

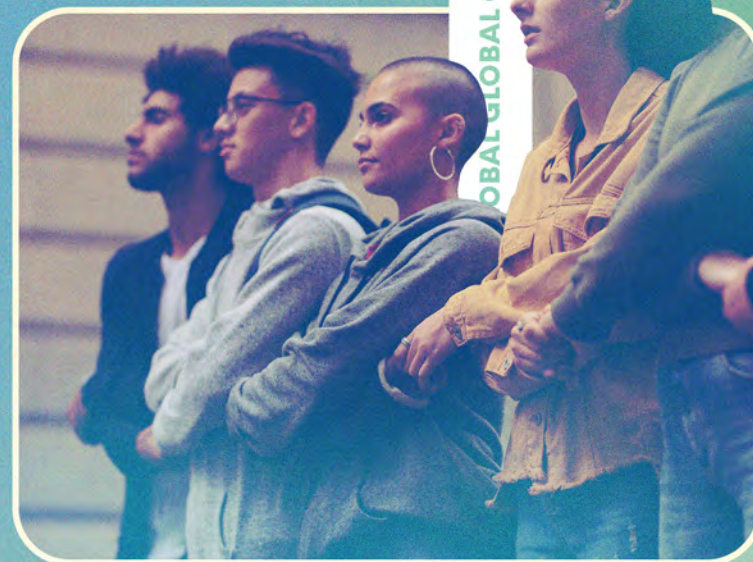
MINTEL

GLOBAL

Consumer Trends

2022

What consumers want and why
– now, next and in the future



EDITORS' NOTE

As experts in what consumers want and why we're best suited to accurately predict the future of consumer behaviour and what that means for brands. And we've been leading the industry for half a century.

More recently, in the autumn of 2019, we took a bold, new approach to predict the future of global consumer markets and expanded our outlook to 10 years. *Mintel's 2030 Global Consumer Trends* were developed as a living, growing prediction model that will adapt to the unforeseen. Centred around the Mintel Trend Drivers (wellbeing, surroundings, technology, rights, identity, value, and experiences), the model supports the fluid acceleration or deceleration of the trends according to the reality of individual markets, allowing us to not only be more adaptive and reactive to change but to continue to focus on the future.

As the COVID-19 pandemic unfolded, impacting nearly every industry worldwide, our consumer expertise and prediction model made us well placed to analyse how it would impact markets and how changes would play out over the coming decade. Not only did our 2030 predictions hold true, but the pandemic accelerated many of the shifts we foresaw.

Looking ahead to 2022, our trend analysis and prediction research are grounded by observations of the seven Trend Drivers over the last 18 months and backed by Mintel's robust consumer and market data. We then layer economic, demographic, technological, political, and sociological (to name a few) data sets to analyse the impact that internal and external environmental change has on consumer motivation and choice, and the behaviour that stems from it.

From there, we observe and identify crucial connections between developments, patterns and disruptions in consumer behaviour. The combination of consumer and market data, predictive analytics, action-oriented insights and expert recommendations is an innovative approach that's uniquely Mintel. We put everything into context to better understand what it means for—and how it could inspire—our clients' business decisions across industries, categories, demographics, and amid global themes and times of uncertainty.

While extensive, what you'll read here isn't exhaustive. The full and in-depth insight and analysis of Mintel's 2022 Global Consumer Trends are available exclusively to Mintel clients. Please get in touch with your Account Manager for more information. If you're not a Mintel client, visit [mintel.com](https://www.mintel.com) to get in touch. We look forward to hearing from you.



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01 IN CONTROL

In times of uncertainty, consumers crave a sense of control over their lives. Brands can deliver the information and options that consumers need to feel like they're in the driver's seat.

03 ETHICS CHECK

While many brands have made their voices heard on controversial topics, consumers want to see measurable progress against their goals.

02 ENJOYMENT EVERYWHERE

Having endured lockdown, consumers are eager to break out of their confines and explore, play and embrace novel experiences, both virtually and in the 'real', physical world.

04 WHAT ELSE IS HAPPENING IN 2022?

- Flexible Spaces
- Climate Complexity

MINTEL TREND DRIVERS

Seven core drivers of consumer behaviour.

WELLBEING

Seeking physical and mental wellness.

RIGHTS

Feeling respected, protected and supported.

VALUE

Finding tangible and measurable benefits from investments.

IDENTITY

Understanding and expressing oneself and one's place in society.

EXPERIENCES

Seeking and discovering stimulation.

SURROUNDINGS

Feeling connected to the external environment.

TECHNOLOGY

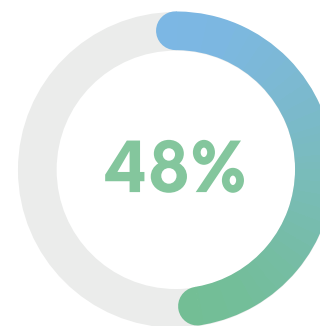
Finding solutions through technology in the physical and digital worlds.

