

2020 - 2027 Future of Consumption

QUANTUM CLARITY

People favor microfied experiences as attention spans continue to decline. The future of demand creation will be dominated by players who increasingly harness the power of micro-habits and simple rituals to further fragment the mass market and enable consumers' new consumption behaviors.

Quantum Clarity 2020

Future of Consumption

New models of responsible consumption are emerging on a global scale. Inundated and overwhelmed by the media and the stress of everyday life in 2020, consumers, out of necessity, begin to appreciate and find **delight in the small things:** micro-sized products, services and experiences, simple rituals, and healthy little everyday habits that fuel those good-for-you addictions that we all long for. New models of micro-consumption will generate game-changing conversations that redefine abundance and innovation through 2030 and beyond.

U.S. Bureau of Economic Analysis. "National Income and Product Accounts," Download "Table 1.1.1. Percent Change From Preceding Period in Real Gross Domestic Product." Accessed Feb. 6, 2020.

What new opportunities exist for brands in this new landscape of consumption?



image: Amanda Wrate

1.8%

Consumer spending increased by 1.8% in the fourth quarter of 2019.



image: Pixabay for Pexels

24%

Americans constitute 5% of the world's population but **consume** 24% of the world's energy. The population is projected to increase by nearly 130 million people – the equivalent of adding another four states the size of California – by the year 2050.



image: Google search

68%

Almost seven-in-ten Americans (68%) feel worn out by the amount of news there is these days.

Consumers feel more and more **tension, stress, and confusion** as they live in an overabundant world filled with waste. They're aware enough to realize that they're part of the growing problem, yet don't have the means, time, energy, or ability to do anything about it.

Crossing the Chasm

Dominant players in every industry are crossing the chasm from traditional, wasteful consumption models to engage new models of sustainable consumption (abundance without waste). In order to cross the chasm, disciplined organizations harness the power of (1) subtraction and microfication; (2) habit formation; and (3) curating new micro-rituals that capture the hearts and minds of consumers.

