

CONSUMER TREND REPORT

year two thousand and seventeen

A TrendER Insights' Report



***Trender*ER**

'The human science behind consumer behaviour'

www.trender.co.za

HOPE 2017

2016 saw many events and tragedies that caused people to lose hope than any other previous year in the last 5 years.

The heightened frustration and lack of trust by the public in the South African political atmosphere. The youth's struggle for free education, need for empowerment and hunger for equality through the power of the #feesmustfall. Draughts, power outages just to mention a few things that left people without much cause for celebration at the closing of 2016.

Consumers will be looking into brands for some form of relief. It is important to either give consumers new things to hope for or work with their current hopes for the new year. Which is to travel, to improve relationships, explore interests they have put on hold and to help them live their passion.

A woman with voluminous curly hair is posing in front of a wall covered in graffiti and peeling paint. She is wearing a black off-the-shoulder top and a skirt with a bold leopard print. The background features various graffiti tags and phrases, including 'THE WAIT', 'MEANS TO GET BY', 'THE REFLECTION ON THE WALL', 'BREAK DON'T READ', 'MEETING POINT', 'IT CONTINUES TO BEHOLD', and '(NELSON MANDELA)'.

MADE WELL IN AFRICA

This is the umbrella under which all great things that come out of Africa will be placed under.

They are using their imaginations, making plans and changing perceptions. This concept is brought to life across industries such as fashion, art, entertainment, technology, beauty, sport and can be used to describe the development, rise and growth of people. Products and places that have been started and raised in Africa.

Through the growth of these this made well in Africa concept will extend across borders to really redefine our continent and what we have to offer.



1. AFRICA YOUTHPHORIA

The force behind Africa's growth! The youth in Africa have redefined what it means to be young in Africa.

Their future in their own hands, and will stand up against up against anything that they do not believe in and support everything that they do believe in. In their masses it is this very Youthphoria that makes them such a powerful force. They are no longer living in isolation as individuals but are able to stand together especially through the power of social media to dictate what they want from brands and society. Information driven, they do not wait to be informed but are now the informers.

One no longer need to gain lots of experience and years to make impact in society. The youth have learned that through the power of information they are able to exploit their talents to reach new heights at an earlier stage than ever before. Experience is becoming a foreign word, ability is the new phrase of success.

2. AFRICA YOUTHPHORIA

Opposites becoming cooler. Against the status quo, coolness is defined by the people and not the system.

Everyday words that were once considered negative are now being given a **positive** sentiment and becoming more and more exerted in society. People are no longer confined by what was previously defined as morally excepted but have set to set meaning to their own way of life. How far will brands be willing in the 2017 to push the status quo and stand besides their consumers?

SOCIAL MEDIA WILDCARD

The black twitter wildcard - The power of black twitter continues to be a powerful social media force that aims to address issues and topics affecting everyday society.

Whether negative or positive commentary, this social media wildcard will catch on to anything and before you know it is trending nationwide. This social media wildcard is fueled by those small nuances where brands, corporations, individuals as well as political figures sometimes ignore or take for granted.

Attention to the smallest detail in everything that one does is becoming more and more important as it can be that smallest unnoticed thing that causes the biggest blast in social commentary.

THE UN-IMPORTANT WHITE CONSUMER

The shift by brands to focus less on the white consumer and more on the black middle market has left this market feeling more and more isolated.

This is not only from a marketing communication perspective but within the workspace, as it is becoming more and more difficult to even find a job. Transformation is a key focus in South Africa and a very important part of the country's progress.

However it is important to remember that the white consumer still exists, with big spending power therefore the need to be able to balance this shift to the black market whilst inclusive of the existing white consumer.

MAYBE I ALSO HAVE A DREAM

Even low income earners have dreams and aspirations as well. Africa is an emerging continent with lots of **optimism** and people set to redefine their future. Just because one earns less does not mean that they do not look up to better their lives and should just be sold poor man's products.



KASI STEEZ

The township as a lifestyle experience and not a struggle. More and more the township is being fueled by lifestyle interests.

The township in its very own definition has become just more than a residential area but a place of interests. Unlike ordinary suburbia, Kasi Steez is what is all about experiences that no one would otherwise get anywhere else in the world, and these experiences are at the very core of what has been regarded as the heart of poverty in urban dwellings.