Feelings of precariousness and financial insecurity both created and exaggerated by the pandemic mean that consumers are looking for a sense of control. At the same time, the continued spread of misinformation is making it harder for consumers to carry out the necessary research to make informed decisions.

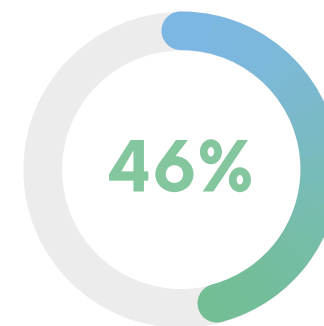
Therefore, consumers need clarity, transparency, flexibility and options to make decisions that suit their individual changing needs and circumstances. They want to know about ingredients—both what's excluded and what's included, and why—but also about efficacy to be sure that products deliver on what they promise.



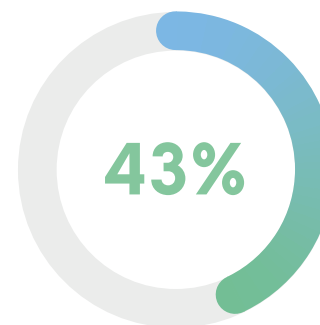
Feelings of precariousness and financial insecurity mean that consumers are looking for a sense of control.



of Spanish consumers say their finances are among their top concerns.



of Indian consumers say they would expect a brand with 'healthy' food or drink products to be fully transparent about ingredients used on the label.



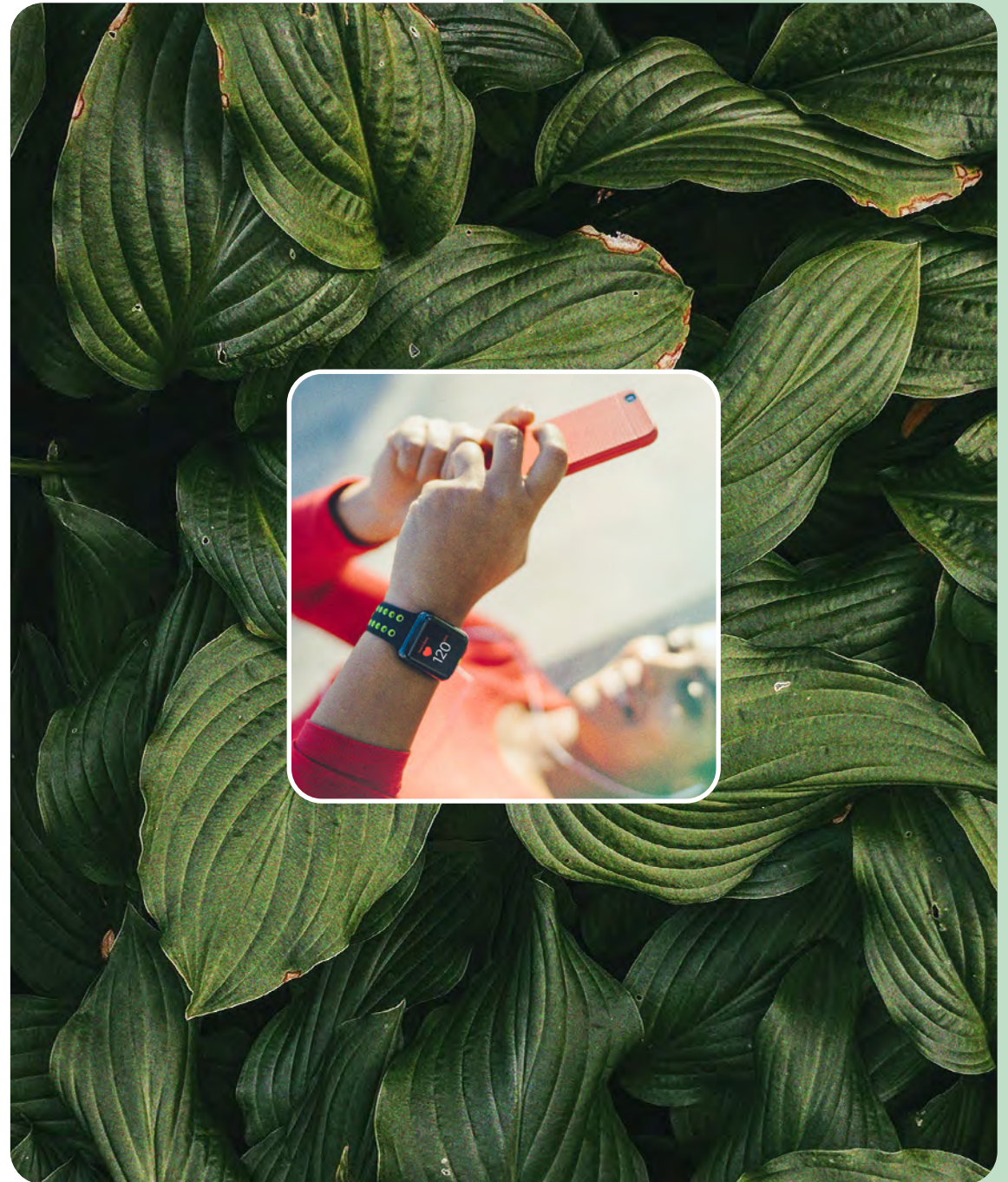
of Brazilian consumers say they often search on the internet first when they have questions about household care.