TODAY

**Wasteful
consumption**

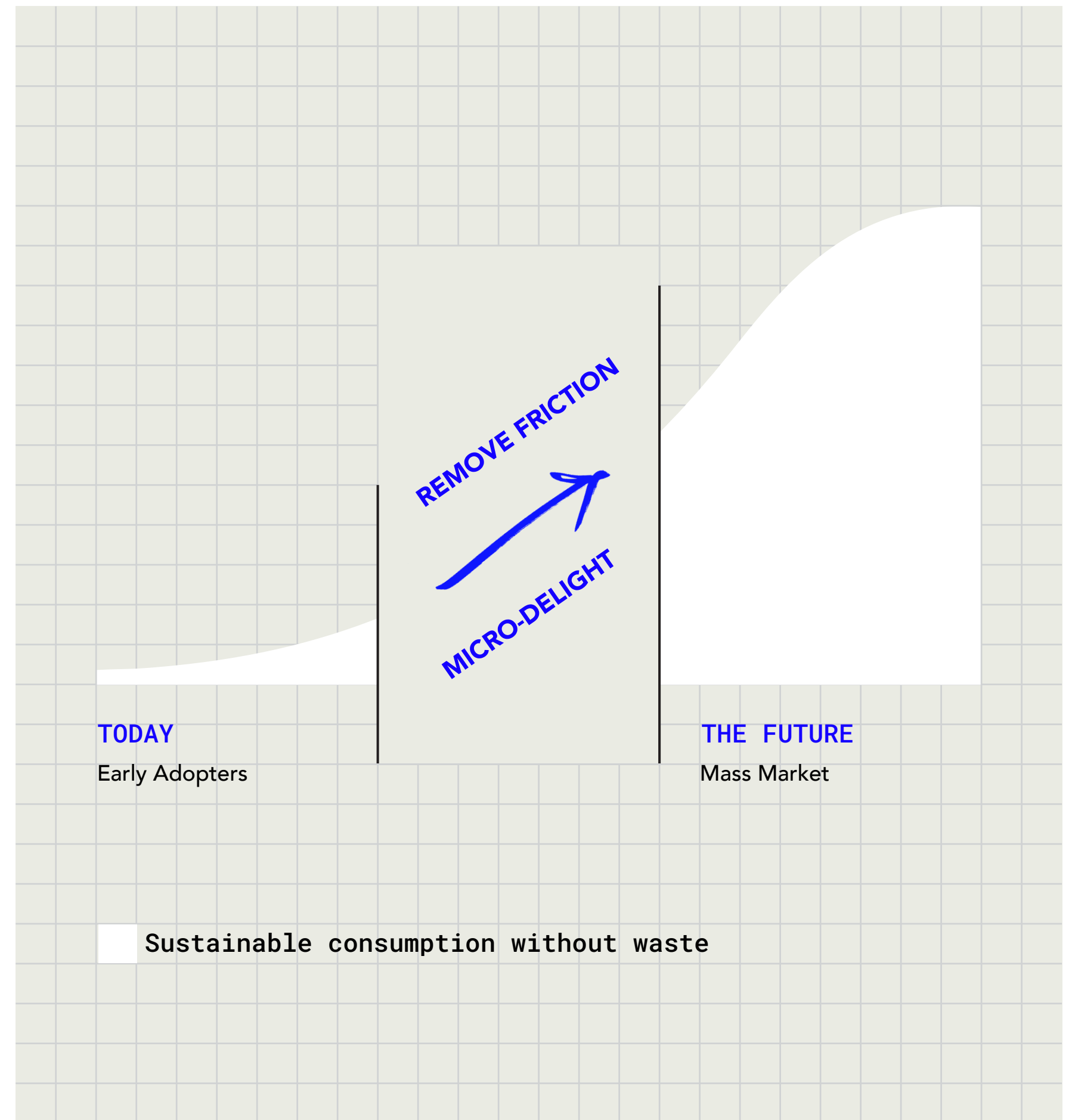
Current value



THE FUTURE

**Sustainable
consumption
without waste**

New value





The opportunity is

Subtraction

Abundance without Waste.

Consumers are eager to eliminate waste, yet eager to consume; disciplined subtraction produces abundance without waste. Consumers blame the last decade's models of consumption for unsustainable levels of waste. They're looking to responsible brands to reverse that trend. And to brands that help them do some good as the world's population soars toward 8.5B by 2030, nearing the planet's carrying capacity.

THE OPPORTUNITY: Eliminate Anxiety.

The global market for sustainable consumption will exceed \$5 trillion by 2030. Dominant players are practicing subtraction: eliminating materials by microfying products, consolidating several products into one, and innovatively

reusing and repurposing materials. Stripped down offerings that include only beneficial essential features, relieve consumer friction and anxiety, and reinstall the joy of consumption.

Success derives from a clear understanding of shifting behavioral economics as consumers' attitudes and values are on the move. Subtraction is emerging as an impactful driver of purchasing preferences, in part determining the success or failure of consumer adoption.

The next decade of consumer engagement depends on the answer to their question:

"What is this thing made without?"



2010–19

WASTEFUL CONSUMPTION

Accelerated awareness among consumers of the impact of waste on people and the planet.



2020–30

SUBTRACTION AND SUSTAINABILITY

Indulging consumers' desire to consume, while making it easy, automatic, and effortless to be less wasteful.

Subtraction



image: Nancy Luna, Nation's Restaurant News



01

GHOST KITCHENS

Eliminating the actual restaurant, Ghost Kitchens only offer delivery or take-out and can house a number of extensions of existing restaurants and/or new brands.



image: CleanWell

02

CLEANWELL - ZERO WASTE LIFESTYLES

Send absolutely zero waste to a landfill. Reduce what we need, reuse as much as we can, send little to be recycled, and compost what we cannot.



image: icebreaker

03

ICEBREAKER

Removing all synthetic fibers entirely from all products and packaging in 2020.



image: Kim Bubello, TIME

04

ALLBIRDS "SWEETFOAM"

Fossil-fuel free and carbon negative, Allbirds SweetFoam is open-source sugarcane-derived technology so any company anywhere can use it.



image: Impossible Foods

05

IMPOSSIBLE FOODS

Meat without meat; no compromise in taste, texture or flavor, is the newest innovation in meatless burgers.



image: jenny & francois selections

06

PIQUETTE

Celebration without inebriation. Say hello to the low-alcohol and slightly bubbly Piquette that Millennials and Gen Zers are falling in love with.

