



Ujwal Arka

EVP & Group Director

TODAY'S WEBINAR WILL BEGIN SHORTLY

Trend or Fad?

How Anthropology Can Help You Decode and Separate Real Trends from Fads

QUESTIONS?

Use the questions box on your screen

AUDIO ISSUES?

Use the global dial-in number in your confirmation email



Trend or Fad?

HOW ANTHROPOLOGY CAN HELP YOU DECODE AND SEPARATE REAL TRENDS FROM FADS



Everyone
is focused on
spotting trends.



**Trends
are
volatile.**





An analysis of 'mentions' does not tell us about volatility.

Innovation takes time.

The target is constantly moving.

Volatile or not?



Natural Cleaning



Single-Use Plastics



Recyclable Packaging



**Let us first talk about how
we can measure volatility.**

Economic Factors

A close-up photograph of several stacks of gold coins on a dark wooden surface. The coins are arranged in a row, with the stacks increasing in height from left to right. The background is softly blurred, showing more stacks of coins.

Cultural Factors

A young child is sitting on a cobblestone path, holding a vintage camera up to their eye as if taking a picture. The child is wearing a light-colored hat, a blue and white plaid shirt, a red vest with a white animal design, blue jeans, and blue rubber boots with a colorful floral pattern. The background shows a wooden door and some greenery, suggesting an outdoor setting.

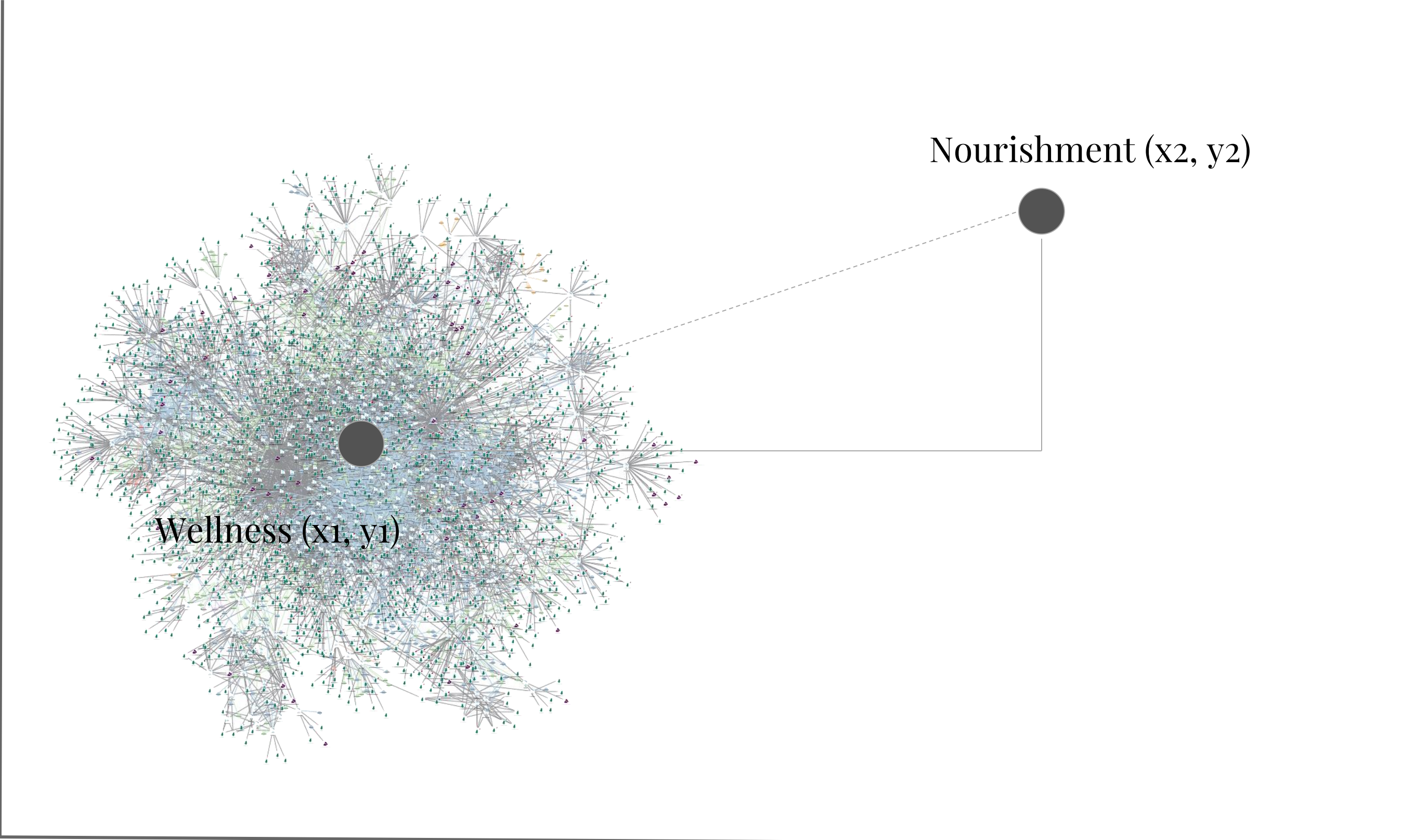


**There are thousands of these
cultural and economic factors.**

Plotting culture in a two-dimensional space.

ECONOMIC FACTORS (EF)

