

DEFINITION OF TRENDS

- 1. SOCIAL COMMERCE:** popular social platforms changing towards sales platforms. Meta (Facebook) continues to develop shopping features on its platforms, TikTok is experimenting with a special type of ads (e.g. boosting similar content), and Twitter is introducing the possibility of introducing purchases by adding. Customers liked shopping via social media because they are simple, fast, convenient. In just a few seconds, we can go from analysis to transaction, which makes creating a very impulsive form of shopping.
- 2. HYPER-PERSONALIZATION:** The trend indicates the use of data about a single customer and direct the message directly to him. Supporting technologies are primarily machine learning, AR or geolocation.
- 3. LOCAL SHOPS:** Given the parallel growing trends of self-sufficiency in neighborhoods, 15-minute cities and work from home, neighborhood centers and local shops will continue to play an important role in consumer life. From the point of view of retailers, instead of reaching everyone (through a so-called "one size fits all" strategy), companies focus on creating unique experiences tailored to local communities.
- 4. SHOP AND GO:** In order to adapt as much as possible to the different needs of consumers, sellers have created many different delivery and collection models, including drive-up, drive-thru, curbside pickup or the model of automated kiosks. Many of these models include contactless delivery, which is supported by applications.
- 5. CLICK AND CONNECT:** Delivery that is fast, contactless or maintenance-free is now appreciated by many consumers. However, as digital services and robotization increase, we also notice the need for human contact. Companies are constantly improving this area. They are redefining what delivery is for them and how they can make it more convenient and consumer-friendly.
- 6. SUBSCRIPTIONS:** A trend about a different shopping model, which involves renewing a shopping list or regularly replenishing resources, often in a personalized form or in a "special access" model (exceptional benefits such as faster shipping, free delivery, special discounts from partners, and access to products that are not available anywhere else).
- 7. NOOTROPICS:** The trend refers to the use of nootropic substances in the interest of the cognitive abilities of the body. Essential vitamins, minerals and other nutrients that support cognitive health are often included in this type of supplement.
- 8. SLEEP SUPPORT:** Nanosecond culture, stress and fast pace of life adversely affect the quality of our sleep. Therefore, any products in the field of a given trend, i.e. solutions (also based on technologies) that help in the fight against insomnia and sleep problems, will gain in popularity.
- 9. COGNITIVE HEALTH:** A trend indicates a growing role of cognitive health and the need to fight cognitive disorders. Consumers are looking for solutions that will help fight stress, support concentration and regeneration of the body.
- 10. URBAN TOUCHPOINTS:** Brands create new locations only for grab and go services or pop-ups. There are more and more vending machines placed in many different locations and more concepts for touchpoints. Small points in the center are becoming more and more popular. They allow not only to surprise consumers with an unusual concept and location, but also often test, for example, the demand for a given product.
- 11. MICROFORMAT:** The unique feature of micro-format stores is that they feature only selected services, as opposed to offering a wide range of services and products. Many micro-stores use technological solutions, focusing on providing express, maintenance-free and convenient service. Other micro-format stores focus on providing personalized experiences, often taking the form of showrooms.
- 12. IMPLEMENTATION of AI:** Artificial Intelligence (AI) is a technology that has been driving retail and e-commerce for years. AI not only serves to improve the speed of service, efficiency and efficiency of stores, but also to strengthen the consumer experience. Artificial intelligence allows, among other things, hyper-personalization in real time, support in optimizing stocking or building voice bots.
- 13. RAW MATERIALS CRISIS:** The world is beginning to run out of basic raw materials. Today we are not only facing a shortage of fresh water, feed or biofuels, but also wood, resin or pigments. The raw materials crisis is related, among others, to the increase in prices, difficulties in transport or long waiting resulting from the closure of factories. The raw materials crisis also affects the issue of minerals from conflict-affected regions. Proceeds from the sale of tin or gold can be used to finance armed groups or violate human rights (e.g. by supporting forced labor).
- 14. LOSS OF BIODIVERSITY:** Human activity is causing the rapid disappearance of plant and animal species. Scientists say we are in the sixth mass extinction of species. During previous mass extinctions, it is estimated that between 60% and 95% of all species have gone extinct. It takes millions of years for ecosystems to return to normal