Underpinned by this is black pride, ubuntu and the perseverance from black township dwellers. To show that there is so much more to them and their communities over the typical outsider perceptions. Thus we have seen a growth in Township tourists from all over the world to embrace the best that the township has to offer, because the township is an experience - Kasi Steez - it's about lifestyle with ease.

BLACK HEALTH CONSCIOUSNESS

The mass market is becoming health conscious that it is not an uncommon sight to see people jogging and doing fitness exercise, in the township early morning and evening. .

It was first seen as one trying to portray themselves as “better” or living like “white people” if seen jogging in township streets. However all that has changed. Townships such as Soweto now even have gym facilities free and open to the general public in parks for everyone to experience a healthy lifestyle.

No longer is healthy living an unattainable ideal set for just exclusive gyms and upper end. Everyone now has excess to being able to live and afford a healthier lifestyle.



DANCING BLACKS?

Black people are commonly known to be good dancers and have good rhythm, however this is not all that they are about. There is more to the black community than dancing and music.

However this is the frustration that this market is experiencing as they feel brands or their communication thereof is mostly centered around this dancing phenomenon. The frustration is driven by the fact that they are as multifaceted as other races and therefore have other lifestyle interests that are never highlighted and have only being blanketed under this dancing insight alone.

There comes a time when brands should move beyond dancing to exploring the other side of this market in order to appeal to them in a fresh way that they will also appreciate.



BLACK IS MAGIC

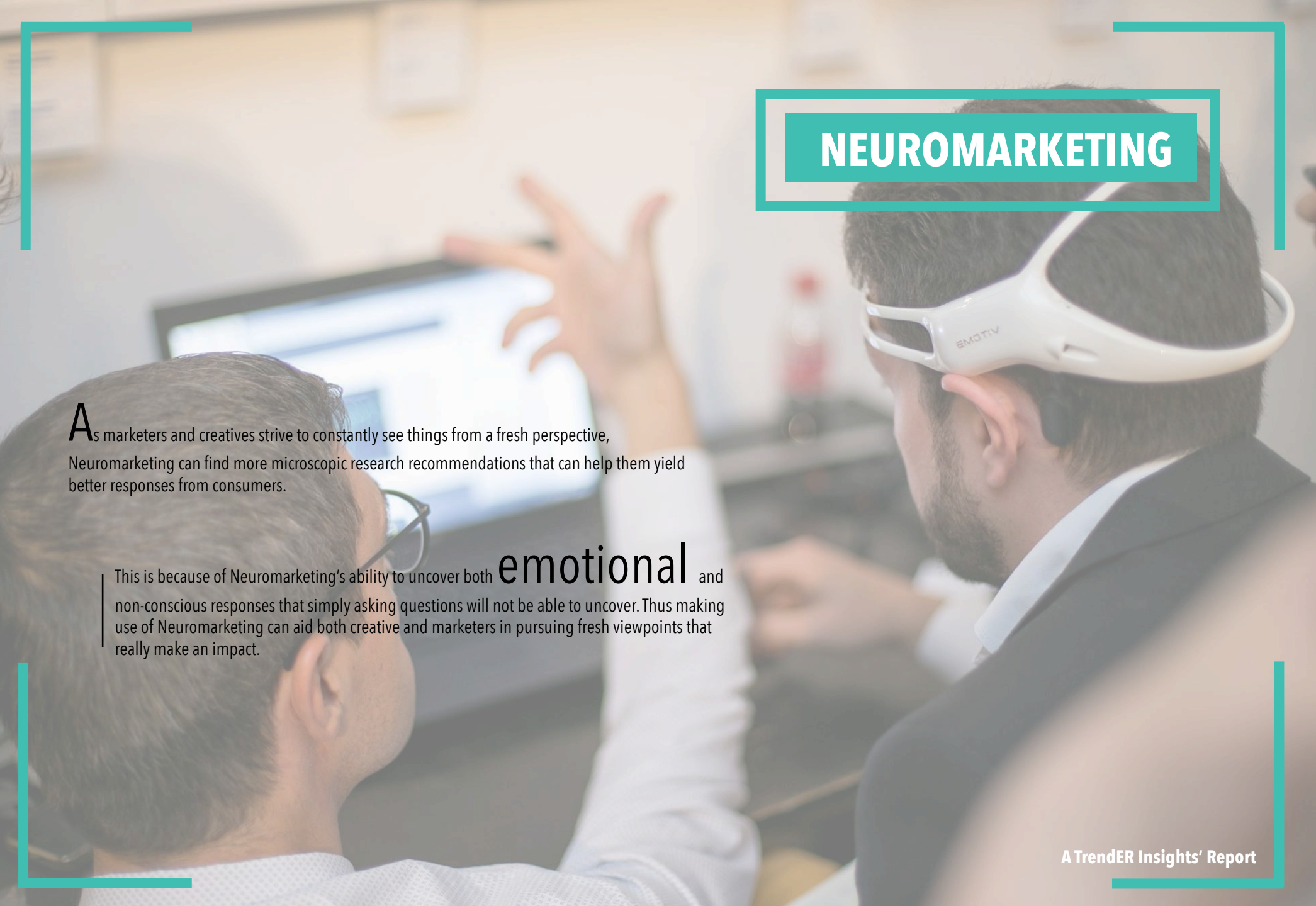
Makeup and styling tips with a stronger focus on darker skin tones.