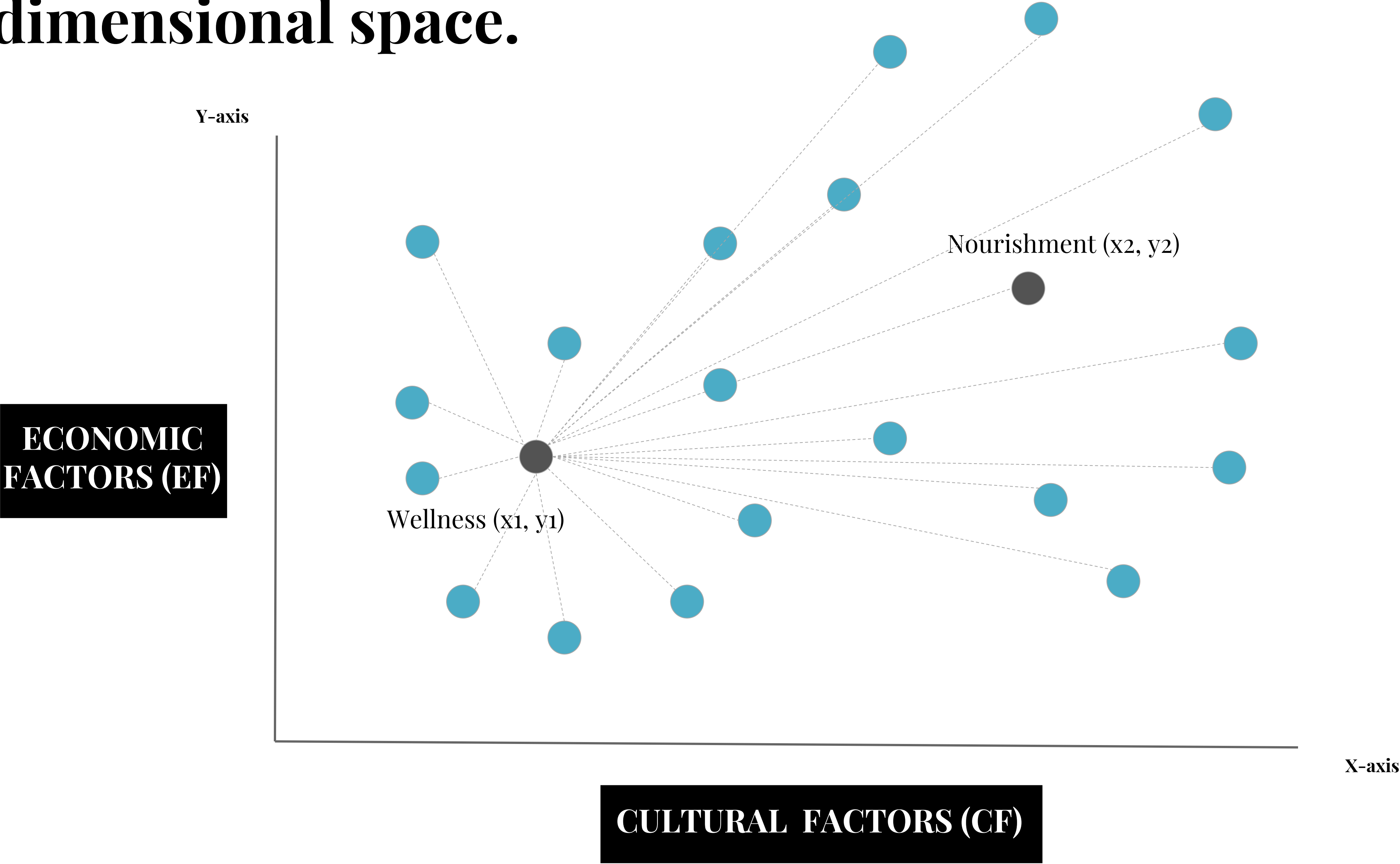
Y-axis



X-axis

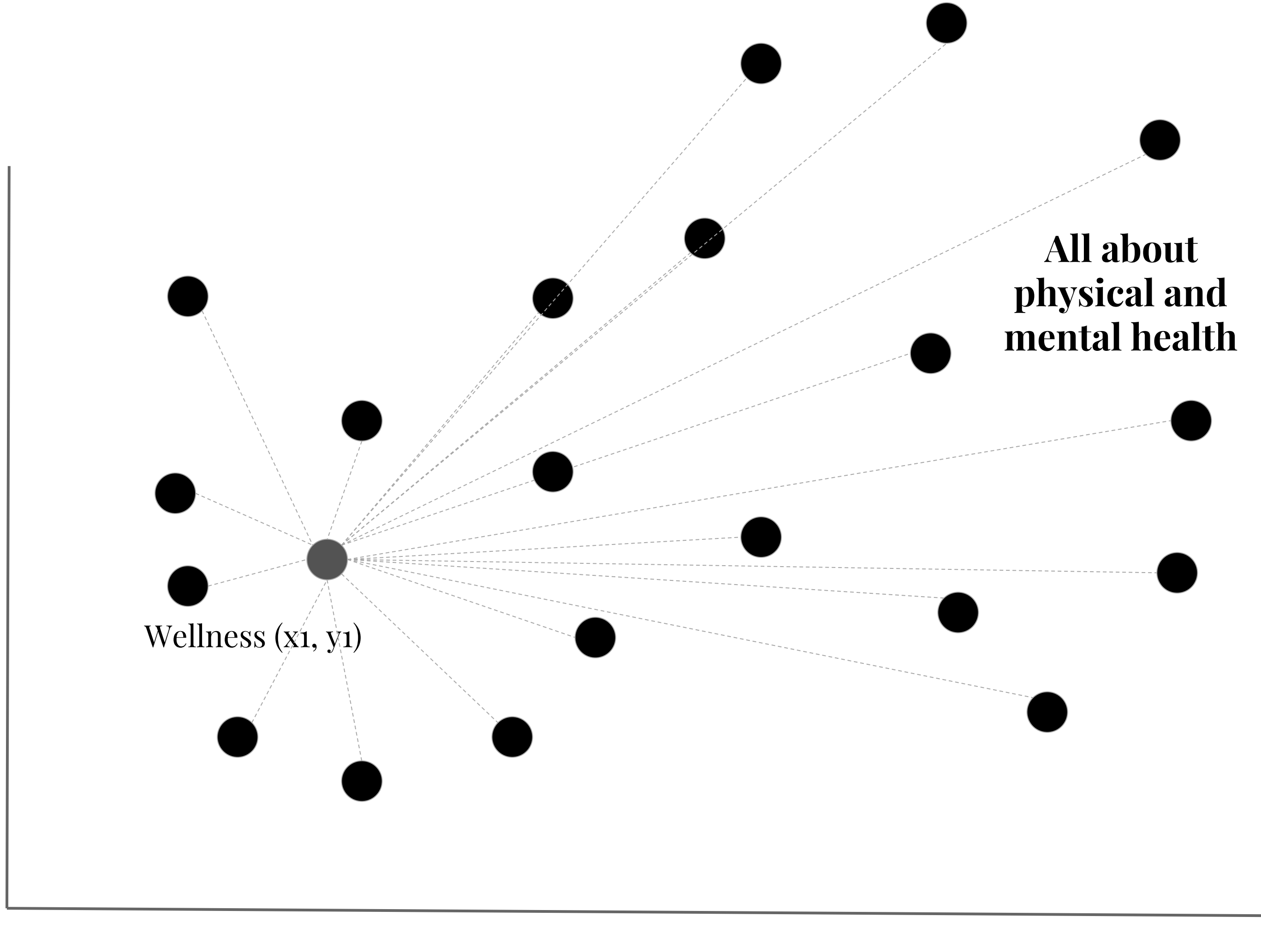
CULTURAL FACTORS (CF)

Plotting culture in a two-dimensional space.



Wellness in 2020

ECONOMIC FACTORS (EF)

