

# Tackling Urgent Gaps for Consumer Innovation in APAC

## MORNING AGENDA

Over 90% of the world's fastest-growing economies (India, Indonesia, Vietnam) come from Asia, and yet the region also has some of the most developed economies (Japan, South Korea, Singapore) with a rapidly aging population. This dichotomy is creating urgent unaddressed gaps. On the one hand, business leaders operating in fast-growing economies struggle to balance rapid growth with evolving regulations around sustainability and net-zero goals, especially as they relate to evolving consumer beliefs and attitudes toward products and services. Business leaders in developed economies, on the other hand, struggle with an inverting demographic pyramid and must reevaluate and, where necessary, modify their products and services to stay relevant. To identify where innovation can have the most impact, leaders must connect the dots between large cultural shifts and business outcomes in a scientifically grounded decisive manner.

Join Lux Research for a full-day event that will inspire attendees to apply human-centric thinking, showcasing the power of structural anthropology in identifying opportunities, starting with a consumer-led platform for innovation, building in organic, technical innovation assessments. The morning agenda will focus on three key areas for the consumer health and wellness sector, namely:

- Decoding consumer health motivation through anthropology
- Translating consumer perspectives into a tech assessment roadmap
- Pinpointing innovation gaps between future demand and available technologies

8:30 –  
9:00

*Check-In & Morning Remarks*

9:00 –  
9:40

### **Decoding Consumer Health Motivation: Bringing True Human-Centricity to Life with Anthropology**

#### **Cheryl Auger**

*Senior Anthropologist and Director of Client Delivery and Advisory at Lux Research*

Creating consumer acceptance and readiness for health solutions outside the hospital often demands a counterintuitive approach. To truly understand consumer behavior, we must delve into the heart of how humans think and act when faced with choices. Our expertise in anthropology allows us to bridge the gap, providing insights into the human condition that shape motivation and drive action, complementing your understanding of health conditions and how to manage them outside the hospital setting.

In this enlightening session, we will explore how consumers are highly influenced by public opinion, shaping their perceptions during and after diagnosis. We'll uncover the logical associations of the medical condition and discover the profound meaning consumers associate with the broader ailment through the lens of the human condition. Additionally, we'll delve into the extended context, understanding how related health and lifestyle issues influence consumer-patient perspectives and decisions. Using real-world examples from diabetes, eczema, and migraines, we will showcase how anthropology goes beyond traditional analyses, unraveling the intrinsic and extrinsic factors that drive consumer behavior. Prepare to gain valuable insights into consumer health journeys, enabling you to create true human-centricity and facilitate meaningful connections with your target audience. Strengthen your consumer health strategies with the power of anthropology, unlocking the potential to drive consumer acceptance and readiness for solutions, ultimately leading to improved healthcare outcomes.

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9:40 – 10:10	<p><b>How to Translate Consumer Perspectives into a Consumer Health Tech Assessment Roadmap</b></p> <p><b>Nardev Ramanathan, Ph.D.</b> <i>Associate Research Director at Lux Research</i></p> <p>The consumer health industry continues to face significant challenges going into 2024 in the current market downturn. For one, aggressive growth strategies of the past were positioned for higher demand for consumer health services. While the pandemic is technically still ongoing, most people have moved on and learned to live with the new reality, while higher interest rates have made the industry approach growth more conservatively. Second, a lot of these growth strategies were hoping to entice consumers with fancy new products and services without first understanding consumer behaviors and attitudes toward addressing their health condition. That lack of understanding doomed these strategies.</p> <p>In this session, we'll explore the value of connecting anthropological insights to technology assessments for the creation of innovation strategies that truly address the health conditions consumers care about, and then we'll highlight how companies can build a tech assessment roadmap from there. Whether you represent the chemicals, materials, consumer packaged goods, or another industry, or if your organization is involved in any part of the value chain in a consumer health product, this session will leave you with a fresh approach toward technology assessment for a good product-market fit.</p>
10:10 – 10:40	<p><b>Networking Break</b></p>
10:40 – 11:20	<p><b>Client Panel: Strategies for Closing the Innovation Gap in APAC's Consumer Health Markets</b></p> <p><b>MODERATOR: Nardev Ramanathan, Ph.D.</b> <i>Associate Research Director at Lux Research</i></p> <p><b>CLIENT PANELISTS:</b></p> <p><b>Daniel Maggs</b> <i>Co-founder &amp; CEO at Bisu</i></p> <p><b>Takako Kato</b> <i>Chief Analyst at Mitsui &amp; Co. Global Strategic Studies Institute</i></p> <p><b>Naotaka Gotoh</b> <i>Project Manager at DIC Corporation</i></p> <p>Business leaders from APAC companies that are setting the pace of consumer health today discuss how they're tackling gaps in consumer innovation in APAC and outline lessons for market participants. Hear directly from successful decision-makers who have transformed their organizations from being reactive to having a proactive mindset. Discover new perspectives and insights that you can implement in your organization to drive innovation and stay ahead of the competition. This is a unique opportunity to gain insights from industry experts and potentially find strategic collaborators with like-minded professionals.</p>
11:20 – 11:50	<p><b>Unlocking the Future of Healthy Aging in APAC Through a Consumer-Centric Lens</b></p> <p><b>Nardev Ramanathan, Ph.D.</b> <i>Associate Research Director at Lux Research</i></p> <p><b>Cheryl Auger</b> <i>Senior Anthropologist and Director of Client Delivery and Advisory at Lux Research</i></p> <p>Foresight isn't about predicting the future; it's about systematically examining patterns of language and systems of meaning that exist just outside the contextual boundary of a trend. By measuring the rate of change and likelihood of a topic becoming relevant, we can gain a deeper understanding of the future and how we can assess whether a technology is keeping pace with emerging consumer needs. Rapidly aging societies are upon us, especially in developed economies like Japan and Singapore. But what does the future of healthy aging look like? Historically, aging has been seen in the context of healthcare needs, but there are a lot of other aspects to aging as well, such as lifestyle, mobility, social support, and nutrition. In addition, not everyone in their senior years needs serious medical attention; many continue to lead healthy, active lifestyles, albeit taking into consideration their altered energy and physical condition. All these factors present a market opportunity. But what are consumers and their loved ones in this category really looking for? Where do we see the biggest gaps and opportunities?</p>

