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Brandwatch Research Services

How to Spot Valuable New Consumer Trends
with Digital Consumer Intelligence:
A Case Study on Sustainability



Ben Ellis

Senior Research Consultant
Brandwatch



Objectives



Identify and understand global and regional trends



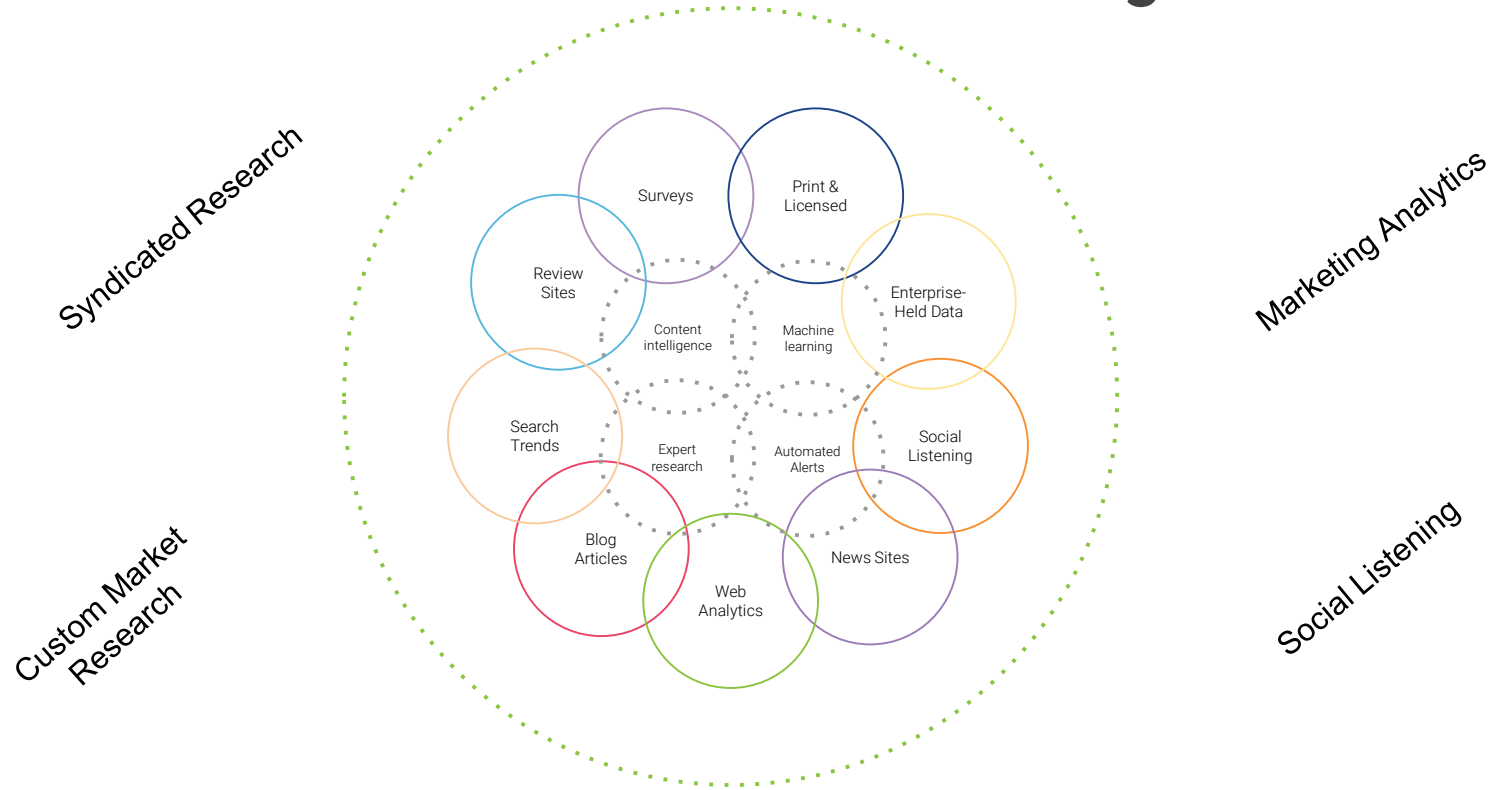
Spot trends among key consumer groups, as well as within known and unknown themes and topics



Use historical data for predictive trend spotting to help your business be proactive



DCI is the evolution of Social Listening



✓ Four-tiered Approach to Trend Spotting



Event: rumours spread during the Covid-19 pandemic, alluding to bleach and similar household products being effective against the coronavirus when consumed.



