



KEY CONSUMER TRENDS SHAPING 2025



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TOP CONSUMER TRENDS FOR 2025



AGENDA

01 Introduction

02 **Our Approach and Methodology**

03 Deep Dive into 3 Key Trends

04 Key Insights and Takeaways

OUR APPROACH AND METHODOLOGY

PREDICTIVE ANTHROPOLOGY

Virtual Anthropologist and human researchers

- Ethnographic research at scale
- Full contextual analysis
- Predicting the future of consumer culture



PREDICTIVE ANTHROPOLOGY

Selecting key trends

- Predicted to grow
- Broad relevance to CPG
- Various stages of maturity



TOP CONSUMER TRENDS FOR 2025

- 1. Polarization & Division**
- 2. Economic Security in Precarious Times**
- 3. Slow Living**
- 4. Aging with Intention**
- 5. Being Human in the Age of AI**

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POLARIZATION & DIVISION

POLARIZATION & DIVISION

Directly impacts consumer behavior and brand perception

- Fragments audiences, demands tailored messaging and purpose-driven strategies



POLARIZATION IS MAINSTREAM

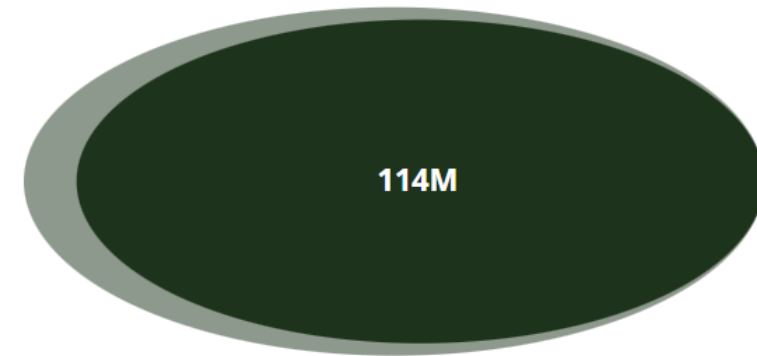
Most Americans agree polarization is a key issue

Maturity Curve for Macroculture: polarization

Maturity Curve
60.1%
current

This topic scores **60.1%** on the maturity curve and is expected to expand to **69.7%** in 12-24 months.

This culture is currently relevant to **114M** people and is expected to grow by **15.9%** in 12-24 months.



● 114M People ● 132.1M 15.9% Predicted People

TREND: POLARIZATION

Subtrend: Social and political wellness

Concerns about polarization are reshaping how consumers think about wellness

- Consumers are taking a "mindful" approach to media.
- They look for services that help reduce stress related to division.



