

# Identifying the Emerging Markers of Consumer Demand & Innovation Opportunities

A Hartman Group case study

# Why study global trends?

Trends are infinitely visible in consumers' daily lives. But **when** and **how** should these be applied within YOUR business to unlock innovation opportunities?

**This is where a trends framework is valuable:** highlighting gaps and prioritizing opportunities for product, service and marketing innovations. Together, macro trends and trend forces build the scaffolding for a trends framework:

- **Macro trends** often evolve slowly and structure the ways that individuals, groups, and companies act.
- **Trend drivers** represent how macro trends shape consumer culture. Consider trend drivers as umbrellas under which individual trends fall, reflecting relatively broad shifts in consumer attitudes, expectations and behaviors.

*We leveraged a trends framework for a leading global CPG manufacturer to identify 35 cutting-edge, early trends that represented potential opportunities for innovation. Keep reading to see how.*



# Case study: Global trends framework

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## THE CHALLENGE

Recognizing that major global shifts in consumer values, needs, and lifestyles are upending the food & beverage landscape, one of the world's largest global CPG companies sought to update its global strategic vision and chart paths for growth for nine of its key business units.

The project sought to identify emerging trends across nine different regions that would point to innovation opportunities and shape their brands' future over the next decade.

## THE SOLUTION

The Hartman Group completely overhauled the company's existing trends framework to account for the macro forces shaping global markets and to reflect a more nuanced, demand-driven understanding of the evolving consumer landscape.

Our multi-modal approach included:

- STEEP analysis
- Interviews with client stakeholders across business units and geographies
- Engagement with in-country cultural and category experts
- Trend-hunting of cultural and marketplace expressions (e.g., novel product formats, emerging benefits, and innovative communications/services) across 9 regions

# Case study: Global trends framework

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## THE IMPACT

Our custom framework identified global macro forces which linked to several strategic pillars that could serve as enduring touchpoints for future trend identification and innovation.

Within that scaffolding, we then developed a taxonomy of **35 cutting-edge, early trends** that represented potential opportunities for innovation.

To help make the findings more actionable, we provided high-level **implications and thought-starters** for innovation tailored to each of the business units.

Finally, we led a **two-day work session** designed for each business unit to prioritize which trends to pursue and which to actively monitor, and to identify relevant capabilities and gaps in their innovation pipelines.

*This strategic overhaul empowered the company with a new framework that specific business units could tailor for category-specific innovation, which we led in subsequent engagements with the company.*



We look forward to helping  
you unlock growth.

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