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BY: Mandy Saven



Spotlighting the top-end of the food and beverage landscape, creativity and innovation proliferated in spades at this year's Speciality & Fine Foods Fair in London. From blue chardonnay and pomegranate ketchup to seaweed houmous, brands prioritised flavour, format and adaptability.

SUMMARY

EASE MEETS ENGAGEMENT Appealing to the time-strapped yet enthusiastic at-home cook, food brands continue to release meal kits that inform and inspire. In many instances, focus shifts from ingredients to cooking methods – enabling consumers to easily develop a feeling of 'ownership' over their DIY dishes. See also [DIY Mixology](#).

FRUIT IN ALL FORMS As explored in [Strange Fruit](#), natural produce provides a wonderful canvas for creative experimentation both in terms of flavour and format. On this front, fruit was presented in unprecedented and unusual guises.

DRESSED-UP DRESSINGS & CREATIVE CONDIMENTS Pepping up everyday condiments, dressings and spreads, creative food producers are utilising innovative flavour mash-ups and looking to more convenient formats for ease of use. See also [Evolved Packaging Aesthetics](#).

BRANDING BUGS While hype surrounding insect-based cuisine cools down, smart brands are pulling out all the stops to lure hesitant consumers with contemporary, artisanal and lifestyle-led packaging and branding solutions.



Mophagy

Ease Meets Engagement

As covered in [Packaging Futures 2016-17: Fast Consumption](#), the 'commercial connoisseurship' trend is still going strong as everyday consumers seek easy-to-prepare, yet impressive, dishes. With time becoming the ultimate luxury, brands are tapping into this mindset with product ranges that marry ease and participation alongside opportunities to customise.

In a talk that explored millennials' relationship with food, Claire Brumby, founder of British snack brand Scrubbys Vegetable Crisps, drew a link between millennials and convenience cooking.

“

Millennials aren't doing the big weekly shop anymore. They are more spontaneous and have better-stocked spice cupboards that work with things like meal subscription kits.

CLAIRE BRUMBY, FOUNDER, SCRUBBYS VEGETABLE CRISPS

- Curated Cooking:** [Sourced From](#) is a new line of kebab and poaching kits inspired by global cuisines. Options include Sourced from The Middle East (spicy shawarma kebab kit) and Sourced from India (Goan spiced fish oven poaching kit). "It's basically meat on a stick, but there is so much potential here to be creative. The next step could be Greek (kofta) and Japanese (yakitori)," explained brand founder Michelle Potts. However, she stressed the importance of not foregoing taste for the sake of convenience.

“

It's got to be authentic. Just because it's quick, doesn't mean you can compromise on authenticity.

MICHELLE POTTS, FOUNDER, POTT'S



Sourced From

Sourced From

Sourced From

- Reliable Shortcut:** British food producer [Gordon Rhodes](#) presented its range of Cook Mixes, designed to be used in slow cookers. The line includes No Hurry Chicken Curry, Chilled Chilli Con Carne and Slow Comfortable Stew. "All you need to add is meat and water, pop it in the slow cooker, and your meal is ready hours later," explained sales manager Claire Rushton. "People are time-strapped but still want nutritious food, especially mums after football and after-school clubs."

“

It's almost like cheating. You can wow your friends with it but you've not done all the hard work.

CLAIRE RUSHTON, SALES MANAGER, GORDON RHODES



Gordon Rhodes

- **Gourmet Granola:** UK-based food producer [Troo Granola](#) previewed three Fresh Granola Toasting Kits in Seedy, Nutty and Fruity options at the show (officially launching in 2017). Each kit contains dry ingredients, a measuring pot and a bag of fruit. Customers simply add their choice of oil (coconut, olive etc.) and sweetener (agave nectar, maple syrup etc.), mix, and bake in the oven.

“You can’t beat the roasty, toasty, spicy taste of fresh granola; that’s why so many people already make their own,” said Helenor Rogers, founder of Troo Granola. “We’re just making it ultra-convenient for consumers, taking all the hassle out of homemade granola, yet allowing them to personalise it to meet their needs.”

- **Gourmet Cookie Dough:** New British gourmet cookie-dough brand [Doughlicious](#) marries health and indulgence with its ready-to-bake cookies. They come in a variety of flavours such as Ginger Molasses and Oatmeal Cranberry. For raw food enthusiasts, the cookie dough can be consumed once defrosted.



Troo Granola

Doughlicious

For more on developments in bakery, see [Bakery's New Wave](#). For more on ready-meals and easy eating, see [Convenience Cuisine](#).

Fruit In All Forms

From alcohol-infused berries to sweet ketchup and blue wine, vendors delivered product lines that used fruit in new and unusual guises.

