

LATEST IN CONSUMER

In the past **12 months**, we have surveyed over **16k consumers** around the world across a variety of sectors.



Here are our **top 5 trends**, supported with evidence from some of our recent research.

TREND 1 NEW RETAIL BRANDS ARE DISRUPTING THE MARKET

35%

of online marketplace shoppers use the channel to **access niche brands**

ONLY 12%

of women aged 30-55 chose clothing **based on brand**

RECENT DEALS

Livingbridge ▶ In The Style
Key Capital Partners ▶ Construction Materials Online
Calculus Capital ▶ Cornerstone

TREND 2 NON TRADITIONAL MARKETING CHANNELS SUCH AS SOCIAL MEDIA AND YOUTUBE CONTINUE TO FIND GREATER SUCCESS

46%

of cosmetics consumers buy products they've **seen on Instagram**

TREND 3 THE FOCUS ON REACHING 'MILLENNIALS' MEANS 'GENERATION X' IS OVERLOOKED

65%

of women aged 30-65 cannot find fashionable clothes they **feel comfortable wearing**



TREND 4 EXPERIENCE-FOCUSED CONSUMERS ARE DRIVING GROWTH IN WELL-POSITIONED RESTAURANTS, BARS AND TRAVEL

Restaurant transactions

grew 22%
year on year in 2017

RECENT DEALS

Piper ▶ Flat Iron
Inflexion ▶ Virgin Experience Days
LDC ▶ Blue Bay Travel

TREND 5 IN FOOD AND DRINK, THE RISE OF THE CONSCIOUS CONSUMER CONTINUES

76%

of flavoured water drinkers are focused on **low sugar content**

Average protein consumption is up

2.2%
SINCE 2013

RECENT DEALS

Lion ▶ Grenade
YFM ▶ Friska
NorthEdge ▶ Clearly Drinks