The opportunity is to microfy

Ritual

Live for the Moment.

Consumers are eager to live for the moment, but they don't have a moment to spare. Making room for bigger timeouts isn't practical because they are time-starved and anxious, and live in a world that is fragmented and distracting. Micro-rituals work because they are simple, small celebrations packed with meaning and intention in the form of small activities, occasions, and/or events. Consumers look for inspiring and purpose-driven brands to curate micro-rituals as predictable oases of meaning.

THE OPPORTUNITY:

Celebrate the Now.

Looking forward, dominant players are stepping in to curate and craft micro-rituals that meet the needs and desires of busy consumers. The micro-rituals that

consumers fall in love with are those that catch them at just the right moment and capture their affection on sight, marking pleasurable moments in time. As pragmatists, consumers want brands to step in and create nifty little rituals that are instantly available and evoke emotion.

Experience design will be defined by brands who **captivate the hearts and minds** of consumers in the moment.

"We've looked at the things we really like, the things we truly need, those moments from which we derive pleasure. We have looked toward constancy, consistency, solidity, fidelity and things that stand the test of time."

(Monocle, February 2020, Issue 130, p. 60)



Image: Breakingpic for Pexels

2010–19

IMPORTANCE OF RITUAL

Consumers began to experiment with the restorative power of rituals.



Image: Casper



Image: Stephen Yang for NYPost

2020–30

MICROFICATION OF RITUAL

Overwhelmed consumers have microfied and multiplied their rituals and fall in love with products and services that enrich small moments of their everyday.