- **Sweet Sauce:** Produced in small-batch quantities in London, [Aphrodite's Food](#) showcased its pomegranate ketchup, which is made using only natural, locally sourced ingredients. The product brings ultra-sweet flavour cues to the category.



Aphrodite's Food

- **Drunken Berries:** British brand [Pinkster Gin](#) presented its new gin-soaked raspberries – a tart, natural by-product of its premium gin. They can be used to pep up sorbets and ice cream, dipped in chocolate for a touch of decadence or added to a gin-based cocktail. For more on how brands are using nature's 'long tail' to create sustainable product lines, see [Feeding Tomorrow's Consumers](#).
- **Baobab Boost:** Capitalising on consumer interest in baobab fruit (covered in [Africa's Culinary Influence](#)), modern African food producer [Bim's Kitchen](#) showcased its Baobab & Cacao Syrup. Reminiscent of a rich chocolate sauce, the product can be used in baking, mixed into cocktails or dolloped onto ice cream, yogurt and cereals. See also [Healthy Indulgence](#) for more on health-boosting products in decadent formats.
- **Grapes in New Guises:** Inspired by the colour wheel, Spanish wine producer Santa Margarita has released a blue chardonnay called Passion Blue. Produced using a natural chemical process that utilises the skins of red grapes, it pairs well with light, summery foods like salads.



Aphrodite's Food

Pinkster Gin

Bim's Kitchen



Wine doesn't always have to be so 'classic'. We want to start a revolution and we want to make it fun.

IAN DAWSON, MANAGING DIRECTOR, PASSION BLUE



Passion Blue

For more on colourful wines, see [Blue Wine](#) and [Alcohol Trends 2016](#), while [Visualising Flavour: Food & Colour](#) explores innovative use of colour in food.

Dressed-Up Dressings & Creative Condiments

Breaking free from their traditional flavour 'personalities', dressings, spreads and condiments were repositioned with creative twists. In particular, seaweed emerged as a hero ingredient.

- **Foraged Flavour & Super Seaweed:** UK-based food producer [Wild At Heart](#) showcased its new seaweed mayonnaise, which is produced using foraged red and green seaweed from the west coast of Ireland. Similarly, British brand [Me Too Foods](#) brings oceanic flavour to Middle-Eastern cuisine with its seaweed-infused houmous.
- **Pouring Mustard:** British mustard company [Fin & Oilly's](#) has launched a pouring mustard that delivers on format and taste, combining the depth of French mustard with the spiciness of English. "It pairs convenience with premium by enabling you to pour, but keeping the glass bottle," explained brand founder Oliver Preston.



It is a totally unique recipe, with consideration given towards consumer health and allergen issues: absolutely nothing artificial, gluten and wheat-free, soy and dairy-free, suitable for vegans, ultra low in saturated fat, non-GMO.

OLIVER PRESTON, FOUNDER, FIN & OILLY'S

- **Protected Oil:** British food producer [Bell & Loxton](#) spotlighted its selection of pressed rapeseed oils, which come packaged in slender and lightweight aluminium bottles. Varieties include Garlic, Basil and Indian Spice Blend. "It had to be fully recyclable, light for transportation, and it had to house the oil completely in the dark as light breaks down the elements," explained brand founder Jonathan Bell.



Wild At Heart



Me Too! Foods



Fin & Oilly's



Bell & Loxton

- **Dipping Dukkah:** Egyptian dish dukkah – a mix of seeds, nuts and spices – cropped up multiple times in innovative formats. Me Too Foods offered a houmous spread with a crunchy dukkah topping, while Cornwall-based [The Dukkah Company](#) offered hand-blended small-batch dips and serving dishes. Its Dipping Sand dip works well with white fish, while Hot Sand is a chilli-infused alternative that adds big flavour to salmon or meat. All dips can also work as a final dusting to top off bread dipped in olive oil.
- **Flavoured Honey:** Danish artisanal honey brand [Helt Honey](#) showcased its range of honey products, which are infused with unusual flavours that bring spicy, savoury and peppery tastes to the traditionally sweet condiment. Varietals include Liquorice, Chilli, Mint and Hazelnut and Cocoa.



We set out not simply to toast the magnificence of meticulously farmed honey, but also to champion the lesser-known fact that honey provides the perfect platform where other fantastical flavours can strut their stuff – be that juicy berries, wholesome spices or even raw cocoa beans.

