

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
Inflection ▶ 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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