monthly trend update

JUNE

Year two thousand and seventeen



TrendER

YOUTH MONTH: "HUMAN BEING"

For the youth being 'human' is no longer an excuse to making up from the past mistakes but being an agent of change.

Animals do not change the world, humans do. The youth are starving for change and they know they are the ones to bring it.

The youth are embracing their humanness and the humanness of others. To them being a 'human being' is about rallying for positive change.

They are concerned less about mistakes and flaws but rather about boldness and taking action towards the future they desire.



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"CAVA LE COMBO"

Co-ordinated fashion has been seen more and more frequently lately and it is all about making it simple to put an outfit together and still look stylish.

Tops and bottoms that are made to be worn together are for both the fashion-forward and those without a fashion-sense.

It's effortlessly stylish and being implemented by local streetwear brands like "Vulcan Juwish" and global brands like Zara are bringing this to life as well.



EXCLUSIVE ENTERTAINMENT

Entertainment is no longer the usual norm of being around lots of people in a crowded concert.

The shift is far moving to consumers looking for exclusivity and being part of social events that are very niche and with few people to get the opportunity to engage with people.

In the month of June Glenfiddich launched their Independent bar which was an invite only event for a few people to experience their brand and get a chance to network.

This created a social setting that is relaxed and makes it easy to engage with people in a closed setting.



SOCIAL MEDIA SHUTDOWN

With the price of data in South Africa being ha critical topic, consumers are taking a stand against this and movements are formed to fight against this.

We saw this in the ＃Datamustfall movement and in the month of June a call to create a blackout on social media was made to put pressure on the high costs of data from networks.

This call ended with not much success as the ＃socialmediablackout trended through out the day.

The use of social media has taken up everyday life that it is habit to go onto social media and this proved that the channel plays a big role in the consumer's life.



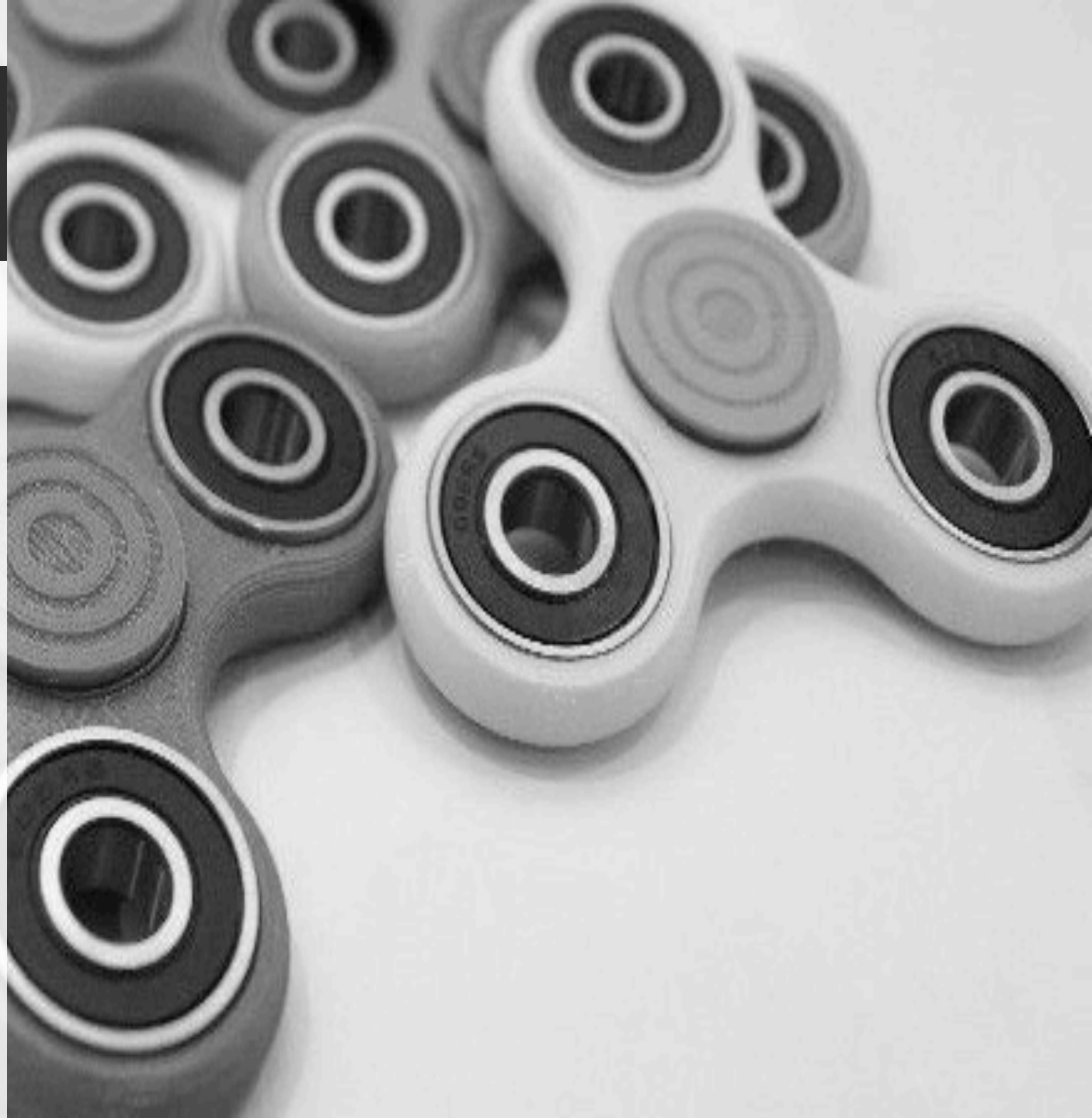
The Fidget Spinner

Fidget spinners on the contrary of just being a toy.

This revolutionary little gadget has taken the market by storm and has kids and adults going in a craze.

Their sold on the premise that it will stop bad habits such as fingernail-biting and help children with learning disabilities such as Attention Deficit Hyperactivity Disorder (ADHD) or Attention Deficit Disorder (ADD).

Reports state claim that the devices can genuinely help with stress and anxiety.



Snap Map

Snapchat recently introduced a new feature for the app: Snap Map.

The new function will share your exact location with friends,
using your Bitmoji to show where you are on a live map.

Although a "Ghost Mode" is also available, allowing you to keep your location private.



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TrendER 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 :

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

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