Base: 1,000 Spanish internet users aged 16+; 3,000 Indian internet users aged 18-65+; 1,500 Brazilian internet users aged 16+.
Source: Mintel Global Consumer, The Holistic Consumer, 2021;
Mintel Indian Consumer, Healthy Living Post-Pandemic, 2021;
Mintel Reports Brazil, Household Care Habits, 2021.

WHAT'S HAPPENING NOW

Technology is facilitating methods of verification, tracking and tracing that generate feelings of control in consumers, such as QR codes on packaging and wearables that provide personal health information. While more brands attach functional benefit claims to their products, this can result in an overwhelming ingredient list. To mitigate this effect, simple packaging will help to communicate authenticity. Individualised products that are formulated based on consumer data and personalised features will give consumers authority over what they put into and onto their bodies.

Furthermore, financial uncertainty is leading to innovation in banking, with apps providing simpler and more accessible ways for consumers to control their money. With fewer consumers needing to visit a physical bank at inconvenient times, a greater sense of control is achieved. To further gain power over their lives, smart devices and appliances are giving consumers a greater sense of control as they can check up on their homes, pets or even family members.





HOW THE IN CONTROL TREND WILL PLAY OUT

Feelings of uncertainty will continue to drive consumers to want to feel in control. Misinformation will remain a challenge, with software and technology becoming more sophisticated (e.g. deepfakes), which will create mistrust and make fact-checking more difficult and important. Brands will need to work harder to deliver consumers reliable information and balance censorship and authenticity.

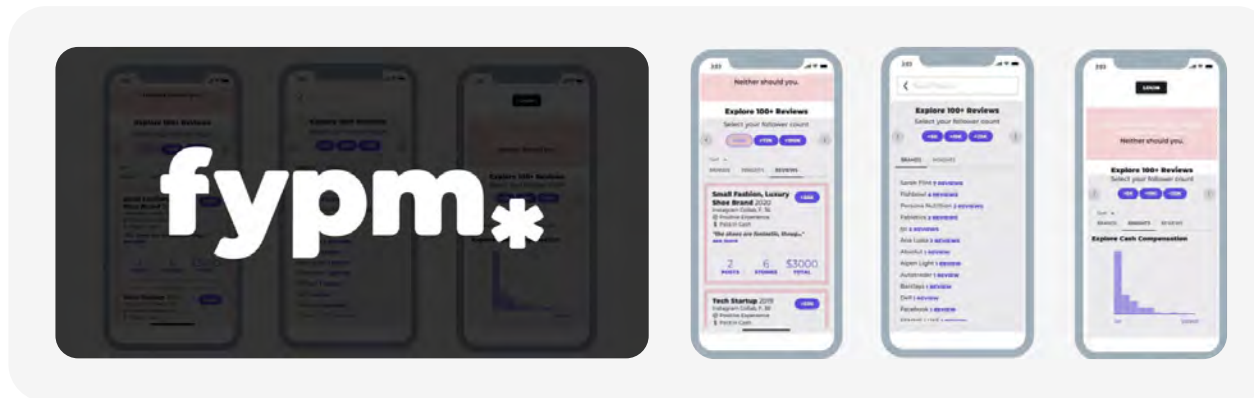
The race for the fastest delivery will evolve to focus on being more flexible giving consumers more control over when products arrive to fit around their schedules or to match their other specific needs.

Consumers' desire to know potential outcomes will manifest in the development of predictive technologies that can anticipate

adverse events. From diseases to likely death dates to relationship outcomes using compatibility profiles, technology will evolve to grant consumers the power to plan with peace of mind.

Moreover, anti-flood and anti-hurricane materials will become increasingly mainstream in the construction of homes and public buildings, and there'll be a growth in underground housing for greater security against the elements. Advanced algorithms will be able to monitor consumer moods and personalities to accurately tell them how likely they are to enjoy a particular restaurant or travel destination.

3 INNOVATIVE BRANDS



You're paid what? (US)

A new app in the US called FYPM (F*** You Pay Me) is being referred to as the Glassdoor for influencers. The app allows influencers and content creators to share reviews of the brands they work with, payment rates and any other negotiating tips.

Source: @fypm.vip via Instagram

Transparency platform (Brazil)

Brazilian beauty brand Boticário Group announced the creation of the Transparent Beauty platform, which compiles information from podcasts, videos and exclusive

content about the beauty market production chain, driving a movement for more transparency and sustainability.