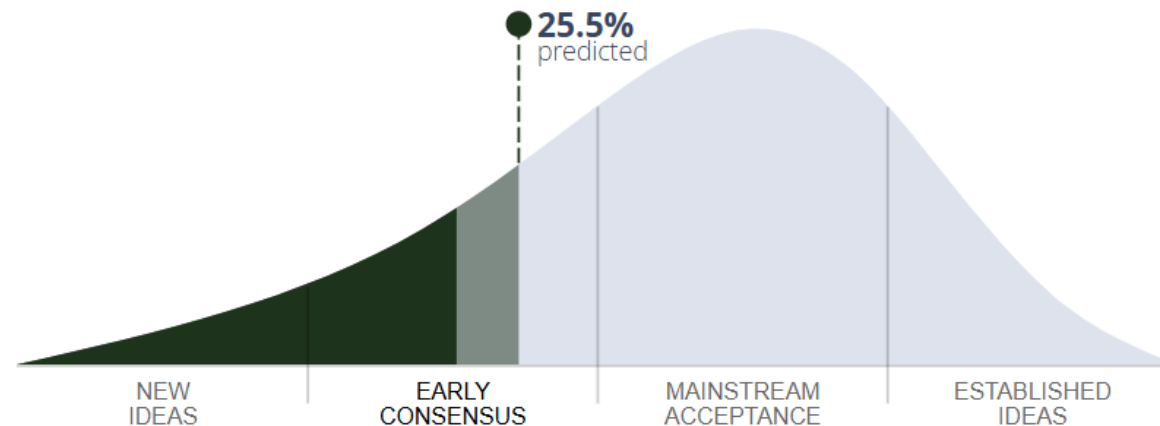
SOCIAL AND POLITICAL WELLNESS

Fostering a more constructive and less confrontational political discourse

Maturity Curve for Macroculture: polarization; Microculture: overall wellbeing

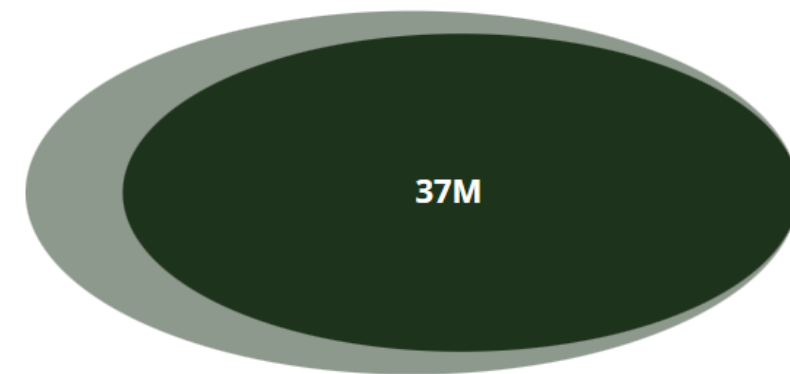
Maturity Curve

19.5%
current



This topic scores **19.5%** on the maturity curve and is expected to expand to **25.5%** in 12-24 months.

This culture is currently relevant to **37M** people and is expected to grow by **30.8%** in 12-24 months.



● 37M People ● 48.3M 30.8% Predicted People

ECONOMIC SECURITY IN PRECARIOUS TIMES

ECONOMIC SECURITY

Affordability concerns are impacting consumers across income brackets

- Consumers are interested in holistic approaches to manage insecurity, not just cost cutting.
- Many are redefining what “success” means to them.



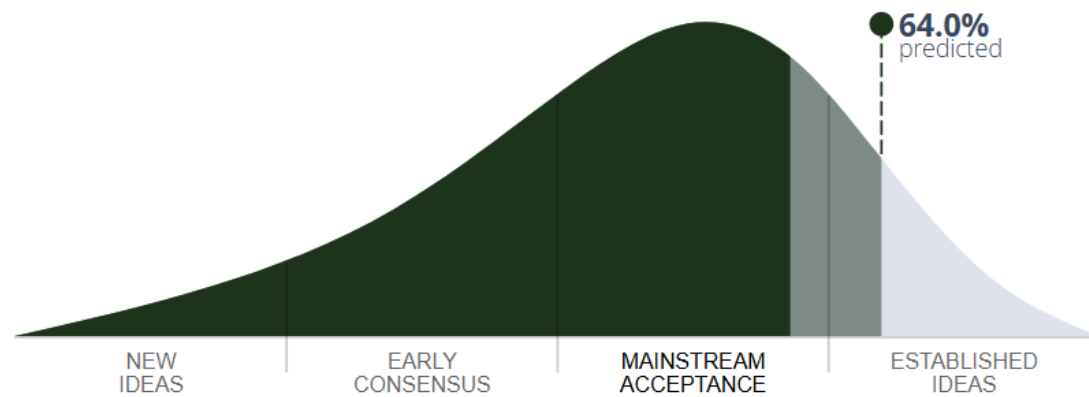
ECONOMIC SECURITY IS MAINSTREAM

Economic concerns are front and center for many Americans

Maturity Curve for Macroculture: economic security

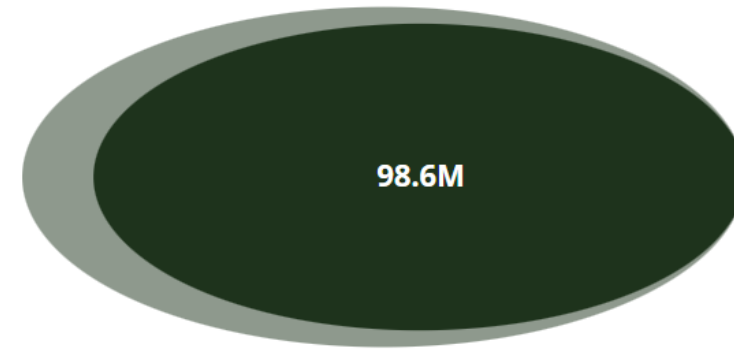
Maturity Curve

52%
current



This topic scores **52%** on the maturity curve and is expected to expand to **64%** in 12-24 months.

This culture is currently relevant to **98.6M** people and is expected to grow by **23.1%** in 12-24 months.



● **98.6M** People ● **121.3M** 23.1% Predicted People

TREND: ECONOMIC SECURITY

Subtrend: Value-based shopping

Many seek brands that align with their ethics and instill pride in making responsible choices

- Value-based shopping transcends political boundaries.
- Clearly communicating your practices and values earns credibility with consumers.