HELT HONEY



The Dukkah Company



The Dukkah Company



Helt Honey



Helt Honey



Helt Honey

Branding Bugs

The subject of eating insects – a rich and sustainable foodstuff that can be used to replace or supplement traditional (and environmentally vulnerable) forms of protein – has been thoroughly explored on Stylus (see [Branding Insect Crisps](#), [Feeding Tomorrow's Consumers](#) and [Future Farming](#)). However, in order to market these 'creepy crawlies' to the general public, food producers are taking a design- and lifestyle-led approach that focuses on contemporary branding and slick styling.

- **Power Flour:** UK-based cricket-flour brand [Crobar](#) spotlighted its newly branded, all-natural protein bars made with cricket flour. Varieties include Peanut & Cricket Flour and Cacao & Cricket Flour. The simple branding solution features a clean white background and delicately etched illustrations of multicoloured leaves – alluding to the natural source of the contents, but not overtly referencing the insect-based component.
- **Contemporary Crawlies:** In [SIAL 2014: Future Food Trends](#), we featured French insect-based food brand [Jimini's](#), which adopted stylish contemporary branding for its insect-based edibles using magenta, red, yellow and aqua colour cues. The brand has now released its new snack-bar range, presented in a warm colour palette and an easy on-the-go format. Ingredients, including crickets, feature as illustrative monochrome sketches.



Crobar



Crobar



Jimini's



Jimini's

- **Artisanal Insects:** UK-based food producer [Mophagy](#) showed off its sustainably produced cricket and mealworm powders along with its whole insect snacks, which are high in protein, micronutrients, omega 3 and fibre. The brand packaging boasts an artisanal edge in the form of a resealable brown paper bag and simple, straightforward branding.

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We wanted the brand to be a comfortable transition for customers. Most people won't go straight to the whole insects, but they will try the powders.

JOSH BETHAM, CO-FOUNDER, MOPHAGY



Mophagy



Mophagy



Mophagy



Mophagy

FUTURE INSIGHTS

ADJUST TO NEW REGIMES The fact that millennials are shying away from the large-scale weekly shops that previous generations embraced. This presents lucrative opportunities for food brands to offer products that can be purchased in staggered, intermittent or piecemeal fashions. This thinking can also be applied to all FMCG categories.

GET BUG-LITERATE As the will-we-won't-we conversation grows tired when it comes to edible insects as a future food source, producers are shifting their focus towards compelling and contemporary branding to help these 'tricky' edibles into shoppers' baskets. Look to these examples for universal learnings around 'uncomfortable' product lines.

BOOST INVESTMENT IN BY-PRODUCTS Pinkster Gin's canny reuse of the raspberries used to infuse its gin for another product range – 'boozy berries' in a jar – is a brilliant utilisation of existing resources and a firm commitment to sustainability. Can your brand repurpose any by-product materials?

FORGET FLAVOUR RULES Creative brands are pushing consumers out of their comfort zones with flavour combinations that marry seemingly disparate ingredients and cuisines. Mint-infused honey and houmous laced with seaweed set a new standard in flavour fusion. How will this translate to the beverage realm?

TOPICS: Advertising & Branding | Fast Consumption | Food & Beverage | Luxury Perspectives | Packaging & Graphics

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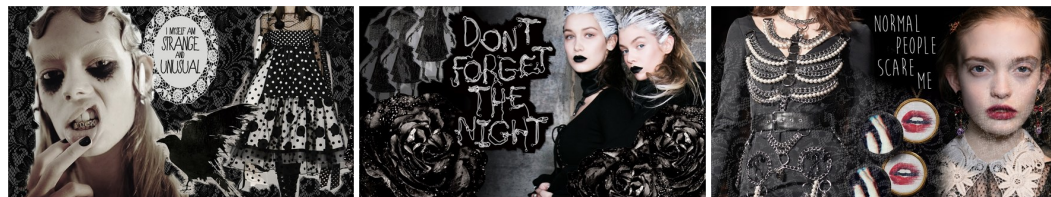
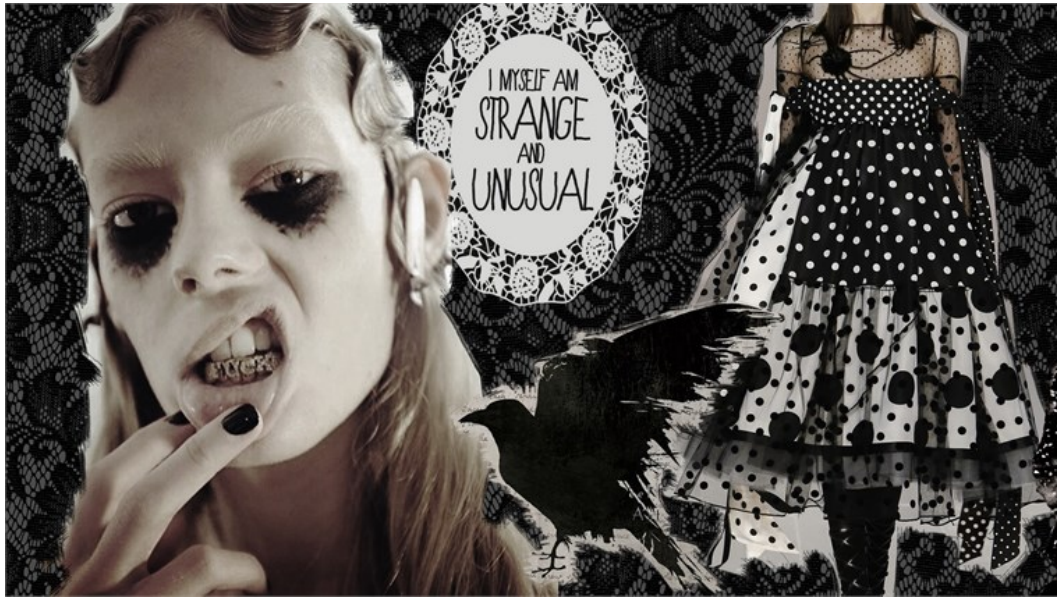
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BY: Emily Gordon-Smith &
Lianne Piroddi