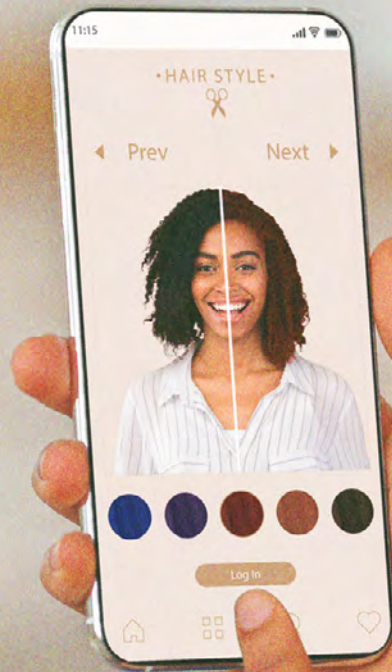
Source: Boticario Group



Is it authentic? (UK)

UK-based detection technology business Eluceda has created a fast, portable device called E-Sens™ that can verify a whisky's authenticity by testing its electrochemical composition.

Source: eluceda.com



4 KEY OPPORTUNITIES FOR BRANDS TO LEVERAGE IN 2022

Understanding supply chains and what they mean in terms of ethics and ingredients is growing in importance. Brands should look into technology that traces supply chains in real-time and get verification from independent and specialist bodies.

Fake news is increasing the value of truth, with provable claims being an invaluable asset to brands. Clear and simple messaging from brands that are free of jargon helps to avoid accusations of inauthenticity and fosters a sense of trust.

Consumers are aware of their digital footprints, prompting concerns over who has access to their data and how it is being used. Brands should respond to this through increased and clear 'opt-out' options and features that offer privacy control.

Brands that offer customisable products, as well as those that test and track consumers' changing physical states, offer more reassurance to consumers that the items they purchase and use will serve them.

Interested in speaking with a Consultant about how this trend applies to your business? Get in touch.

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Mintel Trends

Understand what's new and next in consumer behaviour.

WHAT IT IS

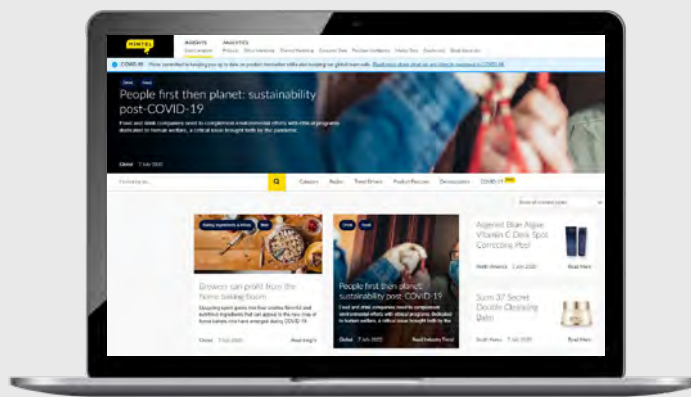
Identify the biggest trends worth paying attention to and dive deep into how brands can benefit.

WHAT IT COVERS

Each trend is backed by observations, statistics and consumer data, examples of how leading brands are already responding and context to understand your market across different demographics and sectors.

HOW IT HELPS

- 01** Inform creative thinking throughout your organisation.
- 02** Future-proof your business by aligning with the changing consumer landscape.
- 03** Understand the macro shifts in society and their implications.



300 observations
every month

15 sectors

14 demographic groups

ENJOYMENT EVERYWHERE

EXPERIENCES • TECHNOLOGY • WELLBEING • EXPERIENCES • TECHNOLOGY • WELLBEING • EXPERIENCES

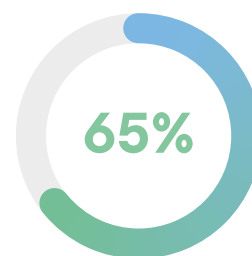


Consumers are seeking sources of joy as the continuing pandemic and other local and global crises—from political unrest to environmental threats—have caused them anxiety and stress. Following the pandemic, many may be feeling a kind of ‘survivor’s guilt’; as a result, consumers need to allow themselves to feel much-needed joy and happiness.

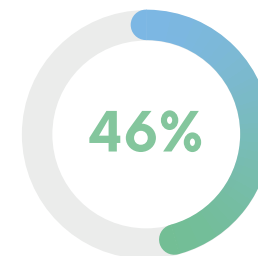
Digital technology has become a common way for many to find entertainment, but consumers are looking for fun and playfulness in all areas of life. They have a new sense of appreciation for finding joy in everyday things and being in the moment.



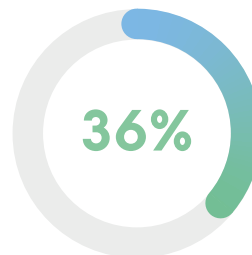
Consumers are seeking sources of joy and playfulness in all areas of life.



