

LATEST IN CONSUMER 2018

In the past **12 months** we have surveyed **35k** global consumers in a variety of sectors. Here are the **top 6 trends** we identified from our research.



1 TRANSIENT BRAND LOYALTY

WILLINGNESS TO EXPLORE AND TRIAL NEW BRANDS IS HIGH, EVEN AMONG SATISFIED CUSTOMERS

57% of holidaymakers **always** compare operators

3 ENDORSEMENTS DRIVING PURCHASE

PEER AND EXPERT RECOMMENDATIONS INCREASINGLY IMPACT TRIAL AND PURCHASE



Tripadvisor is the key recommendation source for UK holidaymakers

52% of drinkers seek recommendations from bar staff

5 SHOWING TRIBAL ALIGNMENT

CONSUMERS ARE HAPPY TO EXPRESS THEIR CONNECTION TO BRANDS, GROUPS OR VALUES



57% would buy own-branded clothing from their fitness provider

Attendance at major Comic Cons has grown at 20% per annum since 2010

35K
CONSUMERS

12K LEISURE & TRAVEL
23K PRODUCTS & RETAIL

2 CONVENIENCE IS KING

IN IMPULSE & REPEAT PURCHASES, SPEED AND CONVENIENCE OFTEN TRUMPS PRICE



of gym goers considered location to be important in choosing their gym

6/10 choose food to go based on what's most convenient at the time

4 NARROWING TECH GEN GAP

OLDER ADULTS ARE MORE TECH-SAVVY THAN EVER. A FULLY INCLUSIVE ONLINE PRESENCE IS KEY



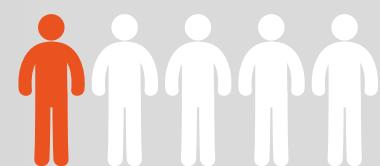
41% of over 75s have a social media profile

62%

of over 65s now book their holidays online

6 SEEKING MAXIMUM VALUE

USE OF DISCOUNTS AND CASHBACK IS ENTRENCHED ACROSS SOCIAL DEMOGRAPHICS



1 in 5 use discounts on almost every major purchase

55% say their use of vouchers has increased in the last few years