Industry or vertical: household products, healthcare retail.



Products: Pine Sol, Harpic, Dettol, JIK, OMO, Tide, Purex, Domestos.



Brands or organisations: The Clorox Company, Procter & Gamble, RB/Reckitt Benckiser.



Consumer: health-conscious, housebound people, people worried about the Coronavirus.



Trends in Ethical and Sustainable Shopping

- Discussion around **ethical and sustainable online shopping has increased since the COVID-19 outbreak**. Mentions of sustainable products increased by 217% from December vs 2020 Q1.
- Mentions of “ethical purchases” increased from December, by 132%. Conversations were focused on fashion, as well as cosmetics and soap.
- **Shopping locally had the highest increase in mention volumes** – 440% since December 2019.
- 19k mentions came from concerned consumers about workers delivering non-essential items. For these consumers, **buying ethically now also means thinking about ethical delivery**.



Online conversations about ethical, sustainable, and local shopping

Data shows ethical, sustainable, and local online shopping mentions. Excludes news and retweets.



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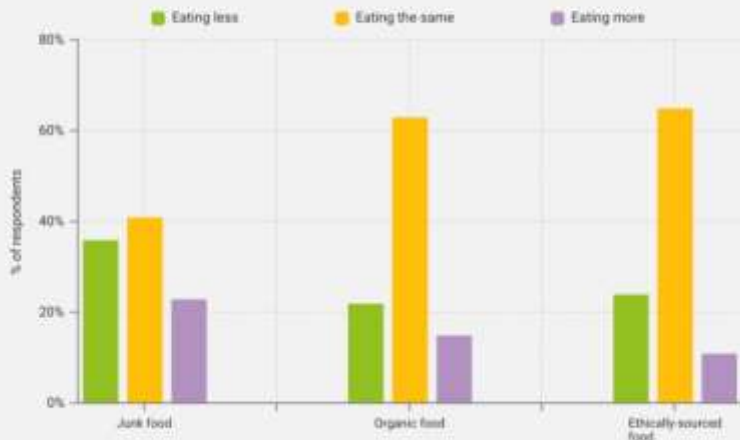
Trends in Food Consumption during COVID-19

How people's eating habits have changed by food type

Data: Qeiosly survey of 8k adults from Australia, China, France, Germany, Italy, Spain, UK, and USA. Conducted: Apr 29 - May 6.



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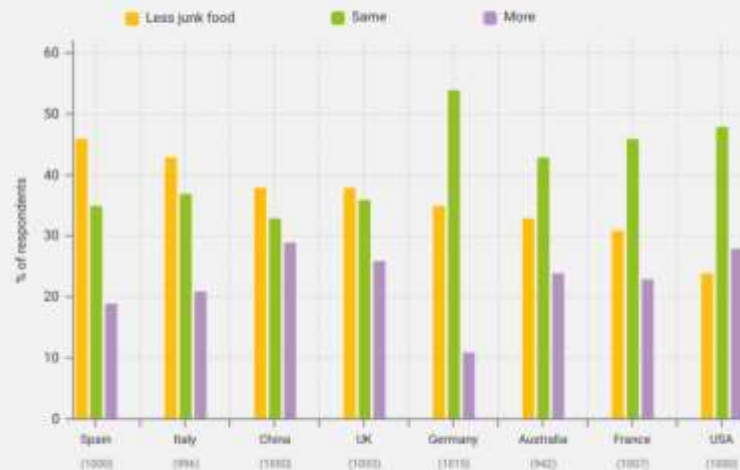
Brandwatch Daily Bulletin

Are people eating more or less junk food since the pandemic?

Source: Qeiosly survey conducted between Apr 29 - May 6. Sample sizes in brackets.



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Trends in Ethical Food Consumption during COVID-19