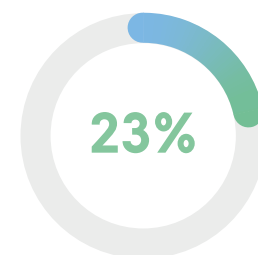
of US consumers who have played video games say they usually do so to have fun.



of UK consumers who plan to go on holiday in the next three years say that, once the COVID-19 pandemic is over, they plan to spend more on holidays than before the pandemic.



of Thai consumers agree that over the last six months, during the prolonged stay-at-home period, they craved comfort food (e.g. ice cream) more often.



of Brazilian consumers who have used make-up products in the past 12 months say they have fun experimenting with new products and looks at home.

Base: 2,000 US internet users aged 18+ who have played video games in the three months to May 2021; 1,766 UK internet users aged 16+ who plan on going on holiday in the three years from July 2021; 1,500 Thai internet users aged 18+ during the six months to March 2021; 1,500 Brazilian internet users aged 16+ in the 12 months to April 2021. Source: Mintel Reports US, Mobile Gaming, 2021; Mintel Reports UK, The Young Traveller, 2021; Mintel Reports Thailand, Ice Cream and Frozen Treats, 2021; Mintel Reports Brazil, Color Cosmetics, 2021.

WHAT'S HAPPENING NOW

Brands are recognising the importance of uplifting people during times of uncertainty and distress, and the role they can play in this process. In the coming months, brands will highlight good news and emphasise positivity in communications to give consumers a break from the doom and gloom.

By offering fun and playfulness—whether through digital entertainment or in-person experiences—brands can give consumers the permission to feel joy as they recover from the pandemic. Consumers will continue to rely on brands to enable them to escape their everyday worries, stresses and boredom.

In addition to offering novel experiences, brands will encourage consumers to play and have fun with everyday routines, such as experimenting with fashion, beauty, food and cooking, particularly as the pandemic disrupted many of these routines. This appeals to consumers' growing recognition of the need to find joy in daily life and in being in the moment.