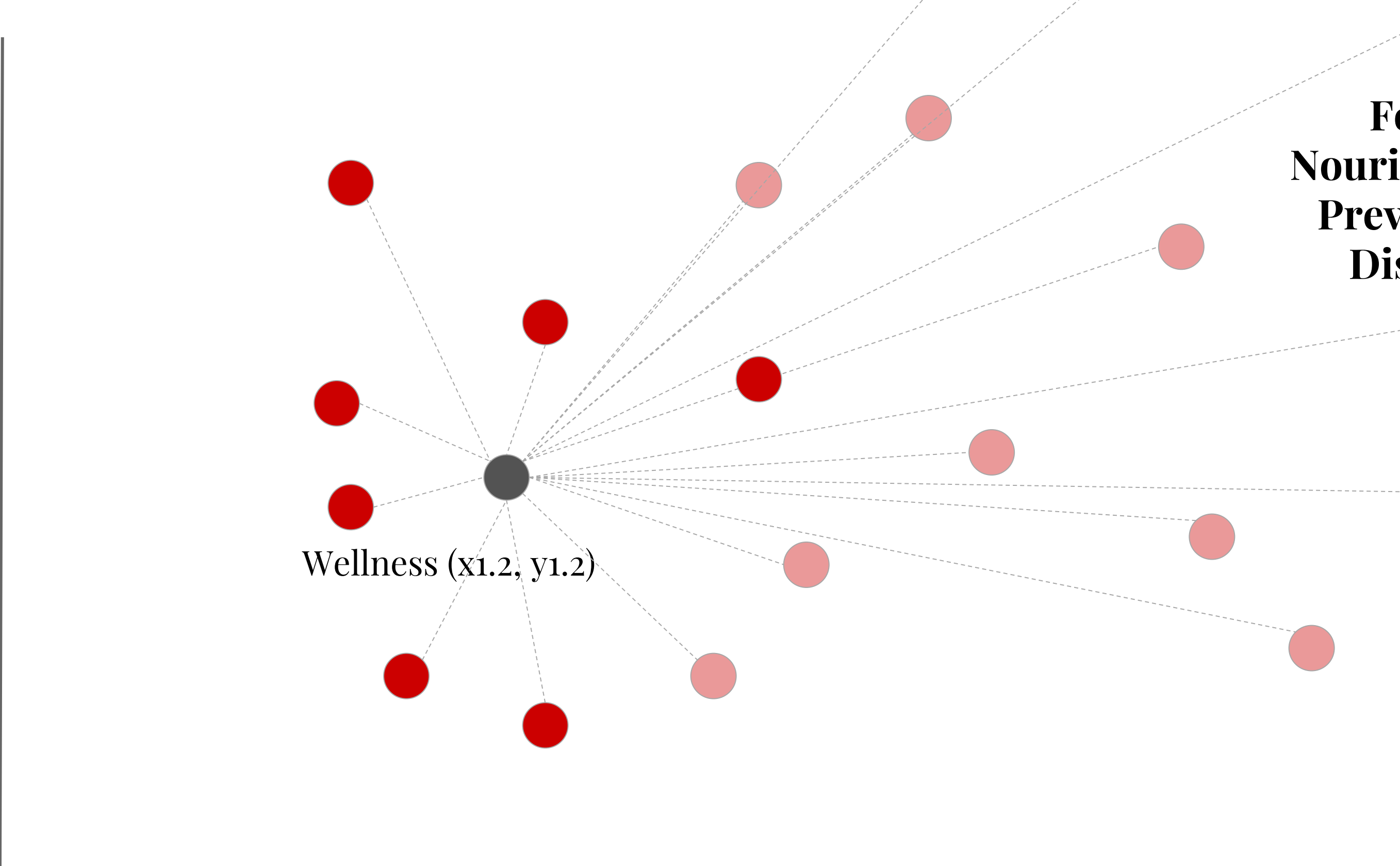


X-axis

CULTURAL FACTORS (CF)

Wellness in 2022

**ECONOMIC
FACTORS (EF)**



Wellness (x1.2, y1.2)

**Food,
Nourishment,
Preventing
Disease**

CULTURAL FACTORS (CF)

X-axis

Y-axis

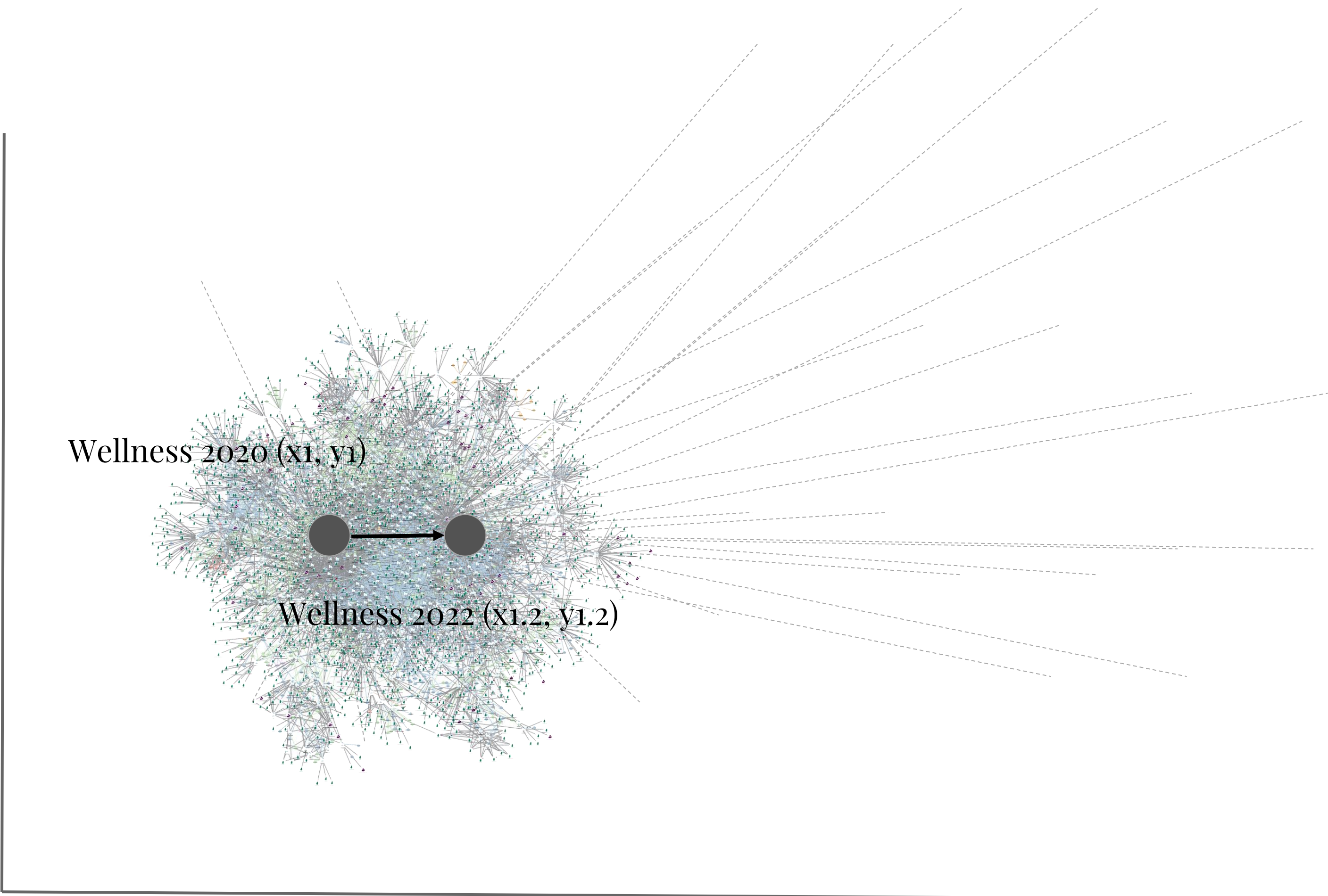
Movement between 2020-2022

**ECONOMIC
FACTORS (EF)**

Y-axis

Wellness 2020 (x_1, y_1)

Wellness 2022 ($x_{1.2}, y_{1.2}$)



X-axis

CULTURAL FACTORS (CF)

Volatile or not?