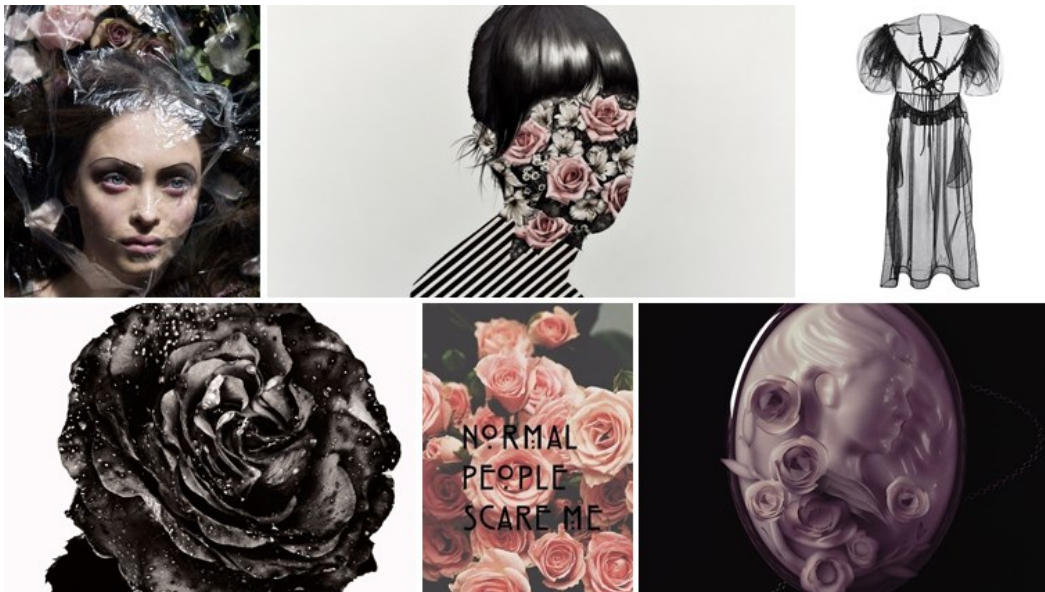


The prevailing feel for dark romance on the catwalks evolves into a playful direction for Halloween 2017. From gothic fantasy and nighttime creatures to Tim Burton's Beetlejuice, there is plenty of inspiration for the witching hour's fast-fashion graphics, jewellery and accessories.