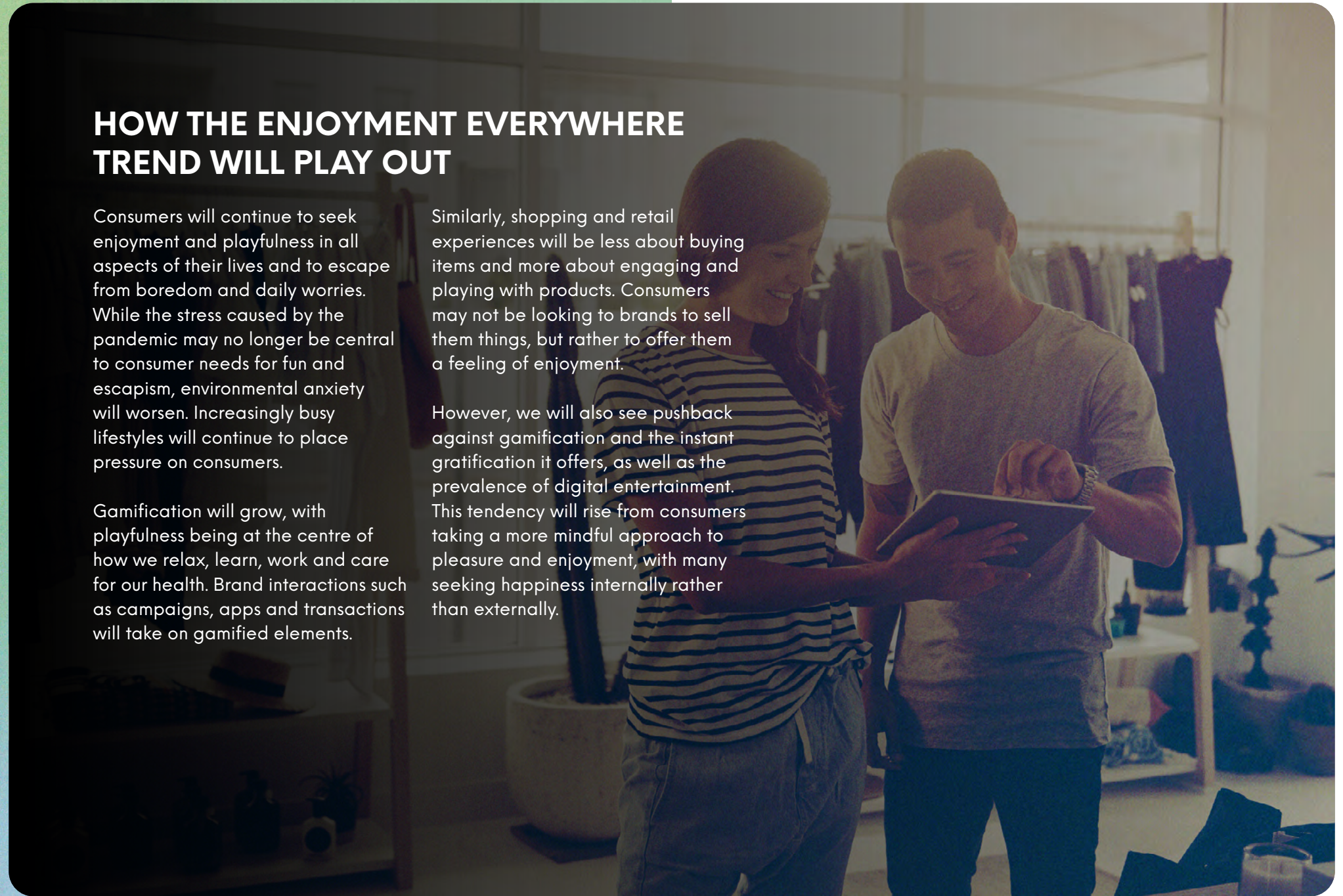
HOW THE ENJOYMENT EVERYWHERE TREND WILL PLAY OUT

Consumers will continue to seek enjoyment and playfulness in all aspects of their lives and to escape from boredom and daily worries. While the stress caused by the pandemic may no longer be central to consumer needs for fun and escapism, environmental anxiety will worsen. Increasingly busy lifestyles will continue to place pressure on consumers.

Gamification will grow, with playfulness being at the centre of how we relax, learn, work and care for our health. Brand interactions such as campaigns, apps and transactions will take on gamified elements.

Similarly, shopping and retail experiences will be less about buying items and more about engaging and playing with products. Consumers may not be looking to brands to sell them things, but rather to offer them a feeling of enjoyment.

However, we will also see pushback against gamification and the instant gratification it offers, as well as the prevalence of digital entertainment. This tendency will rise from consumers taking a more mindful approach to pleasure and enjoyment, with many seeking happiness internally rather than externally.



3 INNOVATIVE BRANDS



Phygital treasure hunt (China)

Alibaba's Taobao Maker Festival in China has created a 'phygital' treasure hunt challenge, a large-scale scavenger hunt, where visitors can unlock tasks on the event page while browsing the different maker booths displaying new and innovative products.

Source: alibabagroup.com



Scented wait (UK)

Hendrick's Gin has added rooftop greenery, featuring roses and cucumber, to bus stops in the UK, emitting smells that bring its drinks to life.

Source: hendricksgin.com

Game on, Peloton (US)

American exercise equipment and media company Peloton plans to launch an in-app game called Lanebreak, which allows users to adjust their speed and resistance as they exercise to meet various goals.

Source: Peloton.com





4 KEY OPPORTUNITIES FOR BRANDS TO LEVERAGE IN 2022

Brands should highlight positivity in their messaging to uplift consumers' moods following this period of uncertainty and disruption and help them from feeling overwhelmed by negative news.

Consider adding gamified elements to brand campaigns, through both digital and physical in-store services, to make consumer interactions more playful.

Anticipating consumers' heightened desire for fun and novelty, brands can provide entertaining experiences, whether in the form of new foods, activities or events.

Give consumers opportunities to explore and play in-store and offer products that transform daily routines and tasks into fun activities.

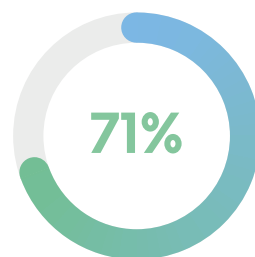
Interested in speaking with a Consultant about how this trend applies to your business?
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ETHICS CHECK

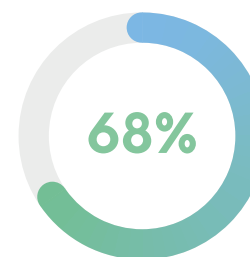
SURROUNDINGS • RIGHTS • SURROUNDINGS • RIGHTS • SURROUNDINGS • RIGHTS • SURROUNDINGS

Consumer demand for, and expectations of, brands' ethical commitments are evolving. Consumers have moved beyond simply wanting brands to 'be ethical' and are demanding to see measurable, transparent and consistent actions from the brands they choose to support. Brands need to ensure that ethical practices are not just a consideration but that they are a fixed feature of their business model and long-term strategies.

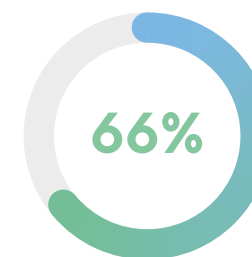
Consumers' expectations of brands are evolving and they want to see progress against ethical initiatives.



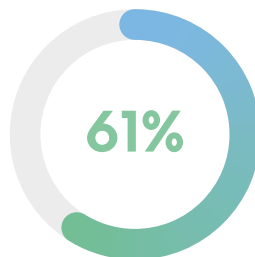
of Canadian consumers who care about ethics in food and drink agree that companies' ethical practices have become more important to them since the start of the pandemic.



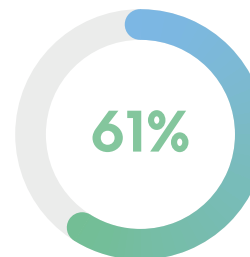
of Brazilian consumers agree that it's important to search a company's business practices before buying from them.



of US consumers who ordered from a restaurant in the past three months think the creation of diversity, equality and inclusion committees/programmes for restaurants are important.



of UK consumers agree that buying from ethical brands is a good way of helping to improve the world we live in.



of Chinese consumers think that being transparent about products and production information contributes to good brand/corporate impressions.

