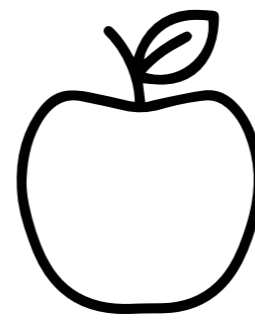
Coming out of the Mega Drivers, we then see Trend Themes, and take you through a journey of our findings.



**On demand
& contactless**



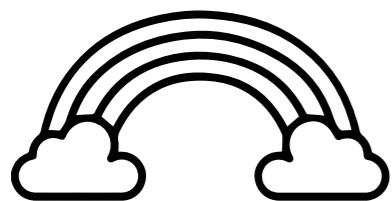
**Priorities
revaluation**



**Protection
of immunity**



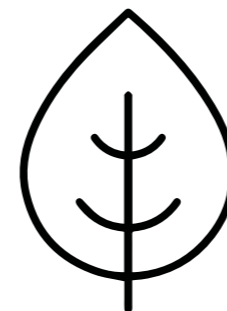
Real benefits



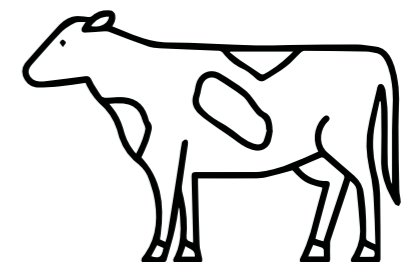
**Expression
of individuality**



**Redefining
'value'**



**Plant-based
carbon counters**



Support local



**This leads us to
implications,
actions and
best of all,
opportunities**