

# Trendsetters and Early Adopters - US - 2022

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## This report looks at the following areas:

- The demographic makeup of Trendsetters and Early Adopters
- How Trendsetters and Early Adopters perceive themselves and how they are perceived by others
- The most important qualities to Trendsetters and Early Adopters
- Trendsetters and Early Adopters desire to share their experiences
- Sources used by Trendsetters and Early Adopters for product discovery
- Attitudes held by Trendsetters and Early Adopters on ads and product recommendations

In an increasingly crowded landscape, personal recommendations matter more in cutting through the clutter. For brands, this makes it a crucial time to connect with Trendsetters and Early Adopters. By definition, these consumers are typically the first to get their hands on a product and are they are vocal. As such, their opinions can drastically impact the conversation around the adoption of the brands and products that they review. To resonate with Trendsetters and Early Adopters, brands must make an effort to understand what sets them apart from other consumer segments. Some of these traits include a stronger desire to be seen as unique, a heavier reliance on multiple sources for trend and product discovery, and greater urge to share these discoveries.

As these consumers are inherently drawn to being first, incorporating "insider" programs, limited releases and exclusive pre-release events into campaigns would catch their attention. Once products are in the hands of Trendsetters and Early Adopters, leveraging the power in word-of-mouth recommendations – the most trusted source for all consumers – is key. This means that great consideration needs to be given to incentivizing these consumers to share their experiences. By taking the time to properly understand the behaviors and attitudes of Trendsetters and Early Adopters, brands can better appeal to these consumer segments and benefit from their eagerness to spread the word about the brands and products that resonate with them.



"Trendsetters and Early Adopters are keen to stay ahead of the curve. To connect with these segments, brands must make sure to maintain and enhance this feeling."

- **Klaudia Kondaciu,**  
**Consumers and Cultures Analyst**

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