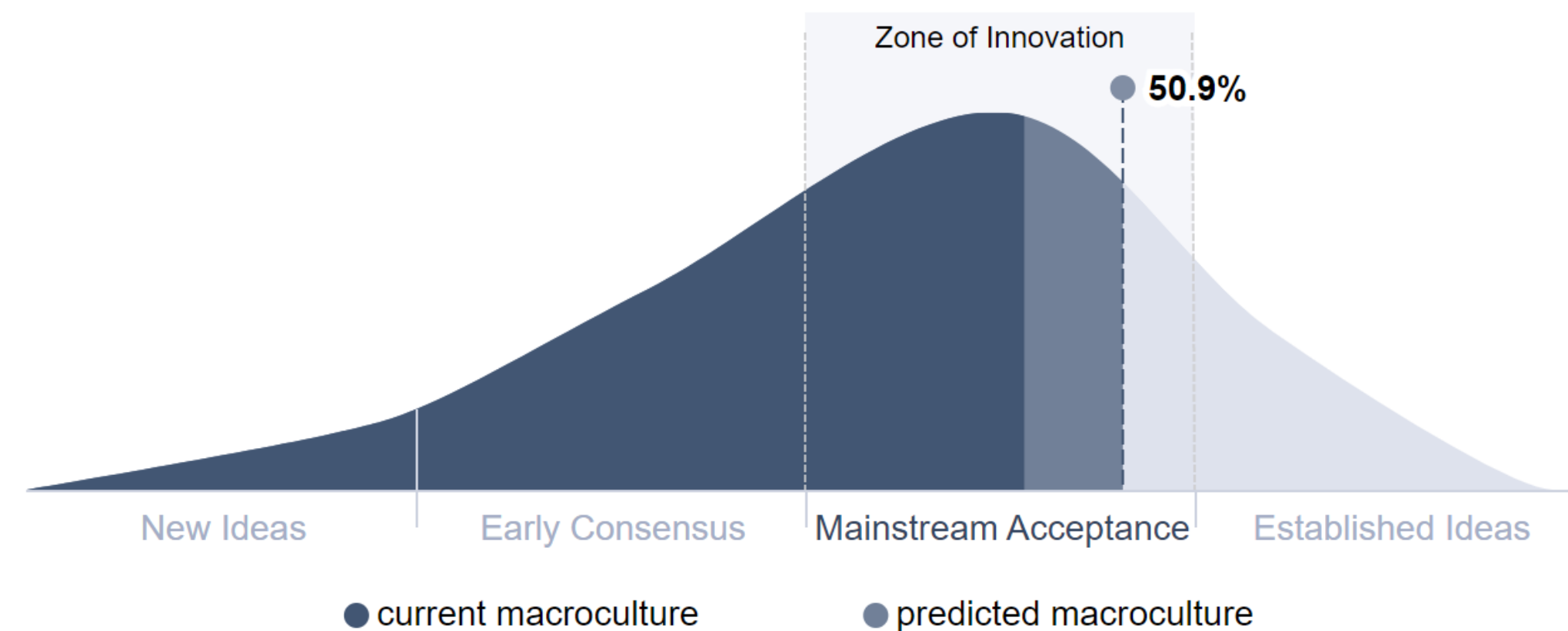
Wellness was volatile but now is stable and growing.



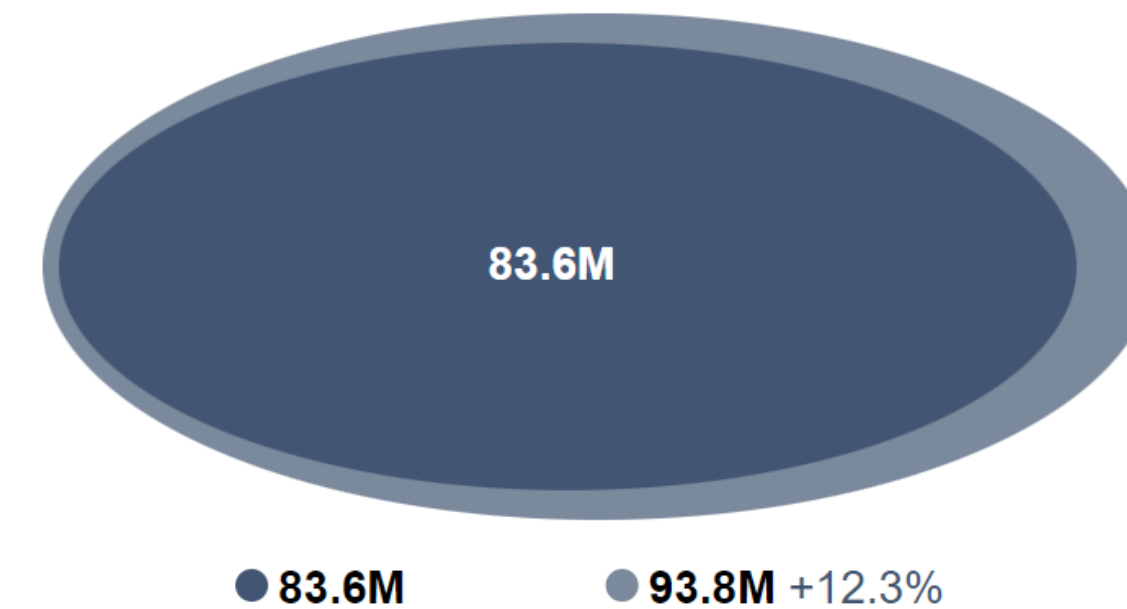
Maturity

Macroculture: *wellness*

Maturity Curve
45.4%
current



Population



This topic scores **45.4%** on the [maturity curve](#) and is expected to expand to **50.9%** in 12-24 months.

This culture is currently relevant to **83.6M** people and is expected to grow by **12.3%** in 12-24 months.

This topic has only recently begun to stabilize. Hence could be considered to exhibit some amount of [volatility](#).

Anthropology allows us to plot culture in geometric space.



JAMBO GRIP
FABER-CASTELL

Volatile or not?



Natural Cleaning



Single-Use Plastics



Recyclable Packaging



Volatile or not?

Single-use plastics is a trend where mentions match meaning, but perhaps not at the same pace.