Base: 1,500 Canadian internet users aged 18+; 1,500 Brazilian internet users aged 16+; 1,850 US internet users aged 18+ who ordered from a restaurant in the three months to March 2021; 2,000 UK internet users aged 16+; 1,200 Chinese internet users aged 18-59.

Source: Mintel Reports Canada, Ethics in Food & Drink, 2021; Mintel Reports Brazil, Attitudes toward Ethics and Sustainability, 2021; Mintel Reports US, Foodservice Brand Ethics, 2021; Mintel Reports UK, Ethical Lifestyles, 2021; Mintel Reports China, The Chinese Consumer: Value Redefined, 2021.

WHAT'S HAPPENING NOW

Consumers are less trusting than ever before—of companies, governments and institutions—and are less likely than ever to take brands on their word when they say they're doing the right thing. So how can companies prove to consumers that ethics is a core part of the way they do business and earn their trust along the way?

With growing concerns about a range of issues—from food safety and ethical sourcing to data security and algorithm bias—consumers want to know more about the products they buy and the brands they're buying from. In addition to spotlighting their achievements and strengths, businesses have to be transparent about their weaknesses, where and why they fail and how they plan to address these issues in future.



HOW THE ETHICS CHECK TREND WILL PLAY OUT

All the transparency in the world doesn't necessarily help consumers to understand the impact of a brand, the impact they make by choosing a brand or whether a brand is making progress on its stated goals.

This is why it's key to use metrics that accurately reflect the problems brands are trying to solve. If a company isn't properly measuring what they aim to fix or change, it's difficult to determine whether progress is being made, let alone communicate that progress in a way that consumers will understand. Analysing metrics also forces companies to remain accountable for their actions and accountability is ultimately what consumers want.

There is also scope for further standardisation of ethical behaviours across the industry, such as the use of fair trade logos, allowing consumers to make their ethical purchasing decisions easier.

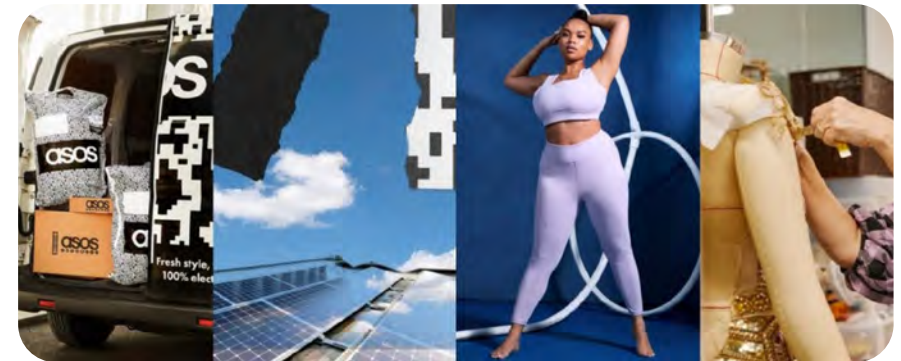
3 INNOVATIVE BRANDS



Food-secure future (Singapore)

DBS Bank in Singapore kick-started a bank-wide Zero Food Waste (ZFW) initiative that includes teaming up with ecosystem partners like TreeDots, which aims to create an efficient channel for food distribution to mitigate food loss—to scale impact.

Source: dbs.com



Sustainable online fashion (UK)

British online fashion and beauty retailer ASOS plans to reduce its environmental impact and improve workers' rights by linking executives' future pay to new environmental goals, including achievements in cutting waste and carbon levels.

Source: asosplc.com

A Tide of support (US)

American laundry detergent brand Tide, from Procter & Gamble, has created a permanent Tide Loads of Hope laundry room within Midnight Mission, a homeless shelter in Los Angeles, and also sponsored a documentary on homelessness in the city.

Source: tide.com





4 KEY OPPORTUNITIES FOR BRANDS TO LEVERAGE IN 2022

Using metrics to demonstrate ethical efforts, brands can help consumers quantify the impact of what the brand has achieved and steer the consumers' purchasing decisions.

Adding ethicists to executive boards and linking executive pay to ethical goals are examples of ways companies and brands can ensure that development strategies don't run counter to the public's expectations.

Ethical standards can be different for different industries. It's efficient to seek the support of, or to collaborate with, specialised organisations that will be able to provide more in-depth guidance.

Be transparent about pricing, how 'true costs' are reflected in a product's pricing structure and how that relates to doing the right thing: if a higher cost reflects a better, more morally correct product, explain where those costs have come from.

**Interested in speaking with a Consultant about how this trend applies to your business?
Get in touch.**



MINTEL

Mintel Global Consumer

Understand and compare consumers across 35 markets.

