

TODAY'S WEBINAR WILL BEGIN SHORTLY

How to Unpack Opportunities in Spaces That Were Previously Misunderstood or Undervalued

QUESTIONS?

Use the questions box on your screen

AUDIO ISSUES?

Use the global dial-in number in your confirmation email



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How to Unpack Opportunities in Spaces That Were Previously Misunderstood or Undervalued



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The
Deciding
Factor



We always overestimate the change that will occur in the next two years and underestimate the change that will occur in the next 10.

Bill Gates

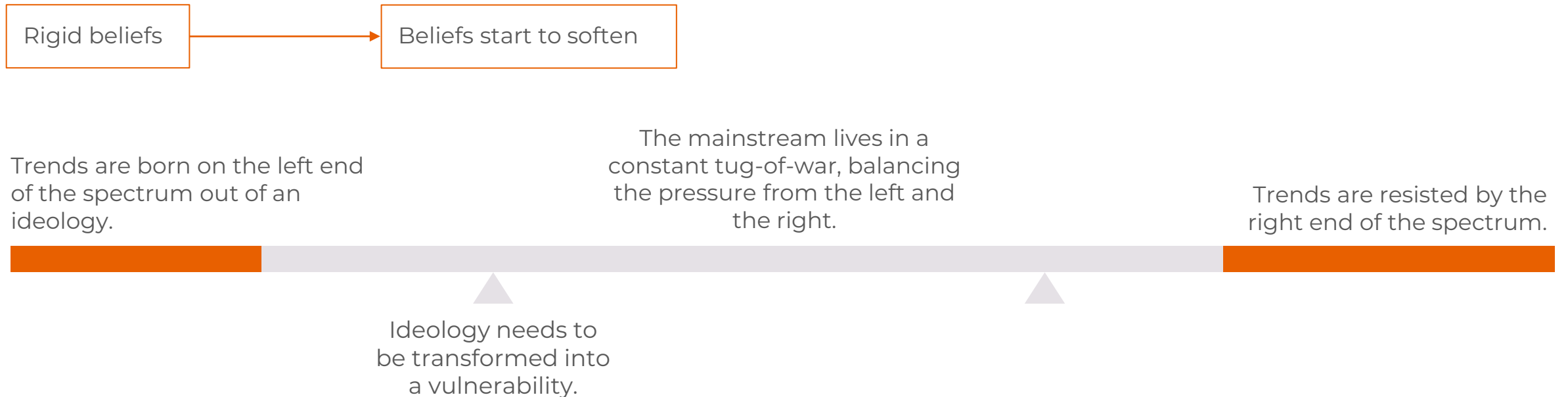
Why do we under- or overvalue certain opportunities?

Most common reason: We misunderstand trends.