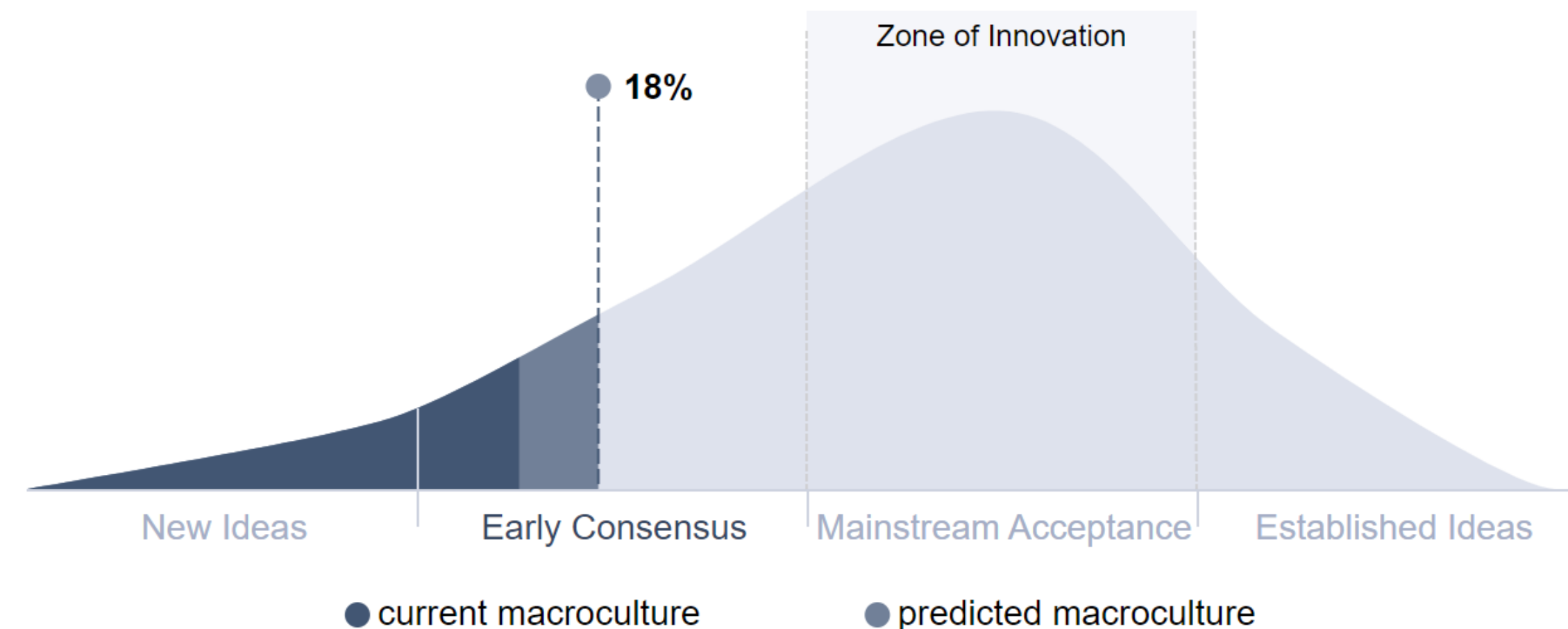
Maturity

Macroculture: *single use plastics*

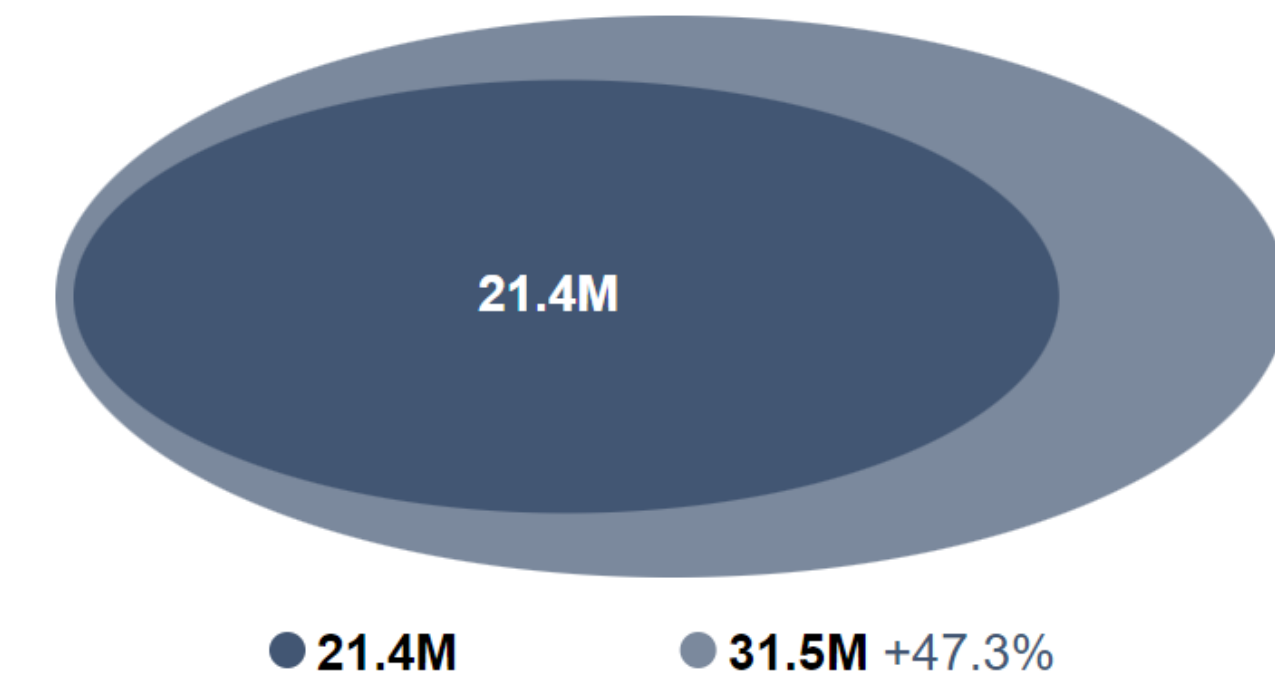
Maturity Curve

12.4%

current



Population



This topic scores **12.4%** on the [maturity curve](#) and is expected to expand to **18.0%** in 2-3 years.

This culture is currently relevant to **21.4M** people and is expected to grow by **47.3%** in 2-3 years.

Volatile or not?

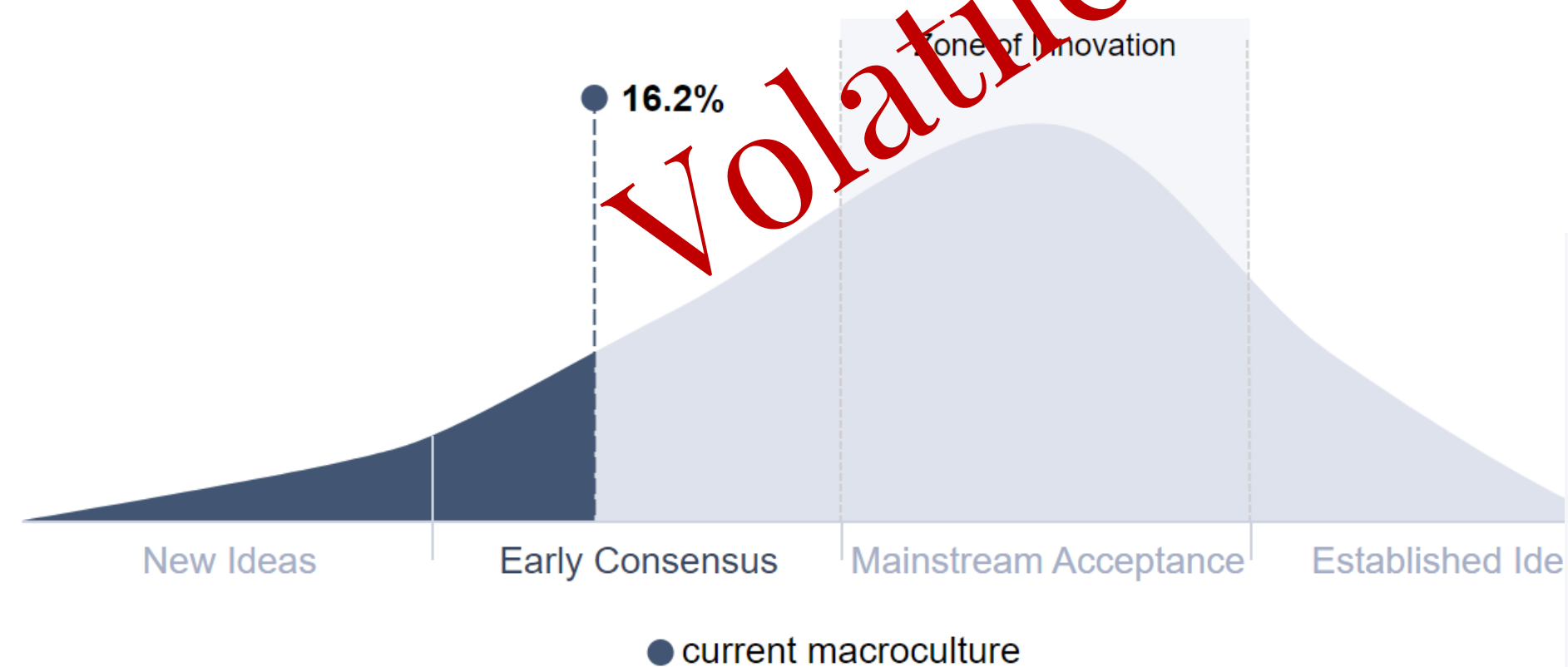
Natural Cleaning vs. Cleaning without Harmful Chemicals



