

## Trendsetters - UK - January 2011

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### What is this report about?

Mintel Inspire has predicted eight key consumer behaviour trends for 2011, examining how consumer behaviour is changing in the wake of the recession. In this report Mintel uses exclusive online consumer research to quantify these trends, identifying the groups of consumers who will be taking them forward, as well as the likely impact on brands. The research was conducted in November 2010 among a sample of 2,000 internet users aged 16+.

### What have we found out?

- The march of technology, and its possible downsides in terms of loss of the human touch, is another of the 2011 Inspire trends (see Affection trend). Among Mintel's respondents, it was the fun aspect of new technology that prompted the most positive responses. More than six in ten agreed that 'I find it fun playing around with new gadgets'.
- High-street retailers are finding it increasingly difficult to compete with the online experience in terms of price and convenience, but Mintel's research found that, despite widespread recognition of the advantages of internet shopping, seven in ten still prefer to see and touch the goods before they buy.
- Smartphone apps, particularly those using location-based technology, are revolutionising retailing. Mintel's research suggests that shoppers using Marks & Spencer and Waitrose (which have both been active in the field during 2010) are particularly enthusiastic about their smartphones, and keen on using apps to make their lives easier and more interesting.
- Among the social and demographic developments predicted by Mintel is an acceleration of the long-standing trend towards non-traditional gender roles in households, for example men doing more housework, and women taking more control of finances. Mintel's research indicated that households where roles are flexible and non-traditional are both more environmentally aware, and more responsive to technology.
- Getting closer to nature is one way of coping with recessionary gloom. A dominant feature of Mintel's research into Inspire trend Modern Urban Nomads is the high level of interest in city-based nature pursuits among respondents aged under 35. Four in ten in this age group expressed interest in urban regeneration projects, and a similar proportion in visiting city farms.

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