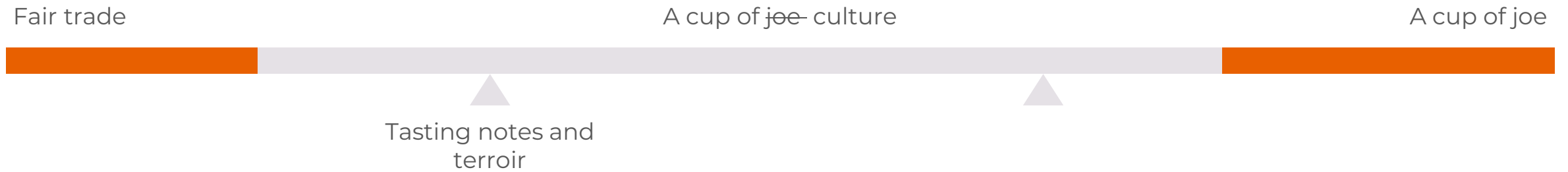
Cultural tensions

In any context, tension drives culture forward



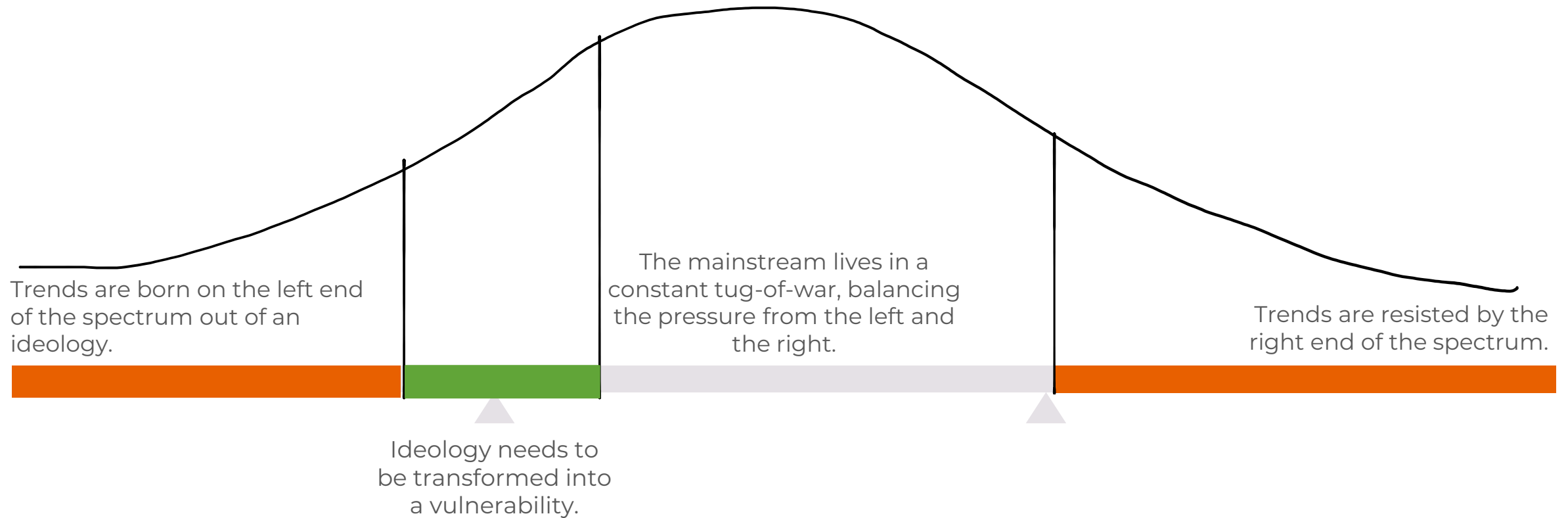
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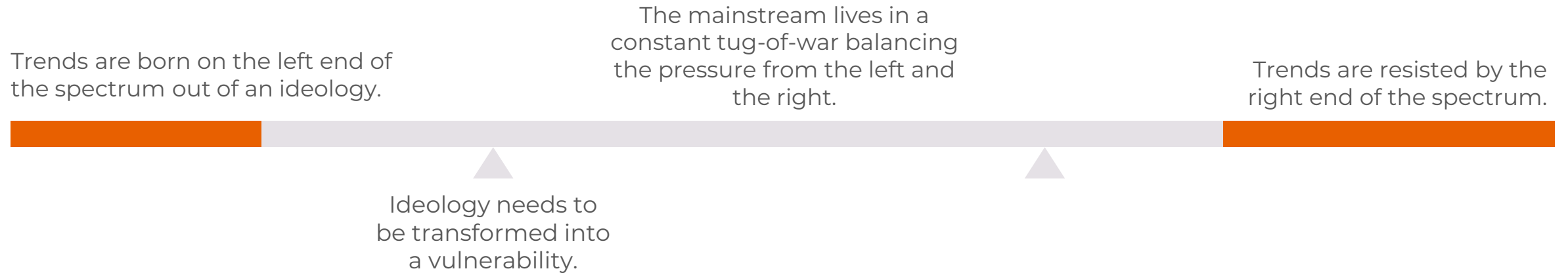