- 15. SUPPLY CHAIN BOTTLENECKS:** The pandemic broke supply chains and strengthened the phenomenon known as the bottleneck of production and logistics. It means production stoppages that limit the throughput of the chain. Preventing them is one of the most important challenges today not only in the area of production and logistics, but also ensuring business continuity and building the resilience of the organization.
- 16. MIGRATION:** The climate catastrophe and its aftermath are now forcing millions of people around the world to migrate. The main causes are the effects of a warming climate, floods and droughts and crop failures. Experts estimate the number of potential climate refugees by 2050 to 250 million people.
- 17. CLEAN ENERGY:** Increasing energy awareness and environmental lobbying make the market and interest in green energy sources steadily increasing. Companies are setting long-term goals for zero-carbon and climate neutrality. On the one hand, companies are subject to top-down legal regulations, to which companies have to adapt. On the other hand, conscious companies also set their own goals.
- 18. AUTONOMOUS TRANSPORT:** The impact of autonomous transport (individual, passenger, freight) on many areas of our lives, including the functioning of cities and maintaining security, is increasingly being discussed.
- 19. CONSCIOUS CONSUMERISM:** A trend that refers to the growing awareness of consumers and responsible product creation by brands. It also includes activities aimed at counteracting progressive consumerism.
- 20. CIRCULAR ECONOMY:** This trend assumes that the value of products, materials and resources is to be kept in the economy for as long as possible.
- 21. SMART LIVING:** Within this trend, solutions based mainly on new technologies support the daily life of a person in the city, work, home, etc. so as to make it easier, more energy efficient and cheaper.
- 22. LIFE AFTER PLASTIK:** An environmental trend that focuses on looking for equally durable and cheap alternatives to plastic, e.g. living organisms (including fungi, bacteria and algae), food waste and completely new materials.
- 23. WASTE REDEFINITION:** Companies analyze the entire production and life cycle of a product to find potential mechanisms to positively impact the environment. Solutions in the field of a given trend are implemented both within companies (in the logistics department, among packaging, material processing or during the construction of stores), as well as in activities directly involving consumers (by offering second-hand products or offering "refill" services or purchasing products without packaging).
- 24. SILVER TSUNAMI:** By 2050, every third European will be over 60 years old. The growing number of older people in society affects the functioning and design of cities, jobs, products, etc.
- 25. GEN Z IMPACT:** The number of people belonging to Generation Z is constantly increasing. Their needs set new expectations for companies, products, services or marketing communication standards.
- 26. URBANIZATION And SUBURBANIZATION:** We are dealing today with a tendency called urban sprawl. One of the consequences of this phenomenon is suburbanization. This is a situation where more people live outside the city (in suburban areas) than in the city, and equally these people actively enjoy urban life (work there, study there, enjoy entertainment, etc.).
- 27. EMPOWERING WOMEN:** The trend, also referred to as #girlpower or #womenomics, concerns the growing role of women in social, economic and political life.
- 28. LONELINESS:** Social isolation and loneliness affect the health of societies (not only mental but also physical), generating serious consequences, including economic ones. The fight against the consequences of a lack of human contact is becoming increasingly important, especially during a pandemic.
- 29. CUSTOMER CENTRICITY:** The trend refers to a holistic focus on the consumer and his needs. It includes not only the area of customer service, hyperpersonalization of services, but also crowdsourcing, authenticity, communication and openness to feedback.
- 30. LONGEVITY:** The trend is about solutions to extend life and ensure a higher quality of life in later years. Many solutions in the field of the longevity trend are technological solutions that have gained the name of "Aging Tech".
- 31. A MULTI-GENERATIONAL CITY:** Urban solutions for an aging society are closely linked to the general principles of accessibility of the city, including for people with disabilities. Speaking about the trend, it is worth considering the current problems and plans for urban innovation that affect the general well-being of residents - eg implementation of green areas, creation of places of social interaction, inclusiveness or development of the idea of 15-minute cities.