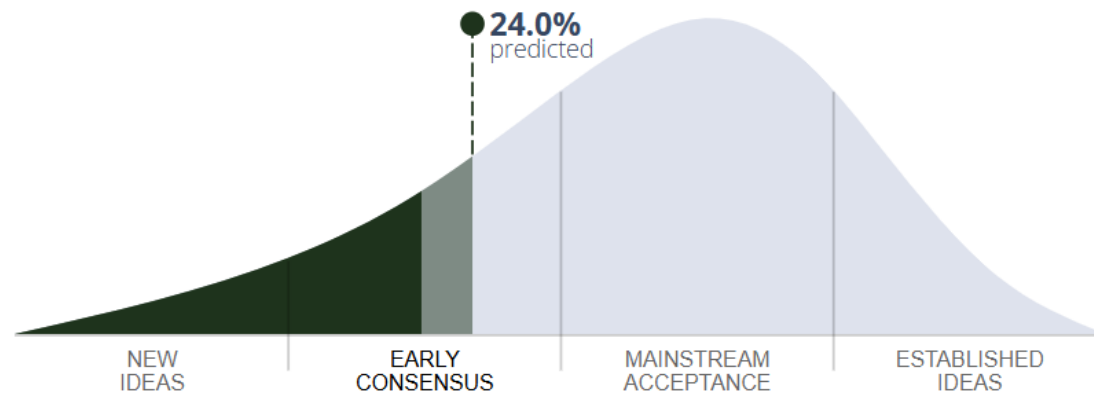


SHOPPING AS A REFLECTION OF ETHICS

Emotional satisfaction also plays a role

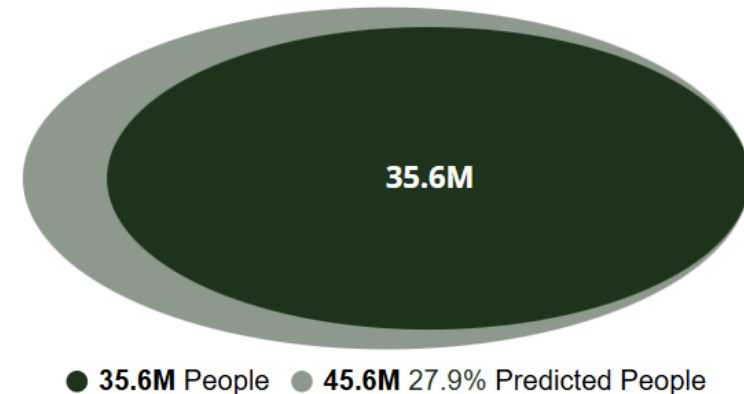
Maturity Curve for Macroculture: economic security; Microculture: business ethics

Maturity Curve
18.8%
current



This topic scores **18.8%** on the maturity curve and is expected to expand to **24%** in 12-24 months.

This culture is currently relevant to **35.6M** people and is expected to grow by **27.9%** in 12-24 months.



SLOW LIVING

SLOW LIVING

Increasing dissatisfaction with the relentless pace of modern life

- Being intentional about when to prioritize convenience and when to slow down
- Understanding consumer values is key



SLOW LIVING IS IN EARLY CONSENSUS

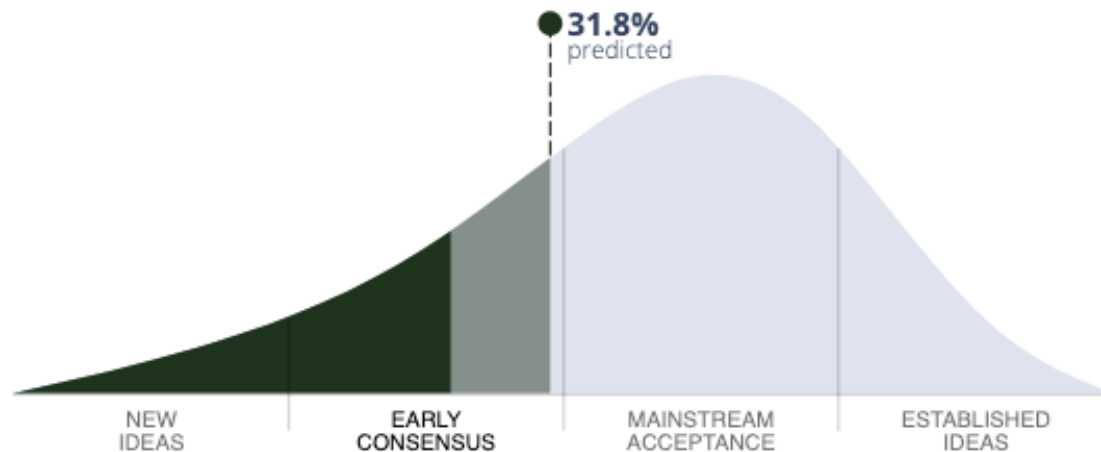
Expected growth positions this culture at the cusp of mainstream in 1-2 years