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MY NATURAL

A focus on understanding your hair type and buying products that cater to your unique roots and curls.

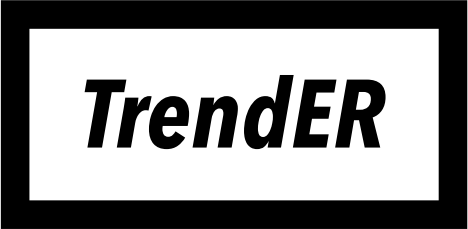
This is a result of the **natural hair** movement that has now opened up the opportunity for hair workshops and festivals that focus on giving the consumer knowledge on their curls. Empowering them to wear their natural hair best.

A background image showing two men in a meeting. One man, in the foreground, is wearing a white Emotiv EEG headband and looking at a laptop screen. The other man, in the background, is gesturing with his hands while talking. The image is framed by teal L-shaped corner brackets in the top-left and bottom-right corners.

NEUROMARKETING

As marketers and creatives strive to constantly see things from a fresh perspective, Neuromarketing can find more microscopic research recommendations that can help them yield better responses from consumers.

This is because of Neuromarketing's ability to uncover both **emotional** and non-conscious responses that simply asking questions will not be able to uncover. Thus making use of Neuromarketing can aid both creative and marketers in pursuing fresh viewpoints that really make an impact.

The logo for TrenderER, featuring the word "TrenderER" in a bold, italicized, sans-serif font. The text is white and is enclosed within a thick black rectangular border. The logo is centered on the page.

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About TrenderER Insights

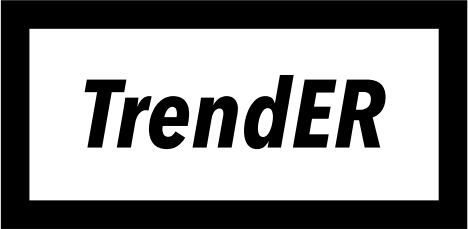
TrenderER Insights is an African consumer insights research agency. We follow trends and survey consumers to gain a deeper understanding behind the trends in our consumer environment..

Our services include:

- Qualitative research
- Product sampling
- Neuromarketing
- Consumer journey mapping

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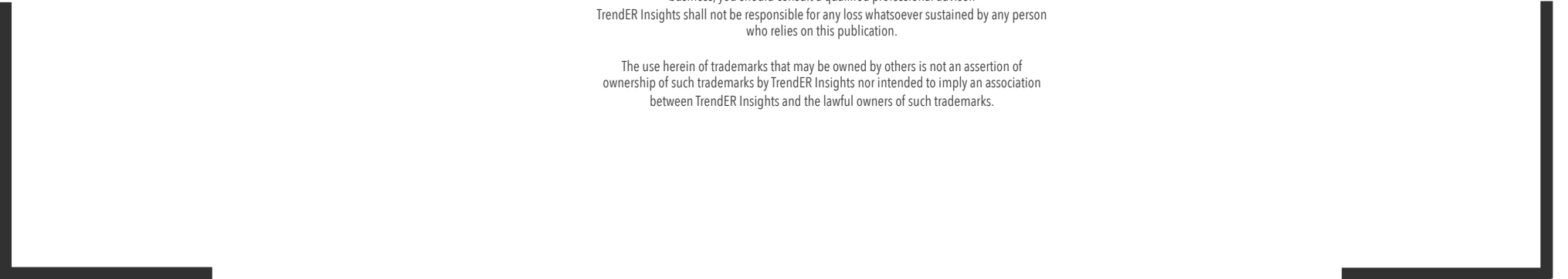
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