

# Consumer Trend Canvas

## Analyze

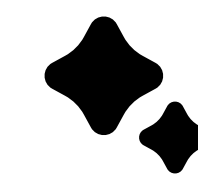
## Apply

**Trend**



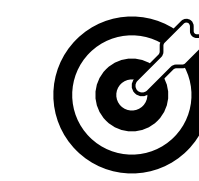
### Inspiration

How are other businesses applying this trend?



### Emerging Expectations

What points of tension and new customer expectations are emerging?



### Innovation Type

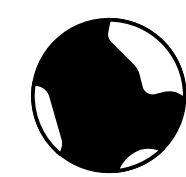
How/where could you apply this trend to your business?

**Your Innovation**



### Basic Needs

Which deep consumer needs and desires does this trend address?

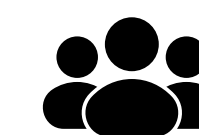


### Drivers of Change

Why is this trend emerging now?  
What's changing?

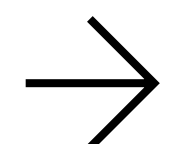
Shifts  
(Long-term)

Triggers  
(Short-term)



### Who

Which customer groups could you apply this trend to?



Click on the following hyperlinks to find out more about **TrendWatching's** complete **Methodology** and how to apply this **Consumer Trend Canvas**.



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