Rose Amongst Thorns

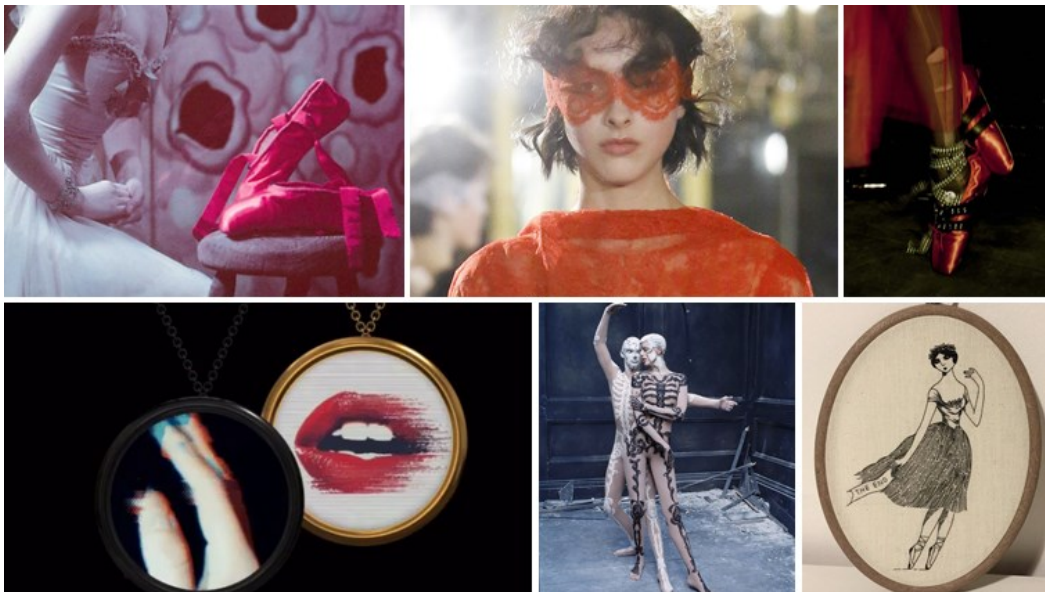
The dark-ground florals dominating the [A/W 16/17 catwalks](#) and an ongoing feel for Victoriana-inspired romance evolve into full-blown chintzy blooms with a thorny edge. Jet black features heavily for graphics and illustrative renderings, while Victorian cameos are reimagined for statement jewellery pieces. Simone Rocha's transparent tulle dresses offset the look with their dreamlike and ghostly x-ray appearance.



Clockwork L-R: Katya Gaydukova in Fear, Langdon Graves artwork, Simone Rocha dress, Nick Knight Still Life, American Horror Story, Mario Hugo Cameo

The Red Shoes

British choreographer Matthew Bourne's much-anticipated production of Hans Christian Andersen's fairy tale *The Red Shoes* – at Sadler's Wells Theatre in London from December 2016 – inspires a dance-based look with a dark edge. Blood-red ballet pumps and lace masks set the mood, while further dance-driven inspiration is found by looking back to Riccardo Tisci's beautifully eerie skeletal lace costumes for *Boléro* in 2013. A surreal, theatrical flourish emerges in imagery translated for jewellery and graphic tees.



Clockwise L-R: Portrait of Moira Shearer for *The Red Shoes*, Emilio de la Morena A/W 16/17, Steven Meisel Vogue Italia, Bisou Wear design, Tim Walker & Riccardo Tisci, Edward Gorey inspired embroidery

Old Masters

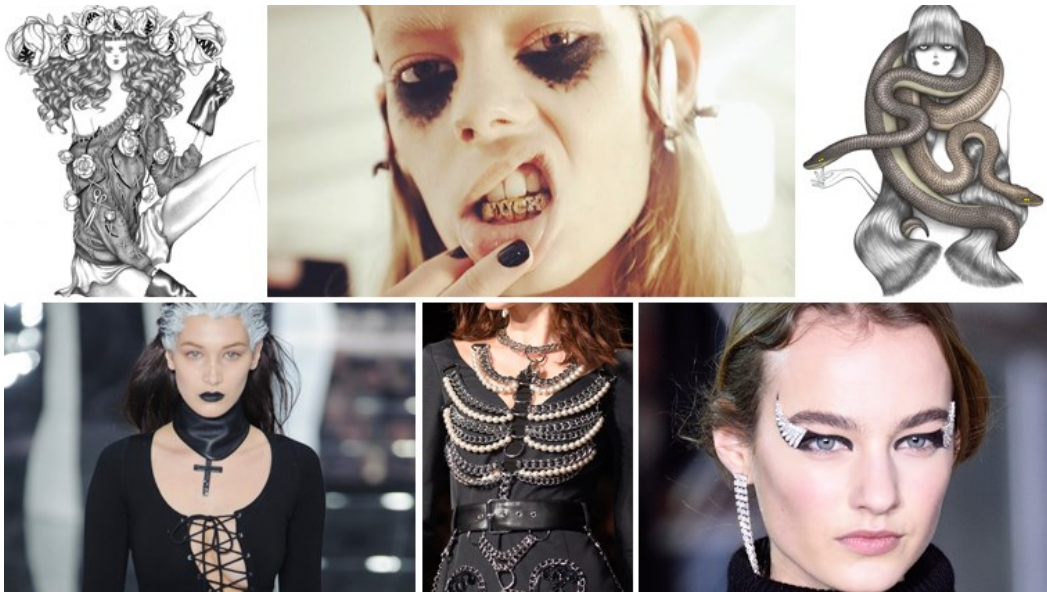
The work of British artist and filmmaker Benn Northover, Argentinian photographer Romina Ressia and our A/W 17/18 [Masterpiece Fashion Forecast](#) inspire a painterly take on Halloween. Statement ruffs and collars in vintage lace and crochet create a portrait-ready look, while pearls and paste make a comeback in bold jewellery pieces with a punky twist – as with Gucci's historic-appeal knuckle duster. A palette of black and ivory with blood red completes the picture.