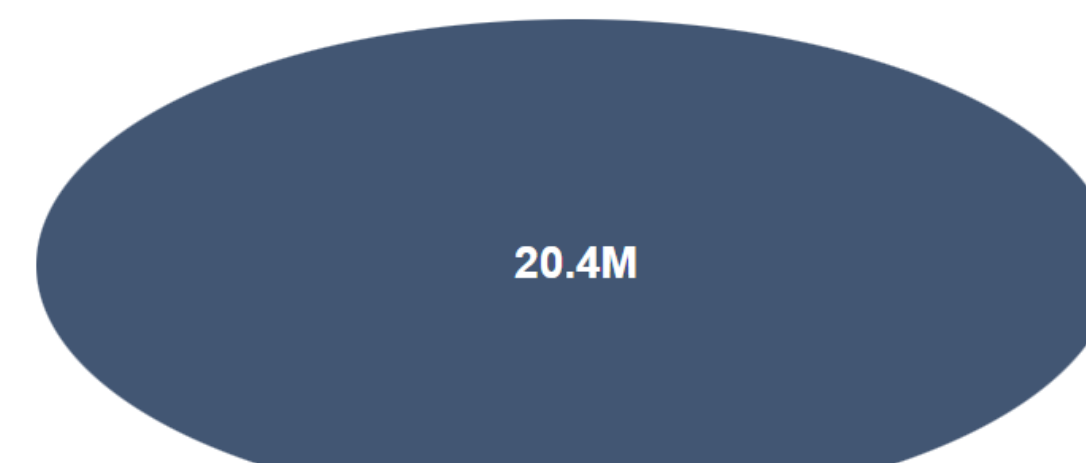
Maturity

Macroculture: *natural cleaning*

Maturity Curve
16.2%
current



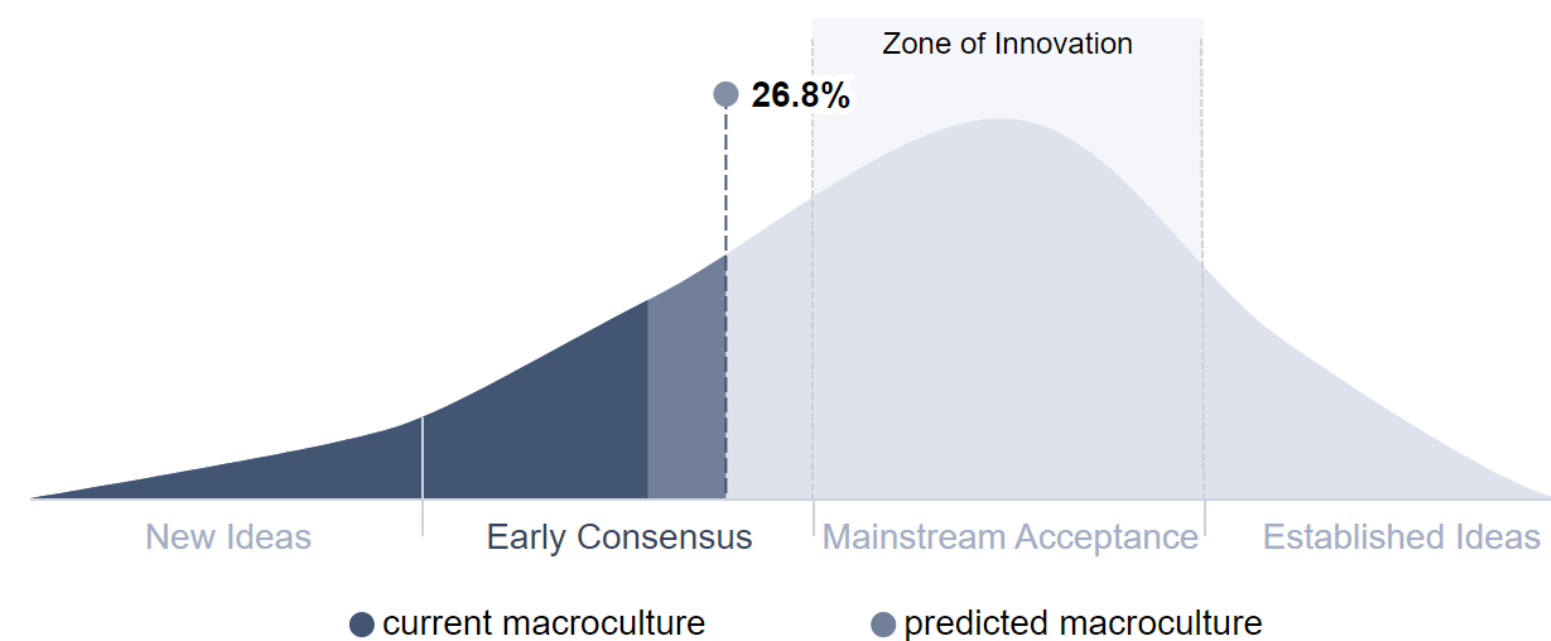
Population



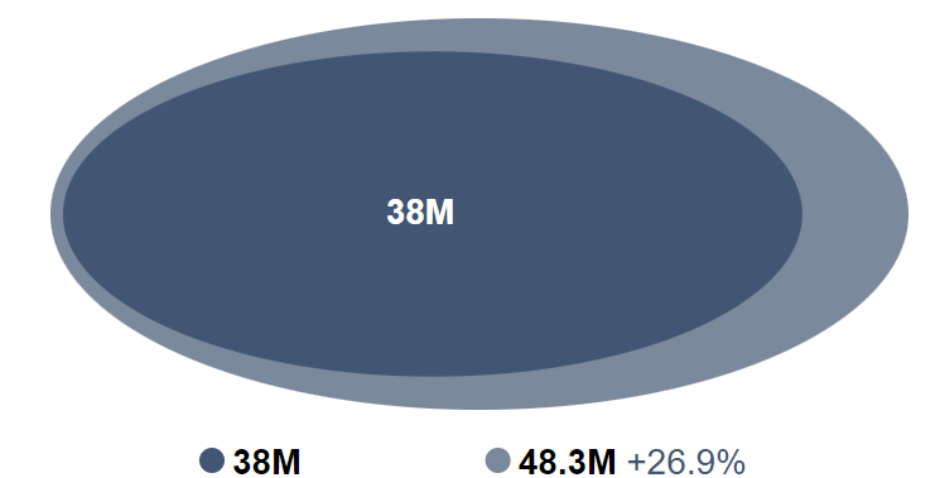
Maturity

Macroculture: *harmful chemicals, cleaning*

Maturity Curve
21.2%
current



Population



This topic scores 21.2% on the [maturity curve](#) and is expected to expand to 26.8% in 2-3 years.

This culture is currently relevant to 38M people and is expected to grow by 26.9% in 2-3 years.

Volatile or not?