Maturity Curve for Macroculture: slow living

Maturity Curve

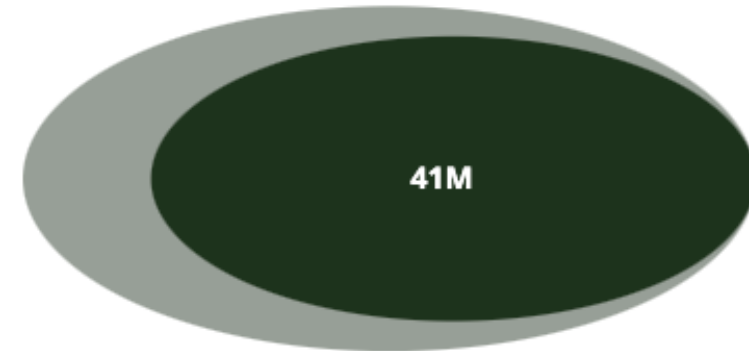
21.6%

current



This topic scores **21.6%** on the maturity curve and is expected to expand to **31.8%** in 12-24 months.

This culture is currently relevant to **41M people** and is expected to grow by **46.9%** in 12-24 months.



● 41M People ● 60.2M 46.9% Predicted People

TREND: SLOW LIVING

Subtrend: Embracing natural cycles

Consumers are looking to nature's rhythms as a guide for their pace of life

- Brands need to rethink the timing of consumer engagement/campaigns.
- There are opportunities in seasonal offerings.



EMBRACING NATURAL CYCLES

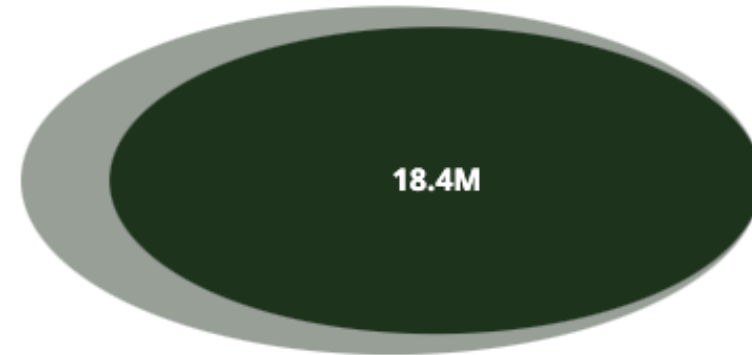
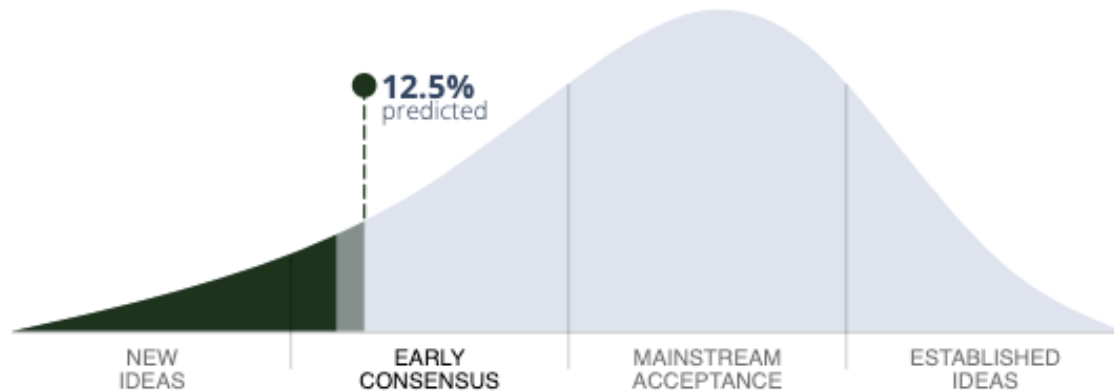
This is a trend worth monitoring to see how it develops

Maturity Curve for Macroculture: slow living; Microculture: natural rhythm

Maturity Curve
9.7%
current

This topic scores **9.7%** on the maturity curve and is expected to expand to **12.5%** in 12-24 months.

This culture is currently relevant to **18.4M people** and is expected to grow by **29%** in 12-24 months.



● 18.4M People ● 23.8M 29% Predicted People

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KEY TAKEAWAYS

1

In a polarized climate, many consumers view brands as allies or adversaries.

Brands that help increase consumers' social and political wellness will win.

2

Economic security isn't just about price.

Consumers are aligning their shopping habits with their values.

3

Convenience is shifting but isn't going away.

Brands need to dive deep to understand when/why consumers opt for slow living over convenient solutions.



THANK YOU



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