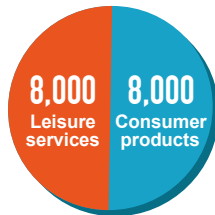


## LATEST IN CONSUMER 2017

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**

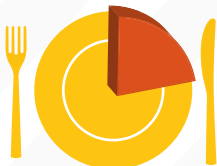
### TREND 3 THE FOCUS ON REACHING 'MILLENNIALS' MEANS 'GENERATION X' IS OVERLOOKED

**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

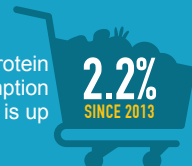
### TREND 5 IN FOOD AND DRINK, THE RISE OF THE CONSCIOUS CONSUMER CONTINUES

**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



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