WHAT IT IS

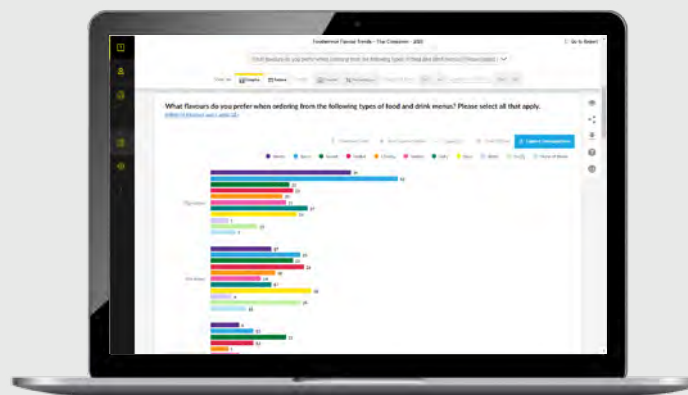
Mintel Global Consumer allows you to uncover the differences and similarities in behaviour and attitudes across consumers in the 35 markets that generate 85% of worldwide GDP.

WHAT IT COVERS

Our research examines the fundamental themes that influence consumer choice and change, as well as more specific attitudes towards food, drink, beauty, personal care and household care.

HOW IT HELPS

- 01 Break into new markets by understanding what local consumers want and why.
- 02 Grow in your current market by identifying which global trends you can apply locally.
- 03 Create segmentation strategies by understanding distinctions between key target groups.



Consumer behaviour
across 35 markets

Bi-annual survey
of 35,000 people

Covers 85% of
worldwide GDP

04

**LOOKING FOR MORE
TRUSTED DATA AND EXPERT
INSIGHTS ON THE FUTURE
OF CONSUMER BEHAVIOUR?**

FLEXIBLE SPACES • CLIMATE COMPLEXITY • FLEXIBLE SPACES • CLIMATE COMPLEXITY • FLEXIBLE SPACES • CLIMATE COMPLEXITY

As the experts in what consumers want and why, Mintel is best suited to accurately predict the future of consumer behaviour and what that means for companies and brands.

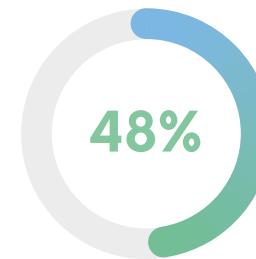
While thorough, the research and expertise shared here are not exhaustive. For example, we've identified two additional trends that will have a significant impact on global consumer markets over the next few years.



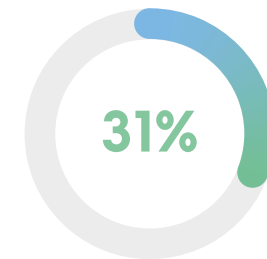
FLEXIBLE SPACES

Public and private spaces must maximise the capabilities they offer to match consumers' flexible lifestyles. Now more than ever, brands have to inspire—rather than prescribe—with every touchpoint.

Consumers are reimagining the purpose of the spaces they inhabit and looking to brands to redesign the world around them.



of UK consumers who work remotely find it difficult to manage work and leisure boundaries at home.



of Canadian consumers who completed a home improvement project in the past three years did so to make the home more efficient.

Base: 770 UK internet users aged 16+ who currently work from home; 1,230 Canadian internet users aged 18+ who completed a home improvement project in the past three years.

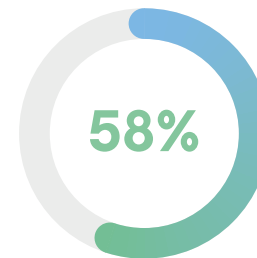
Source: Mintel Reports UK, Technology for Working at Home, 2021; Mintel Reports Canada, Improving the Home, 2020.



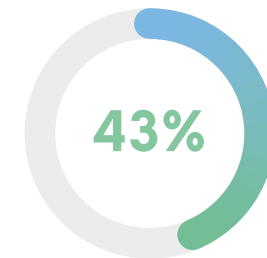
CLIMATE COMPLEXITY

Consumers are looking to brands to help them mitigate their impact on the environment. Companies that don't proactively change ahead of the climate crisis will be forced to change because of it.

Brands have the opportunity to partner with consumers to help them make purchase choices that align with their climate goals.



of Chinese consumers say that science can provide solutions to the climate crisis.



of Brazilian consumers say they think that companies should be carbon-neutral to be considered a sustainable brand.

Base: 500 Chinese internet users aged 16+; 1,500 Brazilian internet users aged 16+.
Source: [Mintel Sustainability Barometer 2021](#); [Mintel Reports Brazil, Attitudes toward Ethics and Sustainability, 2021](#).

If you're curious about what consumers will want over the next 12-months-to-five-years, and how your business should plan for the future, we have the answers.

If you're a Mintel client, please **log in** or speak to your Account Manager. If you're not a Mintel client, please visit [mintel.com](https://www.mintel.com) and get in touch.

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About Mintel

Mintel is the **expert in what consumers want and why.** As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster. Our purpose is to help businesses and people grow. To find out how we do that, visit **mintel.com**.



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