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Join us as we lay out a roadmap for unlocking the power of foresight and systematically turning consumer-centric insights and tech innovation data into business opportunities in healthy aging. Whether you work in R&D, innovation, investments, or insights, this session will leave you with a new perspective on the role of foresight in shaping the future of technology and consumer needs for healthy aging.

<b>11:50 – 12:00</b>	<b>Morning Wrap-Up Remarks</b> <b>Nardev Ramanathan, Ph.D.</b> <i>Associate Research Director at Lux Research</i>
<b>12:00 – 14:00</b>	<b>Networking Lunch</b>
<b>AFTER- NOON AGENDA</b>	<p>The afternoon agenda will explore opportunities for materials and industrial companies emerging from changing consumers, the sustainable transition, and a shifting geopolitical environment in APAC and Japan. The presentations and panel will probe how companies can respond to changing policy environments, support sustainable consumer products that make a real impact, and build the innovative industrial supply chain in Japan needed to support consumers at home and abroad.</p> <p>The afternoon's presentations cover:</p> <ul style="list-style-type: none"><li>• Crafting Japan's response to the changing industrial policy environment</li><li>• Managing trade-offs in sustainable innovation</li><li>• Uncovering opportunities for alternative materials and ingredients in APAC</li></ul> <p>Overall, the forum will connect the unique aspects of the APAC consumer to evolving technology and strategic innovation trends to establish a human-centric innovation roadmap that can de-risk the opportunity for your business.</p>
<b>14:00 – 14:40</b>	<b>Crafting Japan's Response to the Changing Industrial Policy Environment</b> <b>Anthony Schiavo</b> <i>Senior Director and Principal Analyst at Lux Research</i>
<b>14:40 – 15:10</b>	<b>Managing Trade-Offs in Sustainable Innovation</b> <b>Marcian Lee, Ph.D.</b> <i>Analyst at Lux Research</i>

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This presentation will look through the lens of the APAC market at one approach to overcoming this conundrum and discuss some of its implications on issues like plastic waste management.

15:10 –  
15:40

### *Networking Break*

15:40 –  
16:20

### **Client Panel: Connecting the APAC Consumer and Industrial Innovations**

**MODERATOR: Anthony Schiavo**

*Senior Director and Principal Analyst at Lux Research*

**CLIENT PANELISTS:**

**Chie Fukuoka**

*Executive Officer, Deputy General Manager of Technology Intelligence & Integration of IHI Corporation*

**Mutsuo Aoki**

*Chief Technology Officer at Valqua Ltd.*

Consumer shifts and needs are increasingly creating opportunities for industrial companies to innovate in diverse fields from materials and ingredients to electronics and robotics. The challenge is that consumer sentiment and trends move fast, often shifting unpredictably, while industrial innovation takes years to come to fruition.

This panel brings together business leaders to discuss how they manage these challenges in their innovation practices and share their thoughts on the future of consumer-driven innovation.

16:20 –  
16:50

### **Uncovering Opportunities for Alternative Materials and Ingredients in APAC**

**Anthony Schiavo**

*Senior Director and Principal Analyst at Lux Research*

**Cheryl Auger**

*Senior Anthropologist and Director of Client Delivery and Advisory at Lux Research*

Growing interest in more sustainable and environmentally friendly products has led to a boom in innovation of alternatives, from plant-based proteins to lab-grown leather. This development will create opportunities for materials and industrial companies up and down the value chain, from novel consumer products to fermentation equipment and precision agricultural techniques — but only if consumers accept these products.

This presentation will critically evaluate this transition from a consumer-centric lens and pinpoint areas of opportunity for new products and services.

16:50 –  
17:00

### **Afternoon Wrap-Up Remarks**

**Anthony Schiavo**

*Senior Director and Principal Analyst at Lux Research*