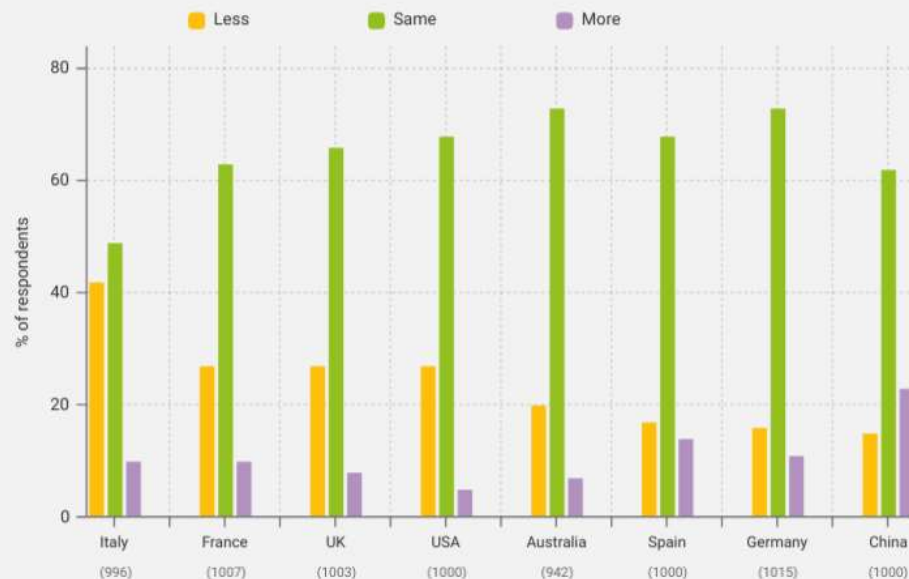
- Most countries had more people reporting eating less junk food than eating more, with 'less' being the most popular option in Spain, Italy, China, and the UK.
- Aside from China, all countries we studied saw a larger % of respondents eating less ethically-sourced food than more of it.
- If you're working for a FCMG company, what have you seen that corroborates this? Think of the product now – how have people been talking about it differently?



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Are people eating more or less ethically-sourced food since the pandemic?

Source: Qriously survey conducted between Apr 29 - May 6. Sample sizes in brackets.



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The Plastic Waste Problem

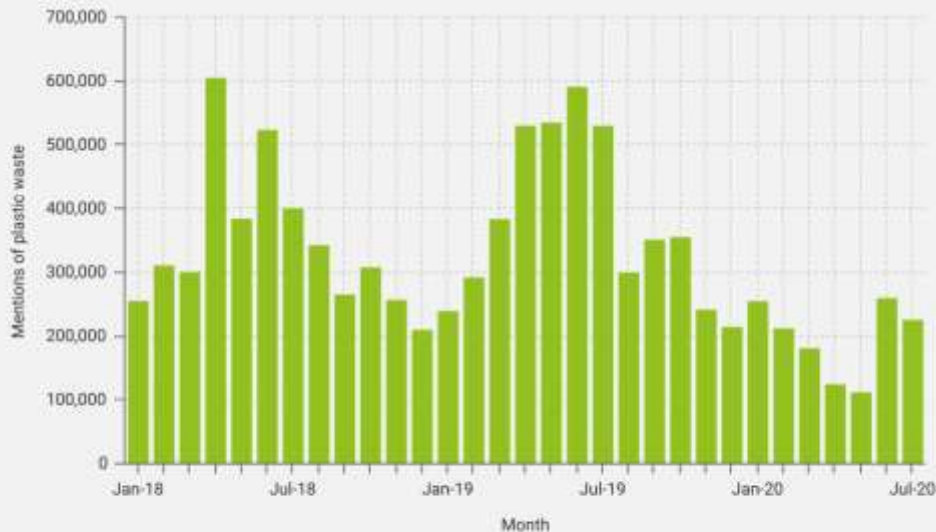
- Interest in plastic waste on social media has been low this year.
- Consumers in France and Spain are the most worried about plastic waste. Those in the US appeared to be the least worried, especially when compared to 2019. Last year, 49% of US respondents said they were worried about plastic waste. In 2020, that number is 44%.
- While single-use plastic is on the up, **worry about its impact is headed downwards.**



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Mentions of plastic waste down in 2020

Source: Brandwatch Consumer Research | Shows English-language mentions of plastic waste online