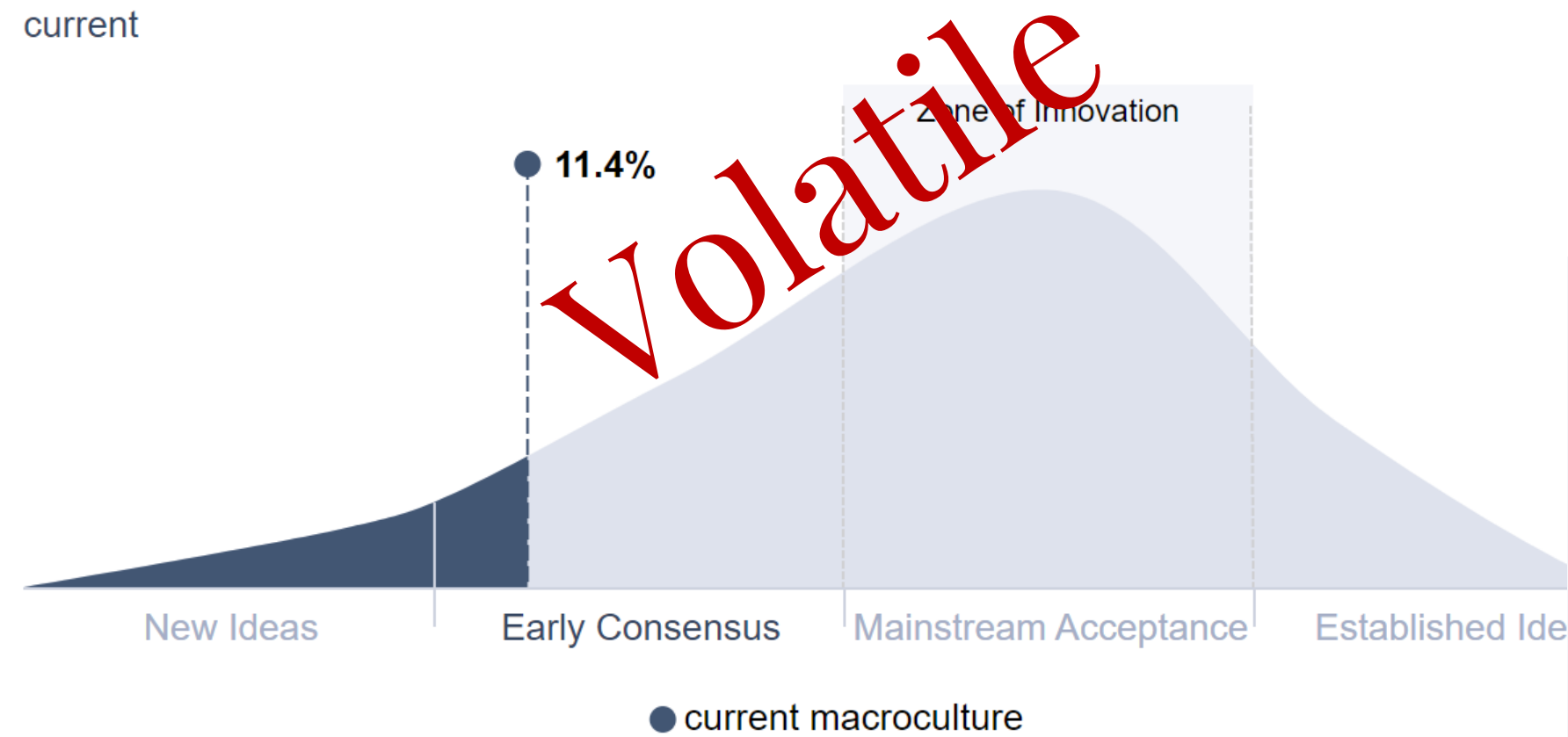
Recyclable Packaging vs. Recycled Packaging