Clockwise L-R: Romina Ressler Photography, Steven meisel Vogue Italia Jan 16, Gucci A/W 16/17, Erdem A/W 16/17, Christopher Kane A/W 16/17, Vogue Italia March 2016

Gothic Fantasy

Not since the 1980s have we seen such a dark side to fashion, and this black mood translates perfectly into gothic fantasy inspiration for Halloween. Helsinki-based Laura Laine's eerie, clean-lined illustrations offer a fresh take on the look, as do Anthony Vaccarello's feline, jewelled faces. Marc Jacobs' diamond word grills lend a street-style edge in keeping with Fenty x Puma's gothic sports hybrid, while Moschino injects spooky humour into the look.



Clockwise L-R: Laura Laine, Marc Jacobs A/W 16/17, Laura Laine, Fenty x Puma A/W 16/17, Moschino A/W 16/17, Anthony Vaccarello A/W 16/17

I Am Strange

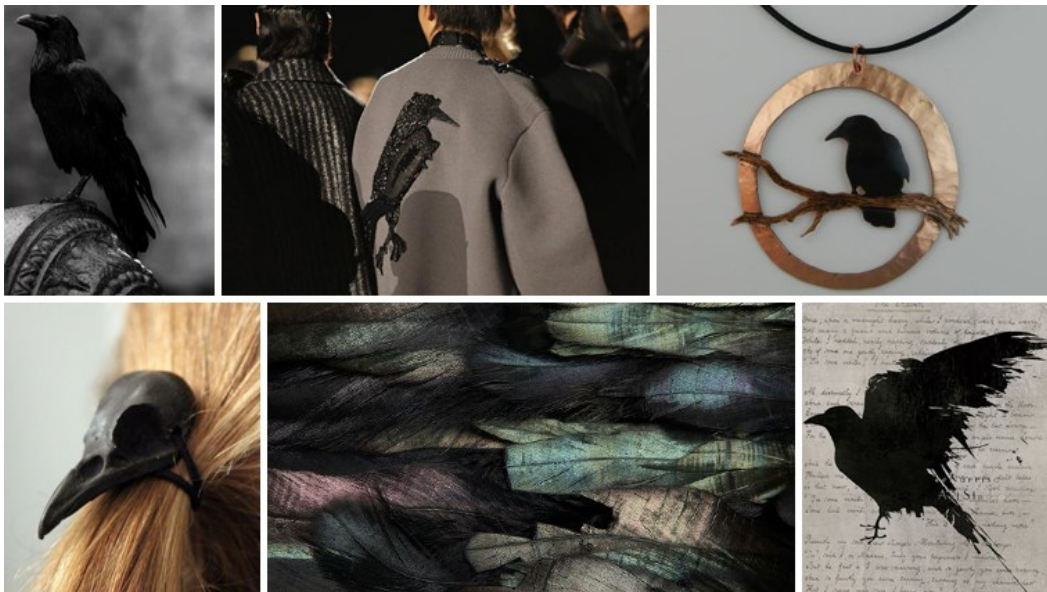
Illustrative inspiration comes in the form of Amsterdam-based Jules Julien's Cadavre Exquis works on pink paper, conversational prints by dark arts veteran Edward Gorey, and film director Tim Burton's very own working drawings. UK-based Memorial Stitches' spectral embroideries bring the naive, scratchy, mono-art style to life, and quirky messaging on fast-fashion graphic tees and sweats completes the look.



Clockwise L-R: Jules Julien artwork, Edward Gorey bat artwork, Raven illustration, Edward Gorey inspired artwork, Tim Burton Beetlejuice art, Jules Julien Artwork

Night Birds

Inky bird feathers and motifs of crows and ravens work well for jewellery and hair accessories, as well as for embellishments in jet bugle beads and repurposed lace. Illustrative interpretations for graphic tees and sweats incorporate sketchy, painterly art styles and dark glossy plumes create 3D night-bird effects for decorative trims and boas. Saturated oil-on-water darks of plum, teal and bottle green lend dimension to the otherwise all-black palette.