Cultural tensions

In any context, tension drives culture forward

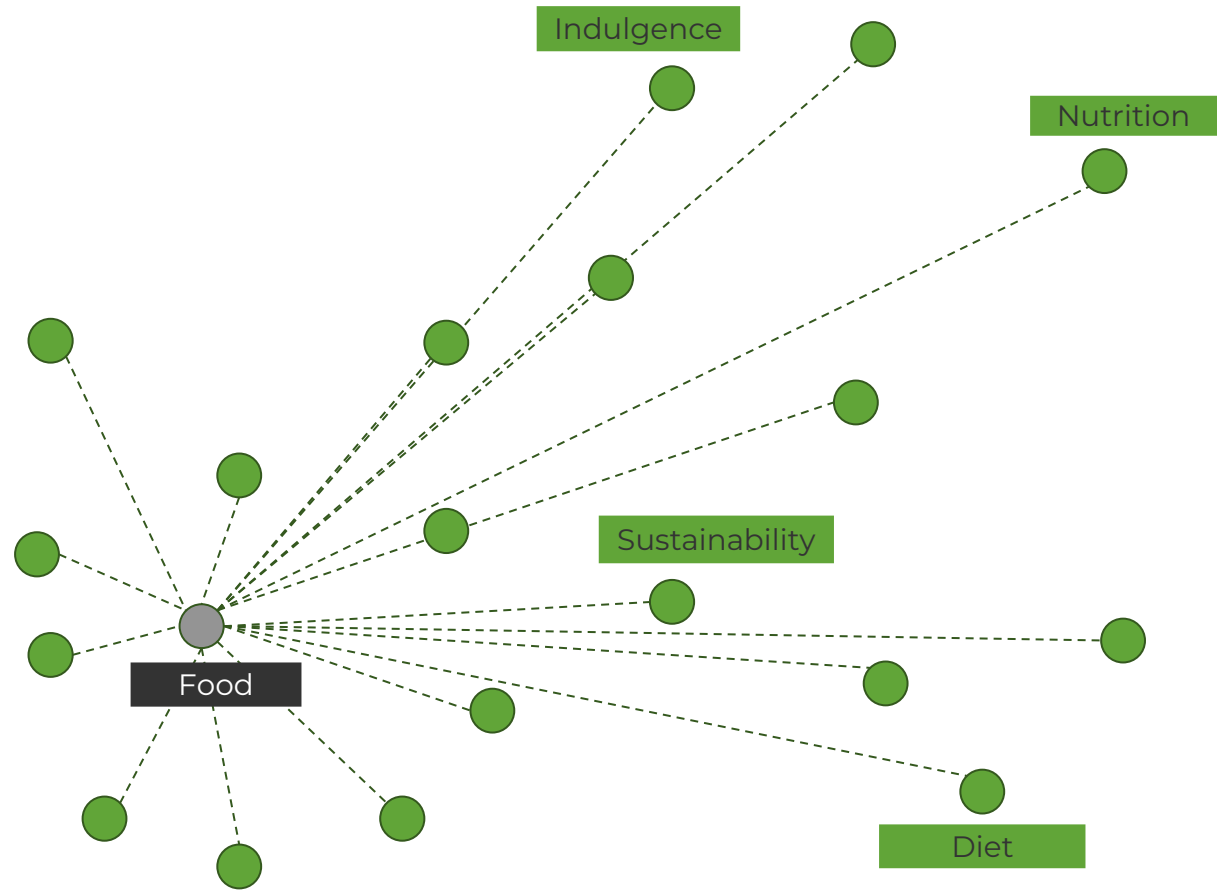


A trend is nothing but a changing set of beliefs

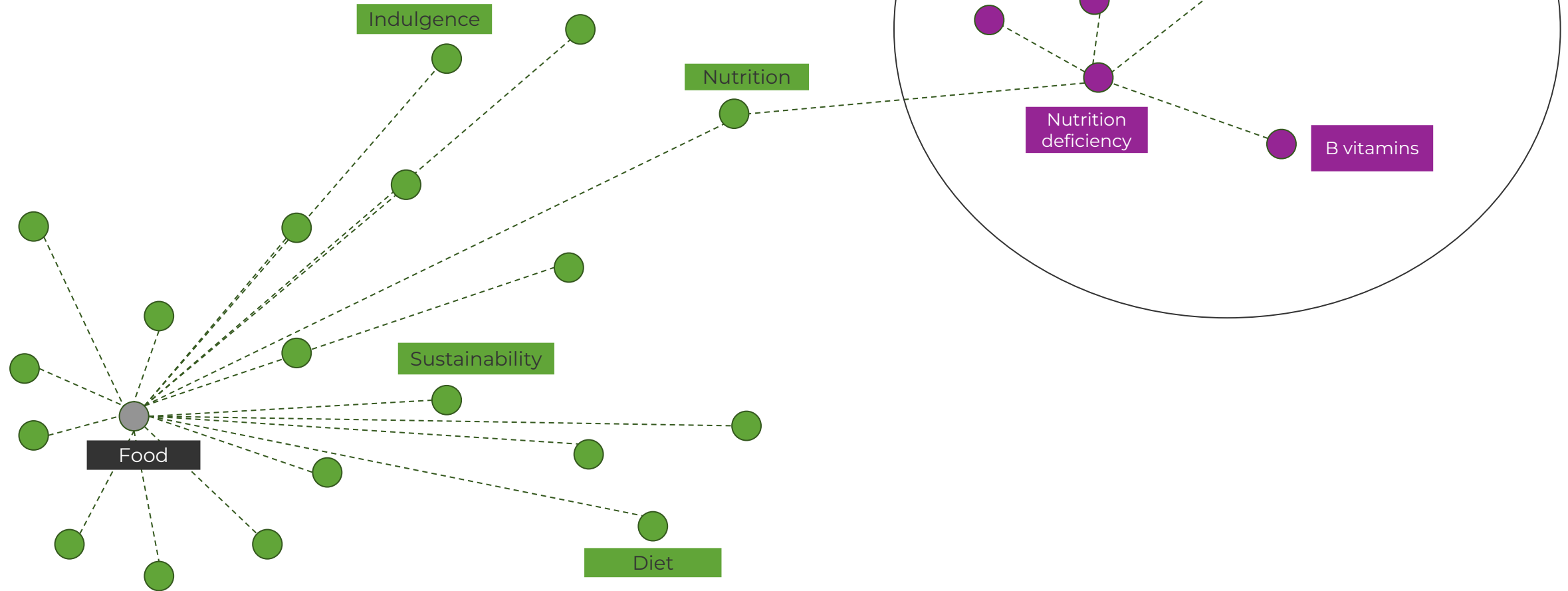


How do we identify
these changing beliefs?