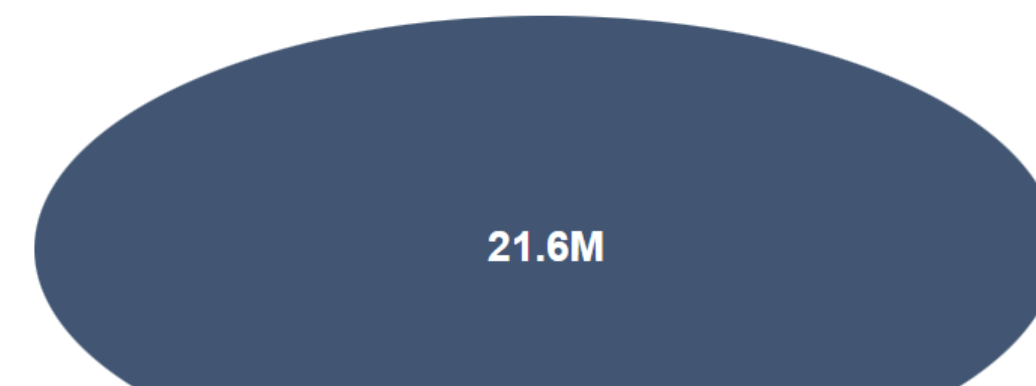
Maturity

Macroculture: *recyclable packaging*

Maturity Curve
11.4%
current



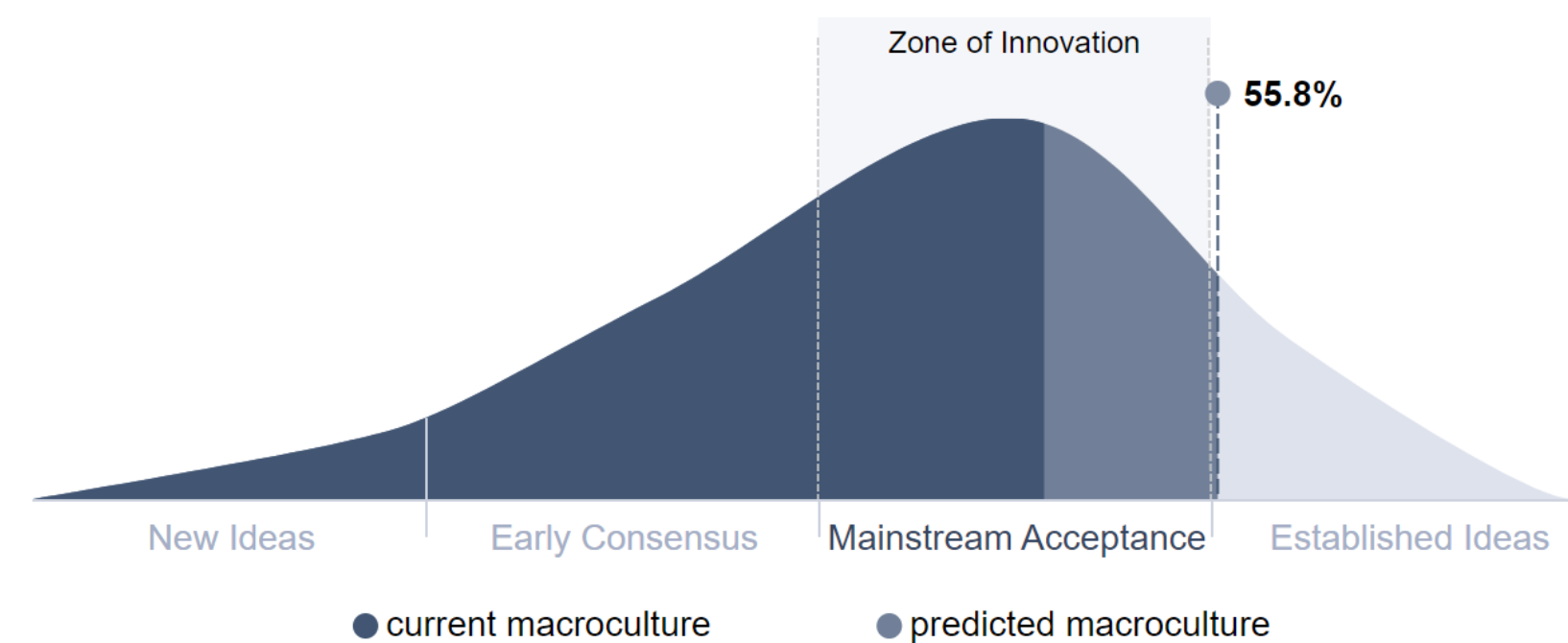
Population



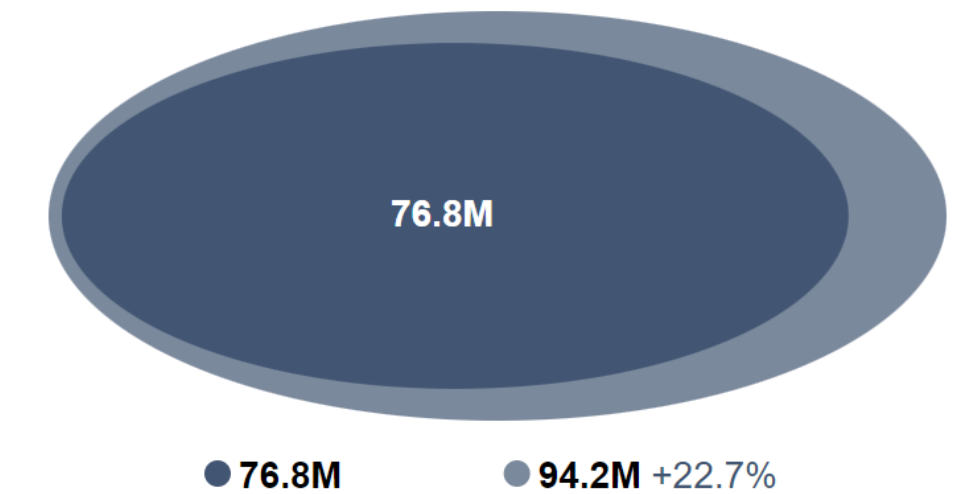
Maturity

Macroculture: *recycled packaging*

Maturity Curve
45.7%
current



Population



This topic scores **45.7%** on the [maturity curve](#) and is expected to expand to **55.8%** in 12-24 months.

This culture is currently relevant to **76.8M** people and is expected to grow by **22.7%** in 12-24 months.

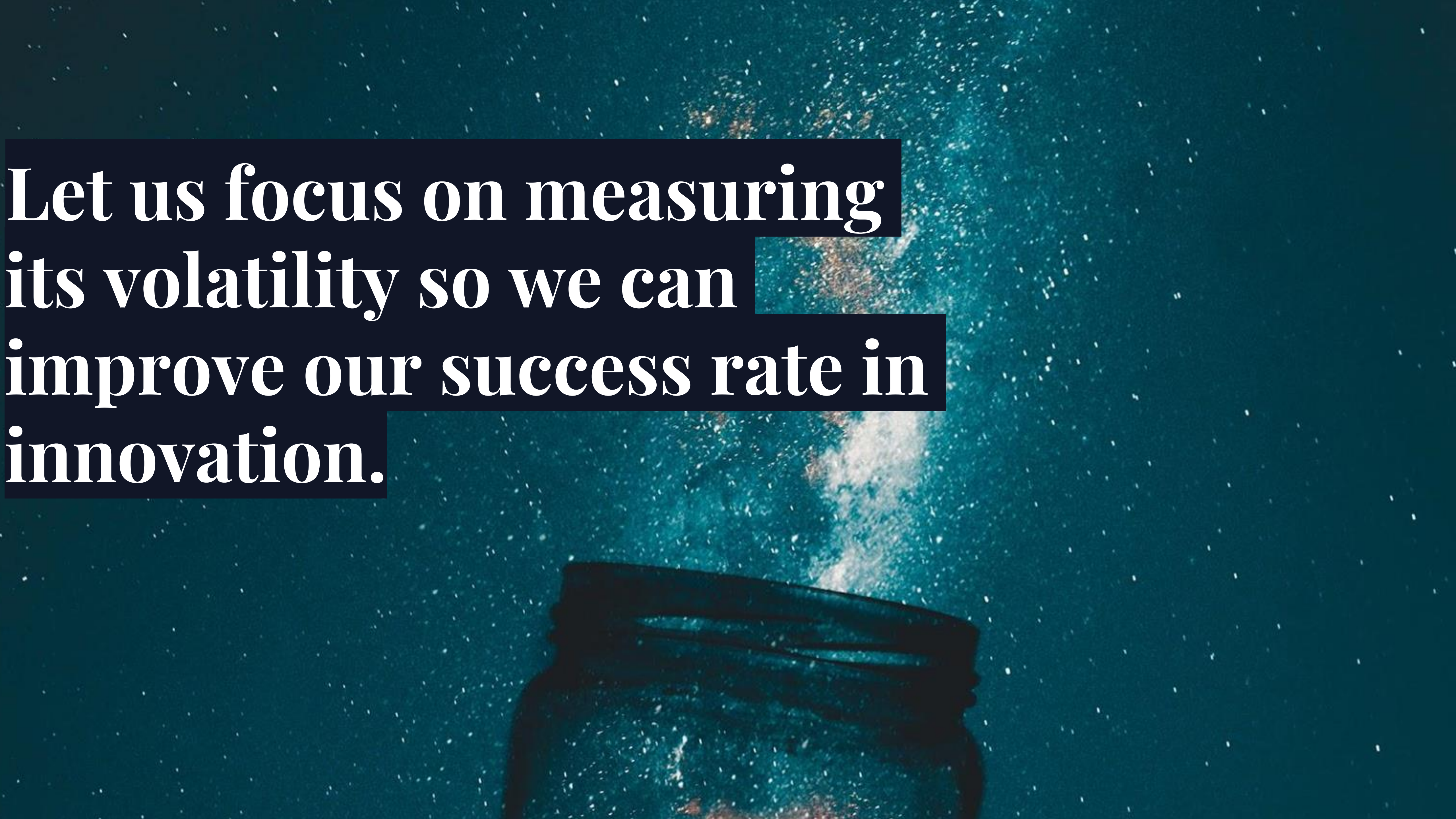
Operational impact

Why understanding volatility can make or break your innovation lifecycle.



Everyone
is focused on
spotting trends.





**Let us focus on measuring
its volatility so we can
improve our success rate in
innovation.**

Thank you!

A link to the webinar recording will be emailed within 24–48 hours.

KEEP IN TOUCH

Email: questions@luxresearchinc.com

Visit: www.luxresearchinc.com

Read: <http://www.luxresearchinc.com/blog/>



[@LuxResearch](https://twitter.com/LuxResearch)



[LuxResearch](https://www.linkedin.com/company/luxresearch)



ujwal@motivbase.com

[MOTIVBASE.COM/BLOG](https://www.motivbase.com/blog)

[motivbase.com/why-meaning-matters](https://www.motivbase.com/why-meaning-matters)

UPCOMING WEBINARS

September 28:

[The Hidden Meanings Shaping Consumer Interest In Sustainability](#)

October 12:

[The Iceberg Model: Why You Need to Decode the Implied Belief Systems That Are Shaping the Future of Your Business](#)

November 9:

[What Does Sustainability Really Mean to the Consumer in the Context of CPG Products?](#)

December 7:

[How to Unpack Opportunities in Spaces That Were Previously Misunderstood or Under-Valued](#)