Clockwise L-R: Raven at the Tower of London, Marc Jacobs A/W 16/17, Crow Necklace, Black Raven Skull Hair Tie, Topshop Feather Jacket in Black, The Raven poem

Beetlejuice 2

Without a confirmed release date, there is still much excitement and anticipation surrounding Burton's slated Beetlejuice 2 movie. Forming a key part of the inspiration for [Marc Jacobs' A/W 16/17](#) collection, the original film's Lydia Deetz – played by Winona Ryder – looks set to become something of a Halloween heroine, with her quirky black and white layers, lace accessories and sooty-eyed make-up.



Clockwise L-R: Beetlejuice quote, The Beetlejuice dance poster, Marc Jacobs A/W 16/17, Beetlejuice still, Marc Jacobs A/W 16/17, Winona Ryder Beetlejuice dance

TOPICS: Fashion

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PUBLISHED
AUG 24 2015**SUSTAINABLE FUTURES - UPDATE**

How will today's innovations evolve to shape future lifestyles?

In our Sustainable Futures update, we draw on our previous sustainability and demographic coverage to show how brands can positively influence consumers' lives over the next 15 years.

In this report, we look to three key consumer groups – Gen Z and Alpha, millennials and boomers – and examine how their lives will change over the next 15 years. From the perspective of the Stylus Sustainable Futures Innovation Platform, we highlight the potential for products and services that will serve the changing needs of these demographics and promise a secure, sustainable future for all.

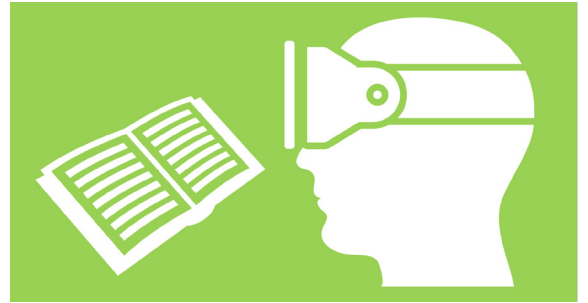
Growing Up (15-35 years)

The youngest of our three demographic profiles, the maturing Gen Z and Gen Alpha consumers (currently aged 0-20 years) will be the quickest to adapt to the demands of a changing climate, having grown up with a strong environmental awareness from an early age. Their positive attitude towards sustainability works in tandem with their digital native outlook, as early adoption of new technologies enables them to navigate the increasingly complex pressures of creating a sustainable planet.



[Gen Z] are highly educated and globally connected, being the first generation to grow up with the internet, and clearly recognise the impact that businesses doing meaningful good can have on creating a better world.

Andy Last, CEO of SALT Communications

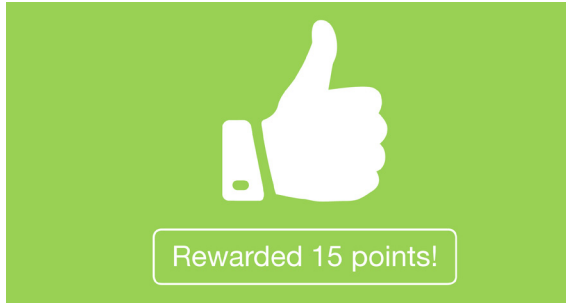


Adapt over Replace

Modular technology will be second nature to a generation who have grown up within a culture of hyper-personalisation. These devices will adapt to a user's changing needs – reducing the waste created by completely replacing devices, and reinventing manufacturers as service providers.

Mixed Realities

Young consumers' open approach to technology results in little distinction being seen between digital and physical experiences. Neither is seen as inferior and young consumers switch between the two with ease. The rise of virtual reality will offer global reach and open up new possibilities in education, travel and work across the world without a hefty carbon footprint.



Brand of Me

Peer-to-peer influence will promote positive behaviour for this social-media-savvy generation, who seek endorsement from their equals. Eco-credentials are used as social and virtual currency, as brands and peers are able to offer rewards and create competition within social-media-based communities.

Mainstream Reuse

Advances in material processing and technology mean recycled materials are accepted as equal, if not superior, to their virgin equivalents. Celebrity influencers lead the way through endorsement campaigns that elevate these materials and reframe sustainability through the lens of innovation.



WHAT IF...

A store encouraged its customers to make positive choices through rewards? For example, by offering extra credit points for purchasing eco-friendly products or sharing sustainable lifestyles tips in online communities? Customers could gain credentials over time to share and compete with their peers.

Settling Down (36-49 years)

The characteristically millennial (currently aged 21-34) concern for the environment continues to drive choices as this generation ages and settles into home and family life. They place a high cultural value on experience and define their lives around their families – although, for them, family could include relatives, friends and even workmates. They seek connections with brands that contribute positively to society, aligning with their own outward and altruistic views.