Systems of beliefs shape our understanding of ideas and issues

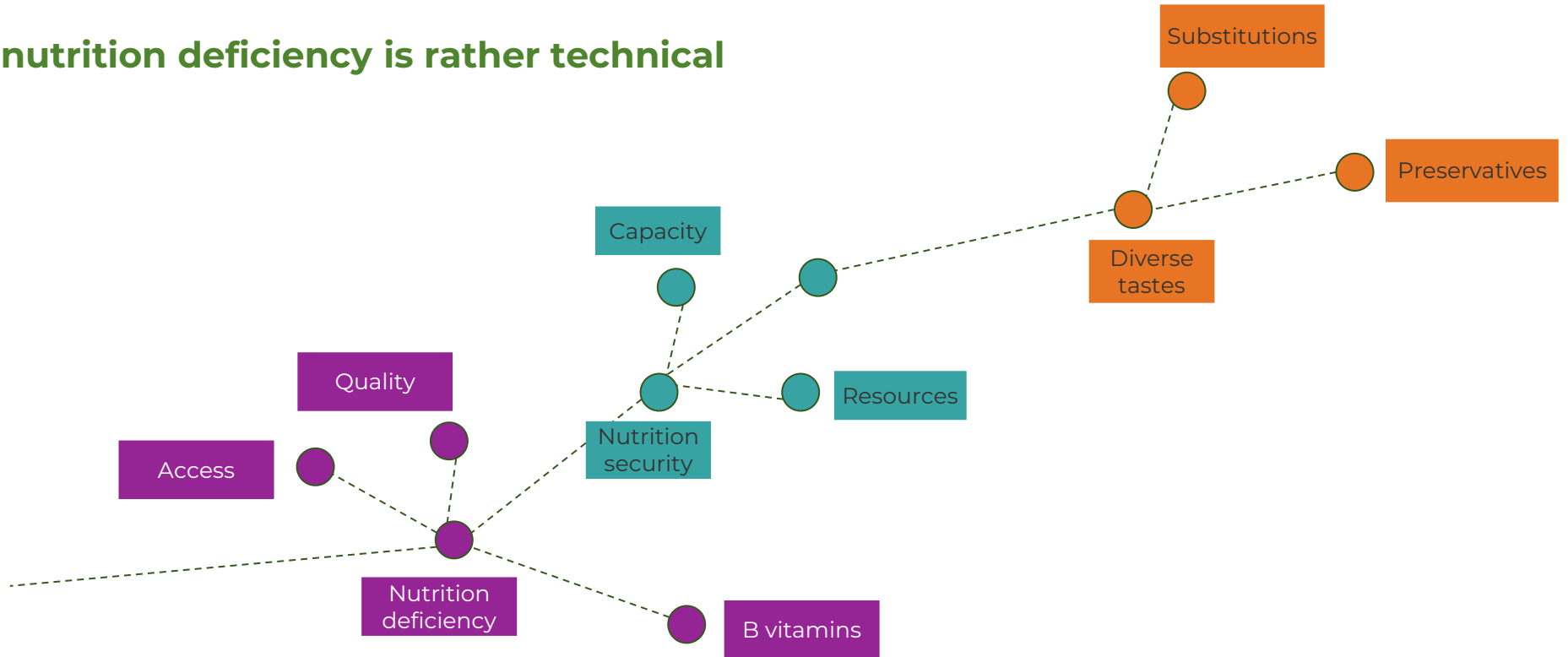


See how meaning in the broader context of nutrition transforms our understanding of the space



