

# CONSUMER

# TREND CANVAS

TREND: \_\_\_\_\_

## 1. ANALYZE

|  |   |
|--|---|
| <b>👤 Basic Needs</b>   | <b>⚙️ Drivers of Change</b>   |
| Which deep consumer needs & desires does this trend address?   | Why is this trend emerging now? What's changing?<br>Shifts: Long-term, widespread macro changes      Triggers: Recent, short-term changes or technologies |
| <b>📄 Emerging Consumer Expectations</b>  | <b>💡 Inspiration</b>  |
| What new consumer needs, wants and expectations are created by the changes identified above? Where and how does this trend satisfy them? | How are other businesses applying this trend?   |

## 2. APPLY

|   |
|---|
| <b>🎯 Innovation Potential</b>   |
| How and where could you apply this trend to your business?                                |
| <b>👥 Who</b>  |
| Which (new) customer groups could you apply this trend to? What would you have to change? |

**YOUR INNOVATION(S!)**