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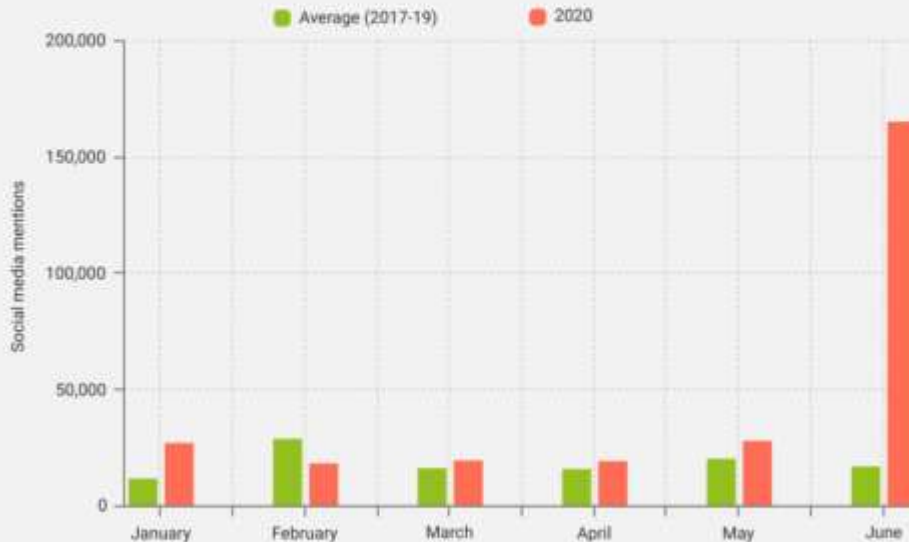
Trends in Fast Fashion

- Lockdown has accelerated awareness on issues with fast fashion. **Conversation jumped up 31% in the summer compared to the spring.**
- People have become more aggressive when demanding change, provoked by a 97% increase in media reports on fast fashion.
- Conversation this year stretched across new trending themes: exploitation of workers, unpaid wages, sustainability, the disproportionate effect on women, corporate bonuses.
- **Issues with fast fashion are becoming a bigger part of online conversation and public consciousness.**

Social mentions of fast fashion skyrocket in June



Source: Brandwatch Consumer Research | Shows English-language mentions of fast fashion | Excludes news.



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Historical Data to Predict Trends

- We looked at conversation around sun protection products alongside sun hours in the UK between January 2019 and July 2020, **finding a pattern between the amount of sun people experienced and their interest in sun protection.**
- With this information, sun protection brands can use weather forecasting to plan future social activations. They can also investigate the topics people are talking about within sun protection discussion to find out what those activations should focus on and even pass this information on to product teams for further development of skincare products. This year we found lots of **consumers talking about cruelty-free products and hydrating minerals.**

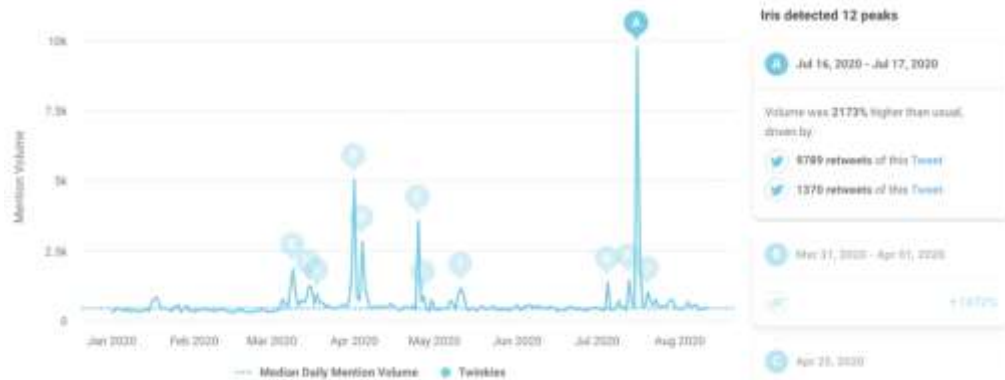
SIGNAL
POTENTIAL
INDICATOR OF A
TREND

INDICATOR
COMBINATION OF
FACTORS
SUPPORTING
TREND

NOISE
IRRELEVANT
INDICATOR OF A
TREND

Trends from the Known vs Unknown

- Here's an example, looking at social mentions of 'Twinkies'. Our AI-assistant Iris picked up several spikes in conversation and the distinct driving forces behind those spikes.
- The drivers of the biggest peak (A) are two tweets that relate to wearing masks due to the pandemic while buying Twinkies.
- Picking up on trends that relate to your own brand name can be simple, as shown above. A little more complicated is spotting trends that come out of the blue. While these are harder to find, both trends 'from the known' and trends 'from the unknown' are equally valuable.





Recap

- Make sure you have the right tools to trend spot.
- Always keep consumers at the heart of the trend.
- Learn to use signals and indicators to your advantage.
- Set up ways to be alerted of trends – from the ‘known’ to the ‘unknown’.
- Trends aren’t static – your research and trendspotting shouldn’t be either.



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Now You Know



Ben Ellis

Senior Research Consultant

bellis@brandwatch.com

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