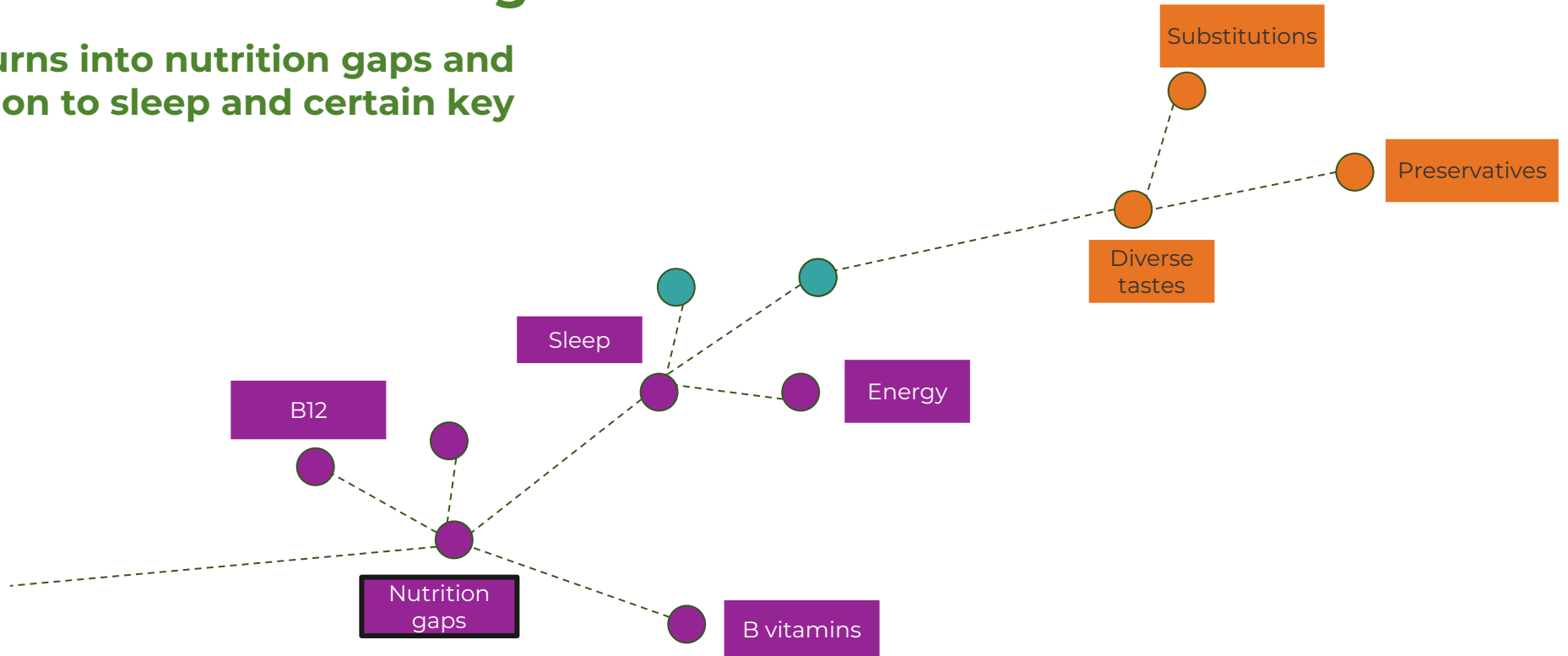
An ideological culture

The understanding of nutrition deficiency is rather technical



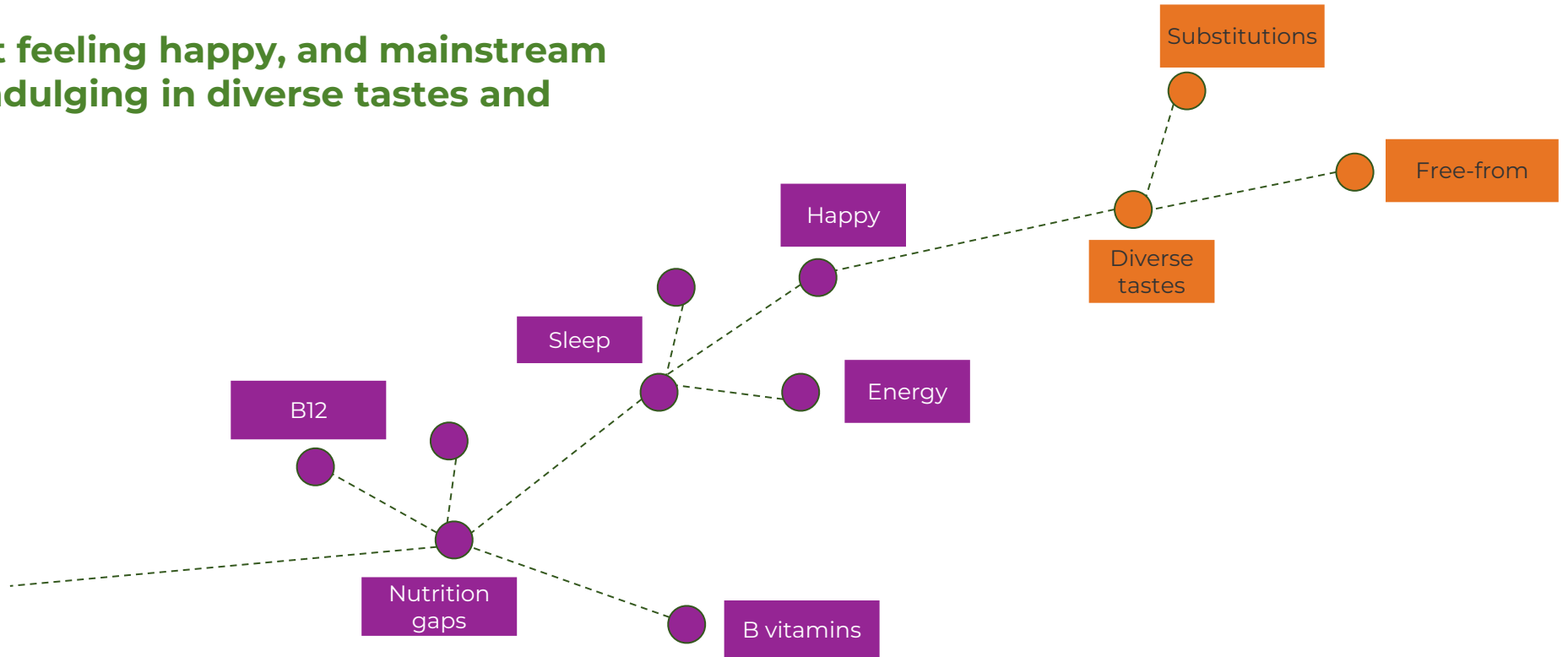
A vulnerable culture — becoming a trend

Nutrition deficiency turns into nutrition gaps and establishes