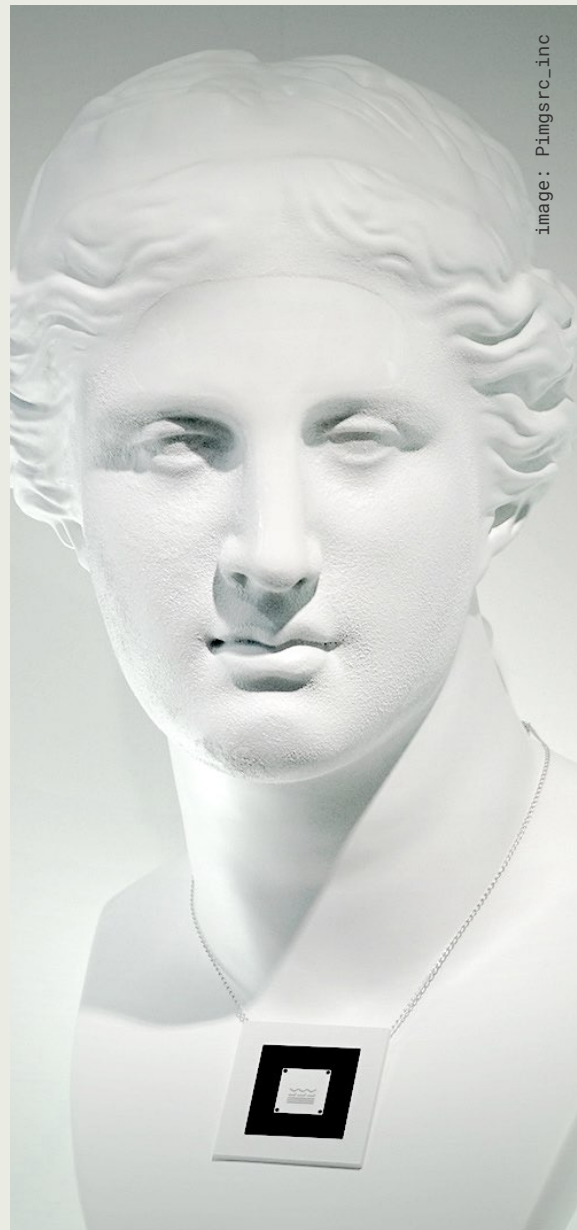
Ritual



01

3DEN

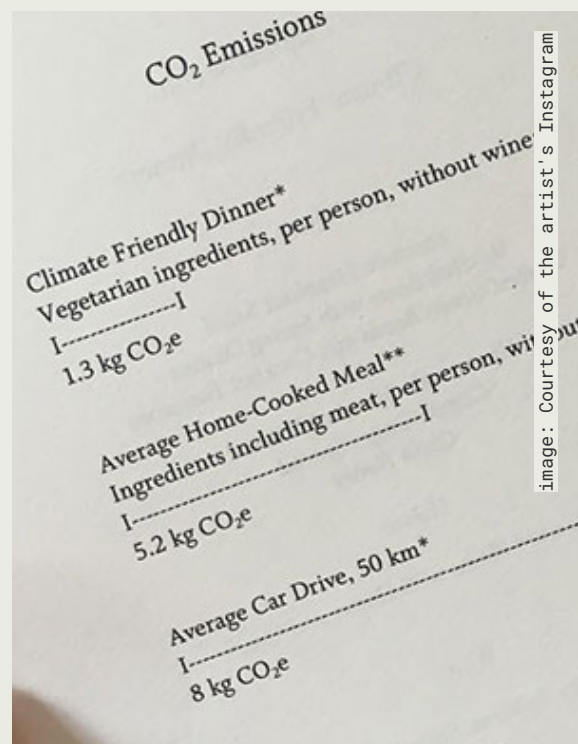
An “urban lounge,” a micro-escape from city chaos, in New York’s Hudson Yards development. 3Den offers quiet zones, nap pods, and generously stocked showers for a quick recharge while they’re in the city.



02

SHISEIDO OPTUNE

New Beauty Ritual, scan your complexion and get a customized serum formulated to just what your skin uniquely needs each morning.



03

PUNTERS

Enrich the pub grub ritual at this local eatery – the first in the UK to list the carbon footprint of each item on the menu. Savor the moment and save the planet over a pint.



04

AERA

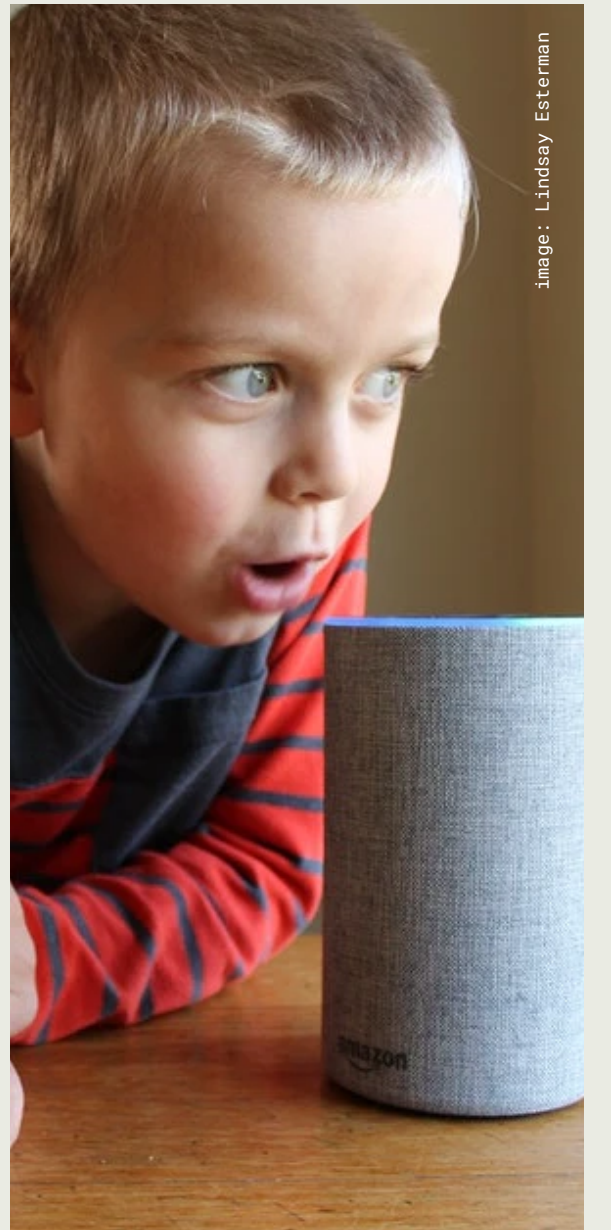
Set the mood by playing fragrance like you play music, using a sleek little high tech diffuser with volume control and instantly interchangeable fragrance cartridges.



