

w&h trend report 2013

We asked the top trend spotters to predict what we'll be buying, eating, watching, and even thinking, in 2013

THE WAY WE LIVE

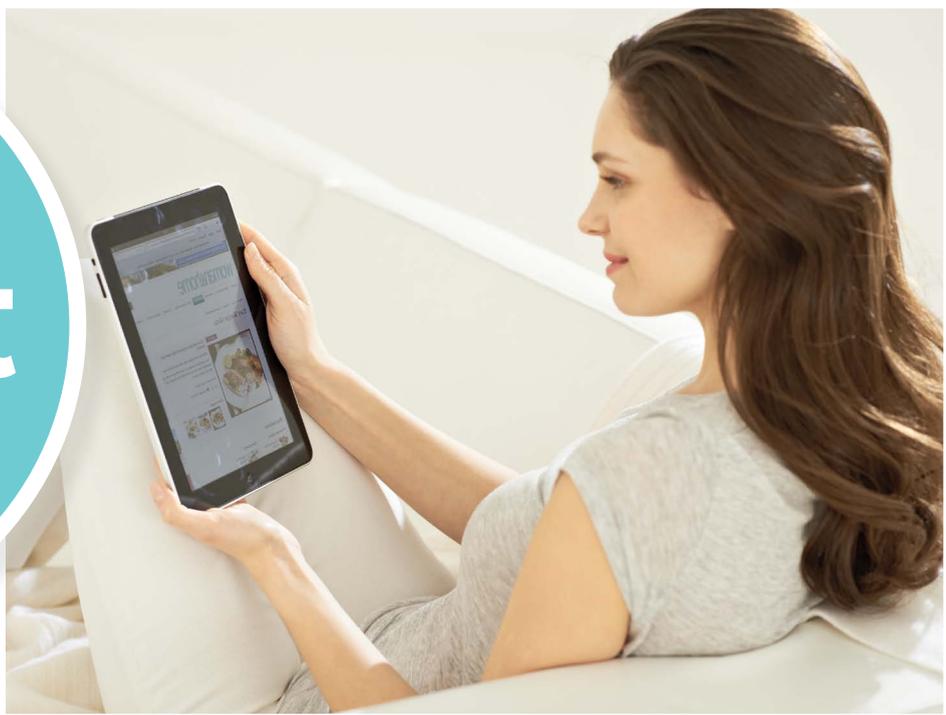
Rebecca Ironside, Senior Director and Qualitative Specialist, SPA Future Thinking

✦ **SETTLED IS GOOD** Being settled is our new life goal. It's no longer a bad word – it's about knowing your direction and having your life triangle of home, work and relationships in order.

✦ **SELF-BELIEF** Women have never before been so confident. Optimism is growing, we are positive about the future and ready to seize every opportunity that comes our way.

✦ **BARGAIN-LOVING** It's the new celebrity gossip. We get enormous satisfaction from getting more for less and can't wait to tell each other about our latest deals. It's not about depriving ourselves, it's about being savvy with money, so we can have and do more.

✦ **MORE FACE TIME, LESS FACEBOOK** We still love our social networking, but make more space in our diaries for real time with friends.



MEDIA AND TECHNOLOGY

Sue Unerman, Chief Strategy Officer at Mediacom

✦ **SECOND SCREENING** You probably already use your smart phone, tablet or laptop while watching TV, but increasingly it will be about enhancing your viewing pleasure by texting and messaging friends elsewhere you are watching at the same time.

✦ **IMPULSE SHOPPING** It's on the up, thanks to the combination of a Friday night glass of wine and a smart phone. Now if someone walks in to the pub wearing a fabulous pair of boots, you can buy some for yourself before she's even ordered her first drink.

✦ **EVENT TV VIEWING** From *The X Factor* final to the *Downton* finale – watching TV is always more fun with friends and family, and is cheaper than a night out. Expect TV companies to be investing in more shows that bring all the age groups together.

✦ **VIEW ON THE MOVE** It's been labeled virtual graffiti by some, but imagine being able to walk down the street and literally see exactly what other customers thought of the nearest shop, restaurant or café. Soon this will be

possible simply by wearing a pair of glasses currently in development by Google and others, which will flash customer reviews before your eyes.

Claire Enders, Founder of media research firm Enders Analysis

✦ **MORE SMART PHONES** 50% of the UK population already owns smart phones. By the end of 2013 it will number 70%, and many of those new adopters will be women aged 40+.

✦ **WOMEN – THE LOCUSTS OF CHANGE** Female unemployment topped 1.2 million this year and is growing, meaning women are increasingly at home. But in today's house she can feel free and use her consumption of books, newspapers, magazines, electronic media and the Internet to gather information and get cleverer with the household's limited and falling resources.

✦ **THE FEMALE ENTREPRENEUR** Around 25% of digital businesses launched this year were by women and this figure looks set to rise in 2013. Working from home allows women to succeed in business while looking after their growing families.

FAMILY LIFE

Catherine McColl, Senior Trends Analyst, Mintel

+ SWAP MAT LEAVE FOR PAT

LEAVE By 2015 it could be easier for career-minded new mums to get back to work, thanks to current Government plans to start sharing parental leave between mothers and fathers.

+ **SINGLE PARENT FAMILIES** The nuclear family is now on its last legs, and single parent families are the new norm – there are currently more than two million in the UK and that figure is rising.

+ PARENTHOOD – THE NEW

LUXURY The cost of raising a child has soared to £218,000, meaning that parenthood will increasingly be seen as a luxury. Meanwhile, the baby boom previously witnessed among older mothers is levelling off.