a connection to sleep and certain key micronutrients

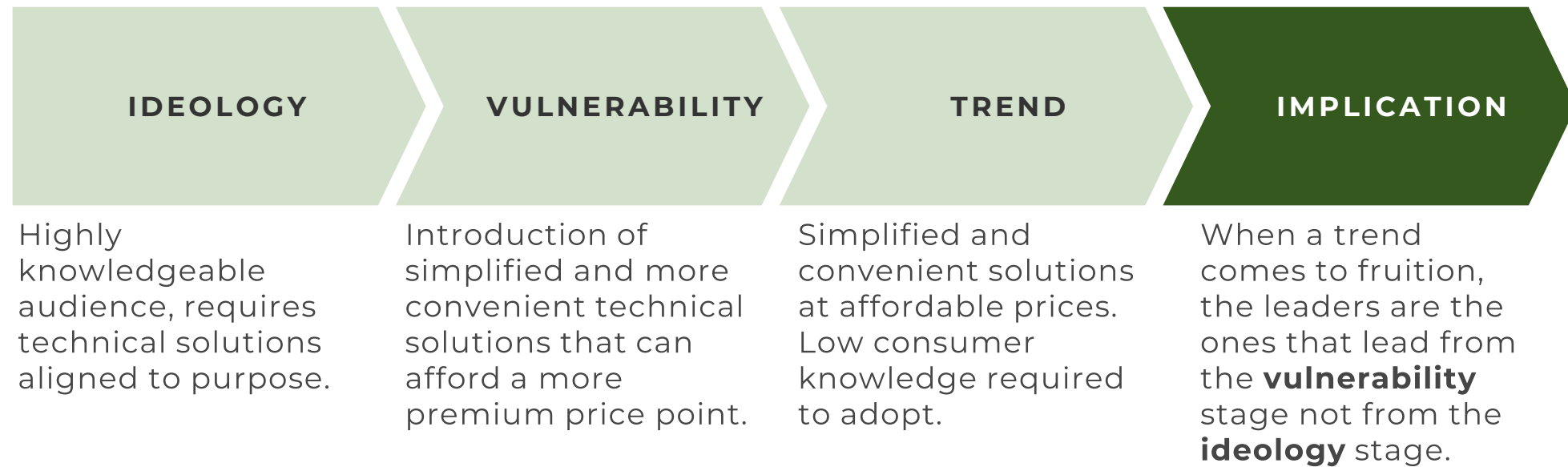


A trend

Nutrition is now about feeling happy, and mainstream consumers link it to indulging in diverse tastes and styles of food



How does the phase impact execution?