05

MAMAZ SOCIAL FOOD

Intimate evening food celebrations almost anywhere – book in-home meals or cooking classes with local hosts and a small guest list in over 70 countries.



06

ALEXA HACKS

Hack parenting rituals like answering kids’ tough questions or playing a board game with digitized interventions from the world’s most cool, calm, and collected “mom”.

The opportunity is to microfy

Habits

Pleasure Triggers.

Changes that seem small and unimportant at first will compound into remarkable results when consumers get hooked. In a fickle world, habit formation is a universal hook that leads to brand loyalty, market growth, and sustained business opportunities. As more and more consumers struggle to adopt healthier habits, brands have a role to play in order to make it easier. **Master the science of habit formation** by tapping into the key cues that will build addictive, uncontrollable product attraction and adoption.

THE OPPORTUNITY: Good Addictive Habits.

Dominant players identify the consumption triggers, actions, rewards, and/or new investments which they are

uniquely suited to own and to which they can attach their brand. Brands attract future customers by embedding themselves into consumers' everyday lives and making themselves into a pleasurable habit.

Brands that want to be welcomed in as a valuable lifestyle addition will succeed by enticing the consumer to engage frequently and also feel really good about their recently acquired little addiction.

"Habits are a dopamine-driven feedback loop. When dopamine rises, so does our motivation to act."

James Clear



Image: CrossFit Helix



Image: Cathy Hester Seckman, RDH



Image: Pwy WatchOS

2010–19

THE DEATH OF WILL POWER

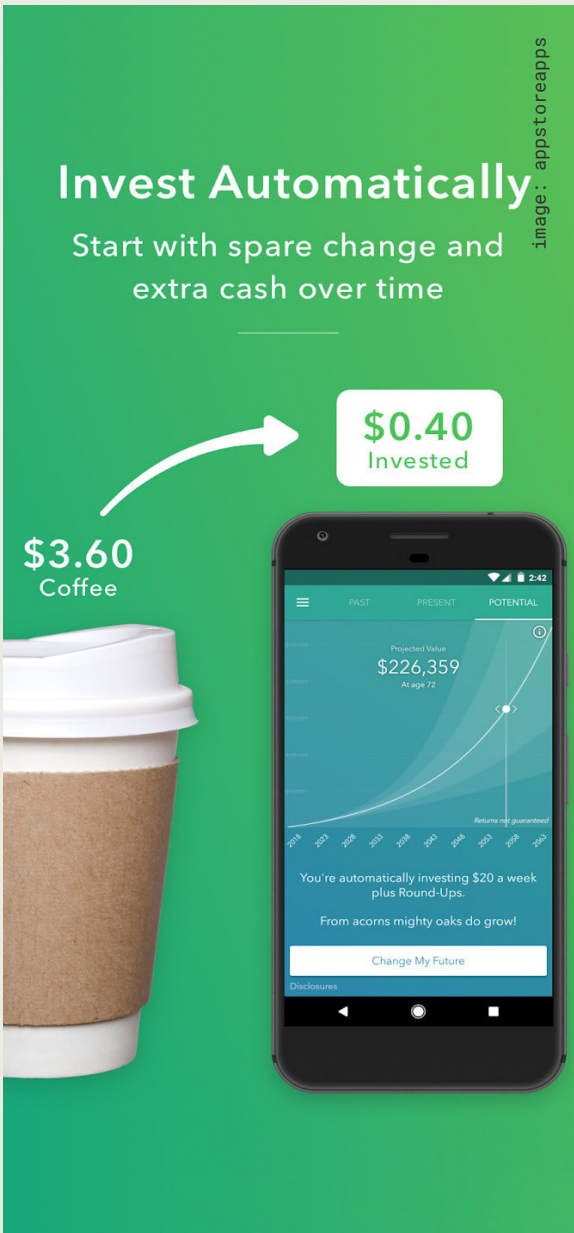
Consumers looking to adopt healthier habits became disillusioned with a self-improvement model based on grit and goals.