+ FLAT-PACK GRANNY FLATS

With parents living longer and children struggling to buy homes for themselves, multigenerational living is nothing new. US retailers, however, think they've found the answer – pop-up flats that can be erected in your garden for your ageing mum or grown-up kids. They may not be available in IKEA just yet, but watch this space.

Martin Raymond, Strategy and Insight Director, The Future Laboratory

+ **POWER SWITCH** A decade ago men took the decisions relating to household energy, now as women become ever more web-savvy, they are the opinion formers on utilities and mortgages.

+ **HOUSEHOLD COMMERCE** The Chief Household Officer is thriving, but now her approach is more strategic and collaborative – think saving money by buying in bulk with some friends.

+ **THE BEANPOLE FAMILY** The number of children in a family has been falling, but now the rise in divorces and second marriages means the number of children per household is growing and the family structure is changing.

+ **THE JUST-NOTS** More people won't be able to afford what they could have five years ago, but now they are realising that their ability to decide on what they buy gives them power. Social networks, meanwhile, leads to higher expectations, making them a force to be reckoned with.

VASTIGE From the Just-Nots we will get vastige, or value prestige. Households may have had to trade down, but are unwilling to compromise on quality.



FOOD FADS

Marian Salzman, CEO of Havas PR and one of the world's top five trend spotters

+ YIN AND YANG FLAVOURS

Contrasting tastes are not going away and are going to be huge. Think salted caramel popcorn and chocolate in chili.

+ **ETHIOPIAN CUISINE** Everything African looks set to be big, particularly Ethiopian food – at its essence is slow eating, which lends itself perfectly to leisurely meals with friends.

+ **PEASANT FOOD** The slow cooker is back – meaning casseroles and stews.

+ **FISH OILS** We will all want to know which organic type of fish is going to naturally give us the most beneficial fish oil vitamins and minerals.

+ **BREAKFAST FOR DINNER** We'll be shuffling our mealtimes around. So no more decadent desserts in the evening when it will go straight to our hips. Instead we'll get our sugar fix in the morning with the help of some chocolate chip pancakes. >>

People are realising that their ability to decide what they buy brings power. They also have higher expectations



OUR HOMES

Mockie Harrison, Design Manager, John Lewis

+ NURTURING ENVIRONMENTS

The kitchen and garden will become inextricably linked as we yearn for back-to-basics home comforts.

+ **REINVENTING THE PAST** We're looking for reassurance and that will see a return to heritage style, using vintage-inspired mirrors or collections of glass.

+ **COLOUR** Despite the recession people are optimistic and loving bright shades, especially greens and yellows.

HEALTH AND WELLBEING

Rebecca Ironside, Senior Director of SPA Future Thinking and Marian Salzman, CEO of Havas PR

+ FITNESS IS THE NEW FREEDOM

Exercise will be our favourite pastime. It's not just about how fast you can do 5K, but about community, escapism, relaxation and mind space. We're also getting clever about fitness. Increasingly, women aged 40+ have personal trainers, and don't want to be skinny, but strong like Jessica Ennis. New class workouts will be big – like Aqua Zumba, Bokwa and other martial arts.

+ BRAIN HEALTH Brain training will be our new hobby. We'll still go to yoga to stretch out our bodies, but we'll also be challenging our grey matter with puzzles, mind games, by taking classes and courses and going back to school.

+ PREVENTION The focus is no longer on cure, we want to be tested for the things for which we have a tendency so that we can take steps to prevent them.

+ BALANCE We'll be looking at posture, bones, core strength and muscle tone for a well-blanced body.

Increasingly, women aged 40+ don't want to be skinny, but strong, like Jessica Ennis



SHOPPING

Gwyn Burr, Customer Service and Colleague Director, Sainsbury's

+ EVER-SAVVIER SHOPPERS

People are still managing their budgets, and so next year is all about making shopping lists and sticking to them, planning meals and loving leftovers.

+ COMFORT FOOD Cocooning is back, but this time it's about big family evening meals and hearty feel-good food like roast dinners, cottage pie and fish and chips.

+ WHERE AND WHEN I WANT IT

Goodbye big weekly shops, hello little and often. Customers are finding that frequent visits to the supermarket allow greater control over their budget and food waste. They also want more choice on how they shop, and are getting it with more convenience stores, online shopping, and the new click and collect.

+ VALUE AND VALUES We want to know that what we are spending our hard-earned cash on is making a



Customers will want more choice on how they shop, and are getting it with more online shopping

difference. Provenance and British-made therefore remain high on the agenda, as will retail campaigns supporting good causes.



ONLINE LIVES

Mitchell Baker, Chairman and former Chief Operating Officer of Mozilla Corporation, whose Firefox browser is a rival to Microsoft's Internet Explorer

+ DATA EXPLOSION As more of our lives move online, so does information about who we are and how we think. Just how this data is tracked, stored, correlated, used and sold will affect our lives. It will enable all sorts of exciting

new applications, but we still need control over where our data is going, and who is tracking us online.

+ TRANSPARENCY There will be a move towards more transparency on the Internet so we can see how we what trade-offs we are making – eg, I may be fine with a business looking at my behaviour on its site, but not so happy if I knew that such information was being sold to a lender. Mozilla is launching Collusion to enable us to see all third parties tracking our web movements, and Do Not Track to allow users to tell advertising networks they don't want to be tracked.

+ SMART PHONES FOR ALL Last year, only one in three phones sold globally was a smartphone. In 2013 cheaper phones will allow many more people in the developing world to browse the Internet. **w&h**