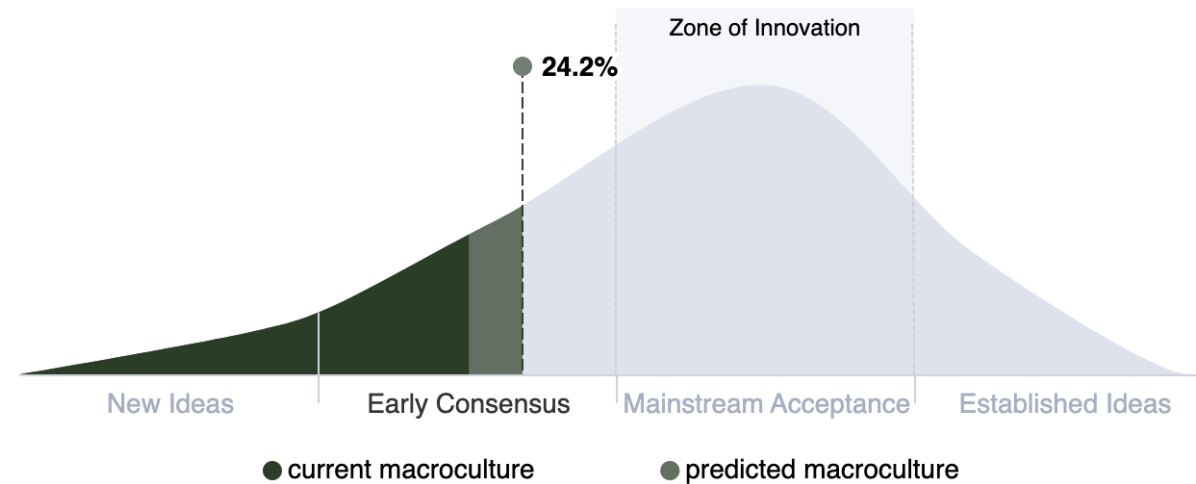


An ideological culture

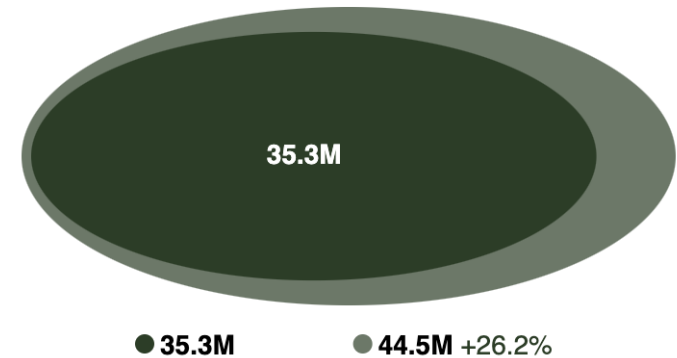
The link between inflation and sustainability is still very technical

Maturity Curve

19.2%
current



Population



This topic scores **19.2%** on the [maturity curve](#) and is expected to expand to **24.2%** in 2-3 years.

This culture is currently relevant to **35.3M** [people](#) and is expected to grow by **26.2%** in 2-3 years.

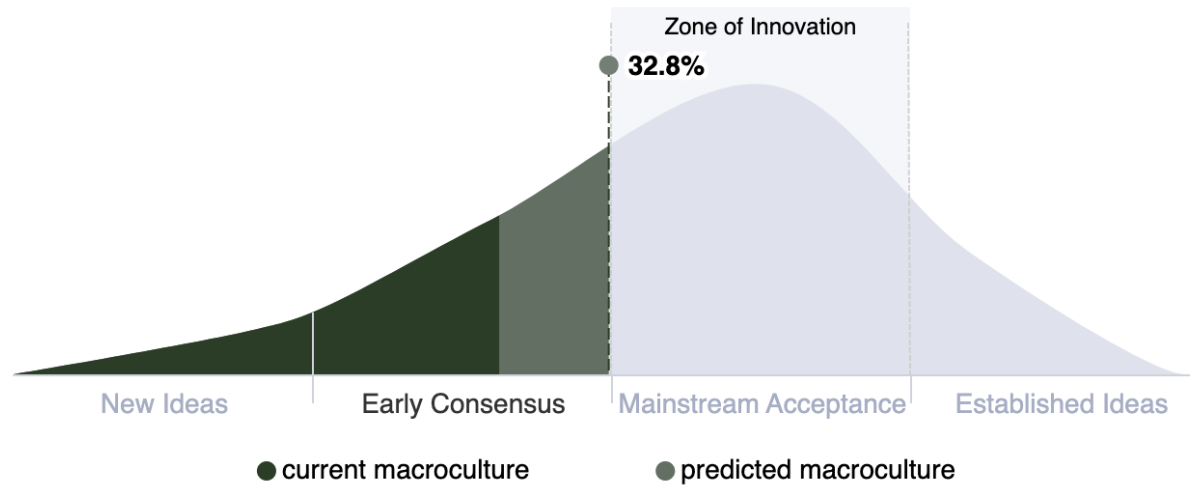
A vulnerable culture – becoming a trend

Quality of life is about feeling energetic and happier. It's not about deficiency but rather about filling nutritional gaps.