2020–30

THE BIRTH OF HABIT CHANGE

The science of behavior change is validating the power of small habits to effect engagement, brand loyalty and product adoption.

Habits



01

ACORN
Scoops up micro-amounts of small change with each purchase and invests it, while you watch a little deposit here and there add up to big savings over time.



02

HEADSPACE
Bite-sized guided meditations for busy schedules. Learn to meditate and live mindfully. Live a healthier, happier, more well-rested life.



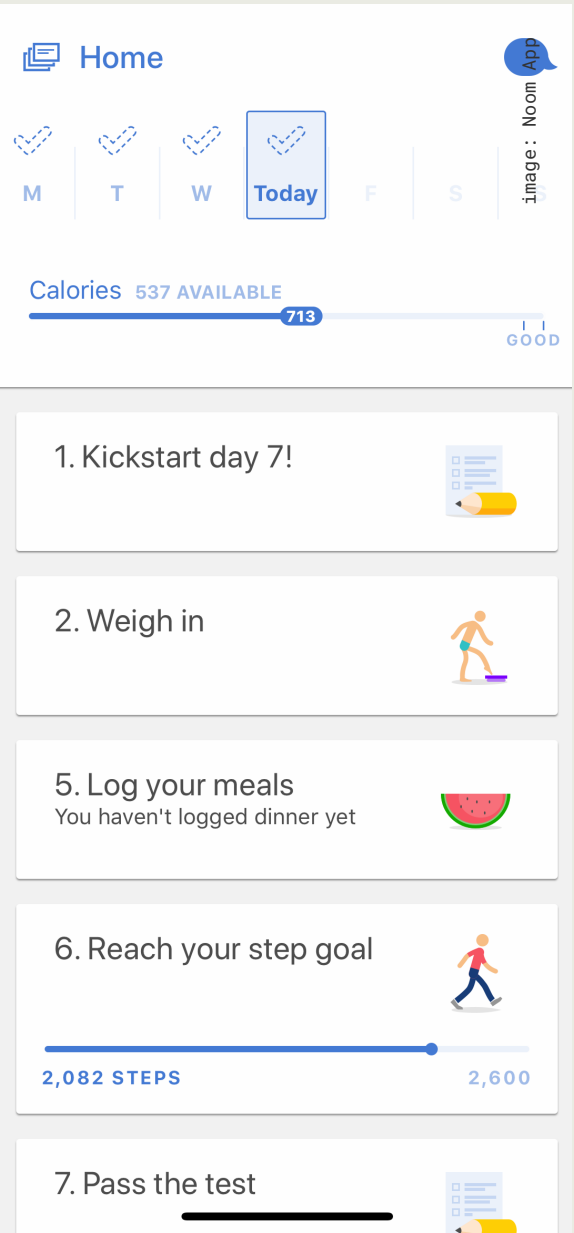
03

CARE/OF
A little moment of self-reflection built into your everyday, in a personalized bespoke health plan packaged in daily packets with vitamins, supplements, and more.