32. TRIBALISM: The trend refers to groups built above the classical social divisions. The membership of an individual is determined, for example, by values and interests.

33. THE FUTURE OF WORK: Pandemic, technological progress, changing social values and globalization significantly affect the future of work. According to experts, in the perspective of less than two decades, Poland is threatened with a large decline in the working population, which may result in a shortage of hands to work and be a challenge for the pension system. The changing age structure of society encourages employers to recognize the experience and professional potential of older people.

34. SELF-SUFFICIENCY: Self-sufficiency implies that individuals (cities, companies, factories) become increasingly autonomous. These include urban mining, autonomous households, agrihood or the exchange of electricity through blockchain technology.

35. HYPERLOCALITY: Locality is synonymous with what is important, valuable and more authentic. Support for local entrepreneurs is becoming more and more common. On the other hand, companies are increasingly relying on local supply chains to mitigate risk.

36. ECONOMY 5.0: Growing conflicts and social stratification, environmental changes generate an ever-clearer need to seek and implement solutions built on empathy and compassion, and the growing importance of the social economy. Consumers expect companies to be fair and have a positive social impact.

37. WAR OF INFLUENCE: The mutual and increasingly complex relationship between the two powers, the United States and China, affects the rest of the world. Economic and ideological tensions, and competition for influence and patents are becoming more and more serious.

38. POLARIZATION: This trend indicates a widening of strong differences in citizens' attitudes on important socio-economic issues. Public discourse and mutual understanding hinder, among others, deepfakes, fake news or algorithms that selectively present information to us.

39. LOCAL COOPERATION: Cooperation between brands gives the opportunity to promote products and services in a new way, allowing to reach a wider group of consumers. Cooperation usually gives measurable and unobvious effects appreciated by the recipients. During the pandemic, however, also due to disruptions in the supply market, cooperation at the local level was increasingly common.

40. MULTISENSORY PERCEPTION: The COVID-19 pandemic and lockdown caused the public to feel an even greater need for physical experiences. With the need to interact with each other in the digital world, the need to experience the world with all the senses becomes increasingly apparent.

41. BRAND DISCOVERY: To further improve sales and minimize any obstacles you may encounter on the digital purchase path, retailers are introducing improved transaction capabilities not only on social platforms, apps or websites, but also directly in search engines where products are naturally discovered.

42. MULTIFUNCTIONAL SPACES: In the world of oculocentrism, we need solutions focused on other senses than sight. Technology that uses so-called Digital senses are still in the basic phase of development, which is why currently brands attract the attention of customers by designing their touchpoints in an increasingly diverse way. Stationary stores are slowly changing their function to multisensory concepts. Shops or service points cease to be a place of purchase of a product or service, and begin to be places of meetings and interaction, but also experiences and new experiences.

43. SMART RETAIL: The Smart Retail trend, i.e. the evolution of physical stores into digital-physical stores, results not only from the development of store technologies and their wider implementation, but also from the change of consumer shopping habits, which was undoubtedly influenced by e-commerce. Consumers are quickly getting used to new facilities and services, which is why more and more often, also from physical stores, they expect fast, convenient, trouble-free and personalized experiences, similar to digital interactions.

44. HOME ECONOMY: The pandemic has resulted in a massive expansion of offers giving you the opportunity to shop without leaving your home. The domestic economy (ang. home economy), augmented reality, virtual events and live commerce are beginning to permanently enter the lives of consumers. Home is becoming a new platform where brands engage consumers in all kinds of experiences that often also lead to sales.

