Whilst 2020 was a year for reset, businesses are now looking ahead for opportunities in the aftermath of uncertainty. Consumer perception of products and experiences has been reinvented, redefining global consumption and priorities. Future Consumer 2023 is part of a series of business strategy reports underlining what you need to action right now to anticipate and deliver the products people will want going forward.

As well as exploring consumer sentiments such as ‘time perception’ and ‘hope’, it sets out four consumer profiles that will shape the world around us: The Predictors, The New Romantics, The Impossibles and The Conductors.

With detailed engagement strategies for each consumer profile, Future Consumer 2023 helps you create opportunities for growth – despite disruption and uncertainty – and align your executive team to deliver on that vision.

Read on for a taste of the white paper, which is offered in full for WGSN subscribers.
01
The Predictors

A warped sense of time, emotional fatigue and economic uncertainty have taken a toll on The Predictors. This proceed-with-caution cohort desires stability and security and can only deal with optimal interference.

**Strategy:** Activate retail innovations such as refillable in-store tech, subscription-based, pre-order and made-to-order retail, weekly-drop initiatives, new discount models and loyalty programmes.

02
The New Romantics

Increased workloads and a deep need to reconnect with their emotions fuel The New Romantics, a group that is redefining community collectives. Witness the global city flight of people to rural locations, the new remote-working reality and an enhanced sense of local community.

**Strategy:** Develop products, services and initiatives that help people create stronger emotional ties with their inner and outer worlds. Look to using nature-powered materials and create sustainable products that offer sensorial moments, encourage rituals and enhance wellness.
03
The Impossibles

Fuelled by the anger of 2020 and lack of institutional and governmental assistance, this activist cohort looks to utilise technology and its peer groups to build back better. In 2023, ‘cancel culture’ will evolve to focus on diversity, as The Impossibles support diverse companies and communities.

Strategy: Focus on inspiring action, sustained progress and long-term change for good. Develop transcultural products, incorporate indigenous wisdoms, ensure your supply chain is ethical, be transparent and engage with and develop direct-to-investor marketplaces.

04
The Conductors

Cognitive flexibility means this group is incredibly resilient. Multi-dimensional, multi-talented and always multi-tasking, this thrill-seeking cohort soaks up neural inputs, and in 2023 will seek out new experiences and high-sensorial moments, driving the next wave of multi-hyphenate careers.

Strategy: Invest in new enterprising experiences, virtual adventures and multi-hyphenate worlds. Explore gamefied retail, e-teractive commerce, metaverse markets and new third-space realms where consumers communicate, play, shop, learn and work.
“Normal has been redefined for us all. And while the pandemic has shifted both our world and our thinking, there is cause for reflection and optimism. Careful planning, an open mind and a flexible approach will be crucial to future survival and success for all brands and businesses.

Always highly anticipated, our Future Consumer white paper offers a compelling and invaluable glimpse of what people will want in two years’ time – giving you the competitive advantage. Predicting how the recessionary mindset will evolve and where demands for new products and experiences, as well as corporate and social responsibility, will take us, Future Consumer 2023 equips you and your team with the knowledge you need to create the products, services and strategies of tomorrow.”

Carla Buzasi, President & CEO, WGSN
About WGSN

Getting ahead of change in times of uncertainty and disruption can be challenging. Changes in consumer behaviour and shopping priorities have meant that brands and businesses had to rethink their engagement strategies to stay relevant and deliver what their consumer will still need and desire.

At WGSN, we help you navigate changes in consumer behaviour and create opportunities for growth – despite any disruption and uncertainty – giving you actionable forecasts that you can act on right now.

WGSN is an intelligent, global operation that identifies, evaluates, verifies and contextualises trends accurately. We constantly monitor the signals of change that will impact how consumers think, feel and behave. Combining instinct and intelligence, our experts assess and define the trends that are most relevant and truly worthy of investment, by drawing on consumer and retail data, culture, creativity and critical analysis to give you today the trends that will help you win tomorrow.

WGSN accurately predicts the products, experiences and services people will need in years to come, helping brands stay relevant and secure future success.

We are trusted to get it right, and we deliver on that for our customers every day.

Find out more on how we can help you today, so you can create tomorrow.