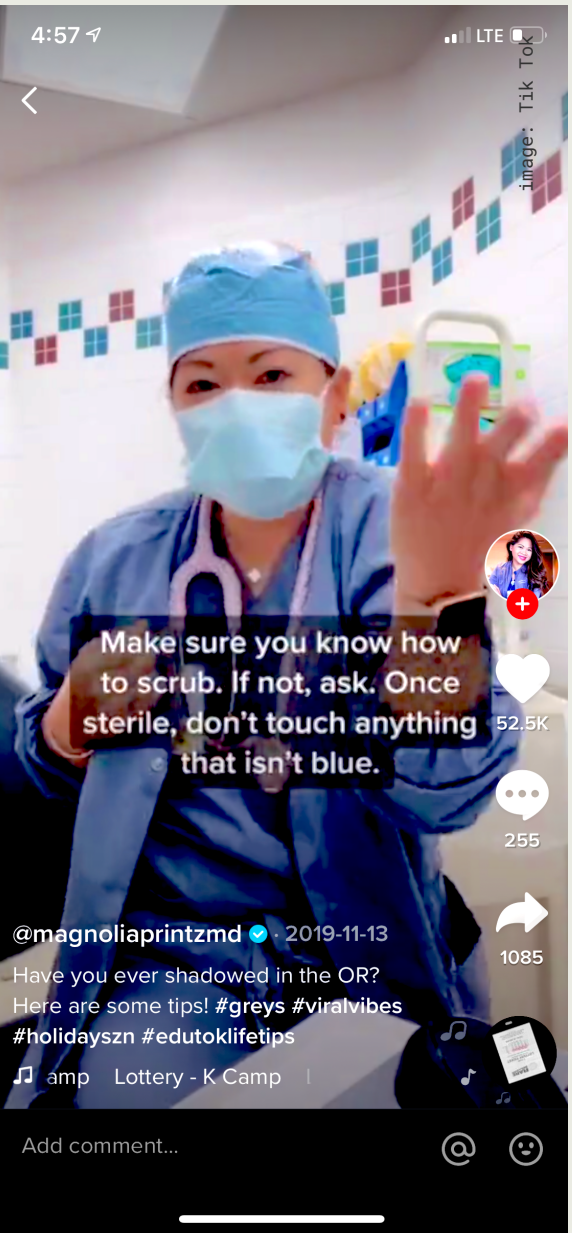
04

STARBUCKS REWARD
Habitually collect cute little stars with each dollar spent that quickly add up to rewards. Easy sign-up and extra stars for Starbuck Visa holders entice consumers to return and redeem over and over again.



05

NOOM
Positive behavioral psychology-based digital behavior change platform for weight-loss and physical fitness.



06

TIK TOK TUTORIALS
A micro-vlogging site with engaging karaoke-like vines as short as a few seconds that condense social media connections and entertainment down to a few irresistible moments in the limelight.

Business Opportunities

Subtraction

Eliminate Anxiety.

Ritual

Celebrate the Now.

Habits

Empower Good Addictive Habits.

Consumers want brands to help them make a difference.

HOW WILL YOU REFINE YOUR PRODUCT OFFERING TO MAKE IT EASY FOR CONSUMERS TO MAKE BETTER CHOICES?

Dominant brands in the next decade will build the discipline and rigor to apply microfied principles to drive sales growth, build consumer loyalty, and access whole new markets for growth.

88% of consumers want you to help them make a difference

Future Proofing:

Ziba can help.

Trend analysts define trends, but Ziba makes meaning of trends in the context of our clients' businesses by applying our core competencies in Design Thinking and Design Making. We design relevant innovations and customer experiences that are actionable and future proofed, setting our clients up for success tomorrow, starting today. Ziba has only one metric for success, and that's the success of our clients.

LET'S GET STARTED

Quantum Clarity Future Proofing Workshop

Future Proof your products and services in a scalable, quick-results workshop. Your team will conduct a 6-point Quantum Clarity diagnostic to identify your competitive advantage and refine initiatives roadmaps that align with new opportunities for growth and impact.

Experience Design & Innovation

Ziba can help you cross the chasm into the Future of Consumption. Collaborate with us to reimagine digital and physical experiences for the future. We'll help you clarify your vision and we won't stop until it's realized.

Contact Ziba at 503.223.9606
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Thank you

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