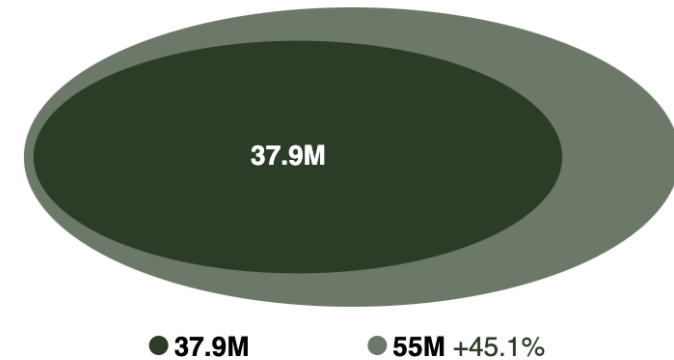
Maturity Curve

22.5%

current



Population



This topic scores **22.5%** on the [maturity curve](#) and is expected to expand to **32.8%** in 12-24 months.

This culture is currently relevant to **37.9M** [people](#) and is expected to grow by **45.1%** in 12-24 months.

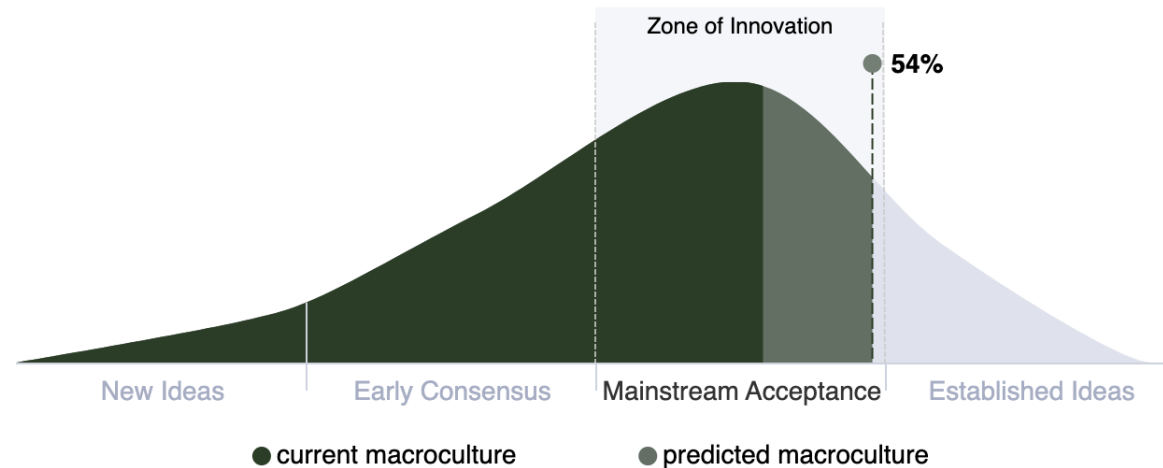
A trend

Body neutrality is now in the mainstream

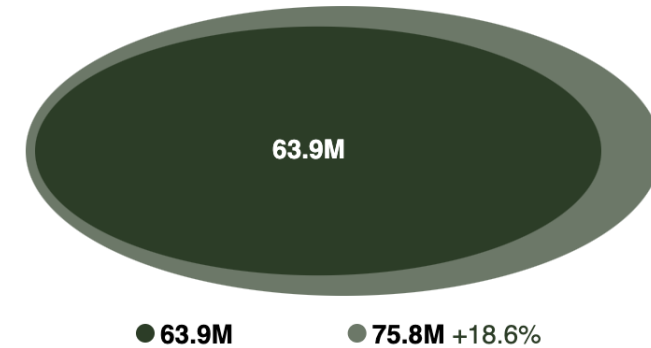
Maturity Curve

45.7%

current



Population



This topic scores **45.7%** on the [maturity curve](#) and is expected to expand to **54.0%** in 12-24 months.

This culture is currently relevant to **63.9M people** and is expected to grow by **18.6%** in 12-24 months.

Key Takeaways

1

What is a trend?

A shifting set of beliefs.

2

What are the three stages of a trend?

Ideology → Vulnerability → Mainstream Acceptance

3

How should we value opportunities?

Based on the stage they are in, and whether our solutions can cater to the needs of that stage.

Thank you

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

UPCOMING WEBINARS

DECEMBER 8

Understanding the Global Cultural Trends That Will Shape Consumer Decision-Making in 2023

DECEMBER 20

The Top Technologies Enabling the Net-Zero Grid of the Future

JANUARY 24

Market Opportunities in Emerging Consumer Health and Wellness Ecosystems



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The
Deciding
Factor