Millennial parents look for brands that make a positive contribution to society: 59% of global millennials agree that brands should actively participate to improve causes, while 54% are more loyal to brands that improve societal or ecological issues.

Initiative, 2015



Building Trust

Transparency is a key factor for this generation, particularly as they look towards brands that will have a positive influence on the lives of their children. Sceptical of glossy adverts or marketing campaigns, they favour brands that show transparency – such as exposing honest supply chain information through eco-credential rating apps or open factory tours.

Sharing Economy

Many in this age group never left the city. With no need for a car within a busy urban metropolis, they expect a range of flexible transport options, including smart and intuitive systems that enable them to travel anywhere with ease. Public-private collaborations will allow consumers to seamlessly switch between public transport and vehicle-sharing schemes.



Nostalgic Tastes

Items that were once everyday purchases will become occasional treats as pressure on resources leads to food shortage issues. Sentimental consumers will look for opportunities to reimagine the food and drink of their youth through experiential hospitality environments that focus on indulgence over scarcity.

Eco-Friendly is Kid Friendly

New crops of eco brands, particularly within the FMCG market, will force the unsustainable option into the background. These consumers will look to bring their eco-credentials into their domestic environment and family life, as they choose businesses that look to protect the planet and, in consequence, their children's futures.



WHAT IF...

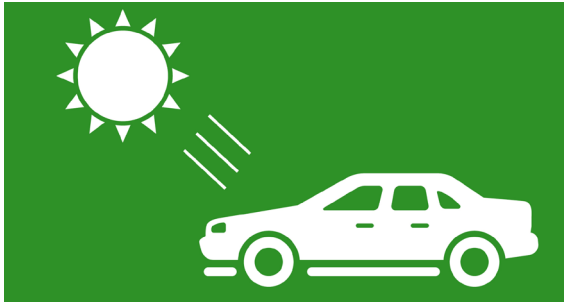
A brand selling bulky appliances, such as vacuum cleaners or power tools, set up rental spaces within city apartment blocks? By choosing service over sales, the business would be able to foster community and offer access to essential products for those living within more limited spaces.

Older, Not Slower (66-84 years)

They may be growing older, but the boomer generation (currently aged 51-69) is still young at heart, and keen to maintain active lifestyles that keep them connected and independent. The environment doesn't necessarily take priority for this demographic, whose concerns are primarily around wellness and wealth (their own and their offspring's). They adopt technology to alleviate time pressures and adapt their existing habits towards a healthier, more efficient lifestyle for themselves and the planet.

“ The main motivators behind boomer behaviour now are, in order, to stay alive; to be healthy; to be financially secure; to love and be loved; to be independent; and to continue to do what they have always enjoyed doing.

Fredric Serriere, President, Senior Strategic



Switching Power

Older consumers are more comfortable with car ownership and less likely to choose the shared travel schemes favoured by their younger counterparts. Instead, they opt for alternative sustainable fuel options, such as solar-powered vehicles, which offer a convenient approach that fits in with busy lifestyles.

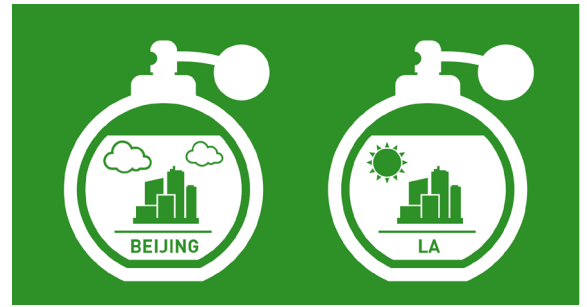
Smarter Homes

Simple technologies that promote more efficient lifestyles are key – particularly appealing to those living in multi-gen homes. Smart monitoring systems will enable a secure energy supply and improve productivity, enabling consumers to focus their time and money on what really matters to them.



Part of the Service

An open approach to online retail and delivery will enable this demographic to maintain independence in ways unknown to previous generations. Reusable packaging solutions that are easy to use and place responsibility with the brand will foster a more sustainable approach to this everyday habit.



Health Meets Beauty

Positive approaches to health appeal to this generation more than anti-ageing marketing. Skincare that concentrates on natural ingredients and protecting against the effects of pollution appeal to this wellness-focused demographic. Those with disposable income may even opt for products that are personalised to their own environment.



WHAT IF...

Internet retailers combined tailored delivery with sustainable packaging solutions? Couriers could wait for a short time while consumers opened their purchase and decided whether or not to keep it. They could then take the packaging away for reuse (with the option of returning an unwanted item) without any extra hassle for the consumer.

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