45. GAMIFICATION: In order to reach consumers where they are, some brands have completely moved into the virtual world, creating digital equivalents of their stores, services and products. Sales in the digital world of games are no longer referred to as direct-to-customer, but direct-to-avatar, with experts commenting that Metaverse (i.e. digital space) will significantly affect the future of trading. Other brands decided to use individual gamification elements in the form of avatars, quizzes, collecting points or overcoming levels to create engaging experiences.

46. MENTAL HEALTH: A trend that aims to achieve the so-called Mental well-being (mental well-being). It covers all activities related to the broadly understood category of mental health carried out both online and offline. It also includes issues such as digital wellbeing and digital detox.

47. CITY WELL-BEING: A growing trend of expanding the context of building quality of life in the city, indicators other than economic growth.

48. DIGITAL HEALTH: A trend indicating the development of digital solutions in the field of broadly understood health based on technologies such as VR, AR, AI or IoT.

49. PROBIOTICS & PREBIOTICS: A trend that emphasizes the holistic effect of probiotics and prebiotics on the functioning of many body systems. Consumers are looking for products that will help them take care of their health in a comprehensive way. As in the case of cannabidiol or functional mushrooms, probiotics have a beneficial effect on various functions of the human body. The answer to the need to build immunity may be to propose a functional product that fits into the trend of probiotics and prebiotics, e.g. fermented foods.

50. PERSONALIZED HEALTH: In recent years, there is a clear demand in the food and pharmaceutical industry for a personalized approach to the customer. Personalized nutrition is the first line of defense against many chronic diseases, including cardiovascular disease, hypertension and diabetes. A visibly growing area at the moment is nutrigenomics - a science combining research on the human genome, nutrition and health. In the context of this trend, brands should remember that personalization is often a sensitive process in which they share their data and confidential information.

51. EVERYDAY IMMUNITY: Resilience has become one of the most important buzzwords with the COVID-19 pandemic, which has changed consumer perception of health. Consumers are moving away for good from the "seasonal" care of the body's immunity. Building resilience is part of a paradigm shift from sick care to healthcare.

52. PLANT PRODUCTS: A continuing trend that emphasizes the role of plant ingredients in health care (so-called botanicals). Consumers, changing their eating habits, are looking for solutions that will give them the opportunity to rely on a plant-based diet. Recently, more and more often also about botanical immunity (immunity obtained from plant ingredients).

53. SUSTAINABLE COMMUNICATION: There is a lot of discussion on environmental-friendly marketing right now. Some argue that the only truly green method is to give up plastic marketing products, reduce paper consumption, and focus on digital marketing. However, many of the arguments behind this idea lose their relevance when you consider the carbon footprint of products and digital experiences. Currently, there is no definitive belief which version is greener - focusing on the digital world or green production in the real world.

54. BACKLASH AGAINST SCIENCE: Anti-science assumes that science is not an objective field that builds a universal basis for functioning in society.

55. AGAINST TECHNOLOGY: This is an attitude of strong opposition to technology, large technology companies (the area of big tech) and their negative impact on the functioning of individuals and societies.

56. SEARCHING FOR VALUES: Society is increasingly paying attention to the actions of companies and the values that the company brings. In order to meet the expectations of consumers, sellers introduce special labels, labels or services aimed at facilitating the process of making informed decisions. A common procedure is to include information on the carbon footprint of products. Transparency and simplicity in the transfer of information are also important. There is also a belief that some consumers avoid information about products because they are afraid that they will feel bad about their choices.

57. PRIVACY: In a world of growing data and traces of our activities and online behavior, the fight for privacy is becoming an important challenge of the modern day, and cybersecurity is a key topic. We are threatened not only by the theft of confidential personal data, but also by the loss of privacy in other forms (e.g. data from homes, cars and even clothes).

58. EXPERIENCE STORES: Despite the rapid development of digital sales, stationary stores still play a key role in trading. For several years, we have been observing the trend of shops and shopping centers becoming multifunctional facilities, which in addition to the product offer, also focus on entertainment, recreation, community building and building ties between the consumer and the brand. More and more often, stores become not only a place of shopping, but also a place of spending free time. Stores are evolving, adapting their offer to different, constantly changing consumer needs. So we are seeing a change in the direction of transaction – interaction. The trend is reflected in newly created stores, which confirm that retailers are looking for a way to build a real (not digital) relationship with consumers, and consumers are looking for more than a traditional retail experience.

