

Consumer Trend Canvas

Analyze

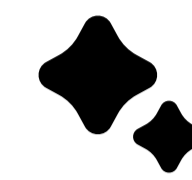
Apply

Trend



Inspiration

How are other businesses applying this trend?



Emerging Expectations

What points of tension and new customer expectations are emerging?



Innovation Type

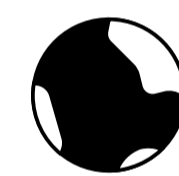
How/where could you apply this trend to your business?

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?

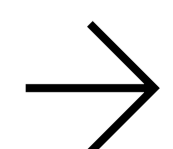
Shifts
(Long-term)

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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