59. RE-LOCATION: lockdown, working from home, and a desire to support smaller entrepreneurs led to consumers returning to local and close shopping. Reduced restrictions during the holiday season affect increased mobility and the return of some consumers to previous shopping habits. In the context of the trend, the need for re-localization becomes important, i.e. re-

paying attention to where customers are located and what their exact needs are. Currently, temporary solutions are visible, i.e. mobile pop-ups and stores that are flexible enough to perfectly adapt to the rapidly changing needs of consumers. An interesting solution is all the amenities regarding the delivery of local products to consumers who are not located nearby.

60. SOCIAL SHOPPING: The new solutions we see among retailers in many industries often rely on similar assumptions as social media. Among both spaces, both digital and physical, one can see the so-called socialization of services, products and brands, that is, enabling the sharing of selected experiences with another person, enabling contact with another person and building a community among selected brands, products, services or stores.

61. SOCIAL RETAIL: lockdown has made consumers re-start to appreciate the power of relationships and direct contacts. The development of this trend is also visible through the so-called Domestication of space. Home-designed places are associated with a friendly atmosphere encouraging to interact and stay in them for longer. Retailers also understand more and more that it is worth being close to their customers, spending time with them and keeping them longer in their points. More and more often, they focus on an individual approach to the client so that he feels special, returns to a given place, but also recommends this place to others.

62. THE HUMANIZATION OF SHOPPING: The growing importance of technology and its impact on our experiences, makes everyday interactions lack human factor and interaction with others, emotions or empathy. The ability to ask a store employee for help or recommendation in real time may be more valuable than the ability to complete a purchase in record time.

63. CITY VOL. 2.0: The COVID-19 pandemic redefined cities. Urban services or common spaces are undergoing transformation. A new challenge is to combine the model of social distancing with maintaining a high quality of life for residents.**64. TRANSPARETNOSĆ:** trend wskazujący na rosnącą rolę transparentności, przejrzystości i autentyczności w wielu obszarach naszego życia (zarówno zawodowego, jak i prywatnego).

64. TRANSPARENCY: A trend indicating the growing role of transparency, transparency and authenticity in many areas of our lives (both professional and private).

65. BEING GOOD: A trend that brands are taking action to take responsibility for the world in which they operate (including fighting for diversity, sustainable production, and reducing gender pay inequality).

66.ROBOTIC LIFE: A trend that refers to the use of automation and robots increasingly in various areas of socio-economic life, from industry to assistance in caring for the elderly, education, etc.

67. SEAMLESS EXPERIENCE: The trend includes solutions for making purchases in a convenient, almost imperceptible way. There is no need for cash or payment when shopping. Today, it is often based on the use of biometrics (e.g. face scans).

68. CONSISTENT TECHNOLOGIES: The trend indicates the combination of various technologies, including application, automation, robotization, which become part of the stores and retail area. Together they complement each other and complement each other. Solutions in this area accelerate work at all levels, from direct sales, procurement and logistics to manual work.

69. DATA MINING: Understanding data usage patterns is essential in this era of growing Big Data. Currently, part of business analysis or marketing strategies begins to rely on data, the quality and accuracy of which is constantly increasing, also in the era of new sensors, devices (IoT) or software.

70. METAWERSUM: A network of virtual worlds that are rendered in real time, which are permanent, synchronous, infinite and experienced continuously and simultaneously by an unlimited number of users.

71.HOLISTIC EXPERIENCES: The customer experience does not begin when he sees the product, nor does it end when he buys it. The trend is to design experiences at different stages of the customer's buying path – before purchase, during purchases and long after purchase. Among the most popular solutions supporting holistic experiences are purchasing assistants, consulting services or purchasing planning.