

A man in a blue jacket and glasses is shown in profile, looking out at the ocean during sunset. The sun is low on the horizon, creating a bright reflection on the water. The overall mood is contemplative and serene.

TrendER

Twenty Twenty

Insights into the new wave of consumers

A TrendER Insights trend report 2020

Introduction

Our TrendER Insights' analysts are urbanites and culture curators capturing rare universal truths, observing trends and documenting culture, whilst creating playful moments with others all over the continent — at the very heart of your consumers and target market. We fuse influential consumer insights and research with unshakeable analytical thinking to produce powerful business intelligence and brand communication strategies.

Ideas.Love.Insights

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Ama 2000 are the trend setters of the new decade into 2020. This is the generation born after the year 2000 and are growing to be more and influential with the power of social media backing them up. Today's youth has become closer and engage with each other more than ever before given the connectivity being at the palm of our hands.

The power of this connection means they can share ideas easily and quicker than ever before. They will stand by each other if they do not believe in something and support each other to bringing the moral societal changes they believe in.



Their access to information has made them more screwed meaning they are the modern day curators who can make their own decisions based on vast amounts information sources ease and readily available.

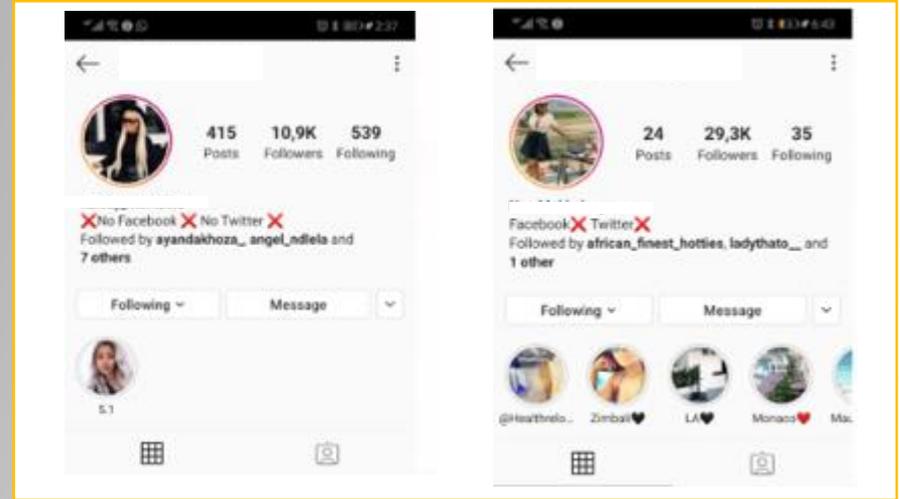
They lead the conversation and no longer have to wait to be told what to do. This make pushing back for them seamless.

Ama 2000

It has become a new trend on Instagram that as part of one's profile status - no Facebook, no twitter has become the norm. This trend has spawned from micro influencers and has been growing ever since. Followers of these individuals can range between 10 000 to 60 000, with posts on lifestyle, food and experiences.

If someone want to see their posts then they know that the only place to find them is on Instagram which generate more engagement on the Instagram profile for them. One of the easiest way to spot a micro influencer or influencer "wanna be" is through 3 simple lines.

- No Facebook no twitter
- Direct Message for Collabs
- The profile handle will either have the word "official" on it.



“Insta only: No FB, No Twitter”

No Facebook No twitter, is the South African growing trend, which in the past was never present and has recently gained its footing

DM for Collabs - A call to action by the influencer showing their availability to collaborate with any brand that might be interested. Meaning that their Instagram profile is a commercial one beyond just a private account.

The 'official' handle eludes to the fact that this is their only profile on the platform. People therefore must ignore other profile as they might be fake accounts.

2019 Saw the boom of an underground house music genre which is building momentum with every new record released.

The trend into 2020 is moving at an even greater pace. This sub-culture of music formally known as Amapiano originated from Pretoria Township youth Dj's and producers and has spread all over the country to represent the South African township culture and lifestyle.



A music genre that comes with its own unique dance moves has sparked choreographed viral videos of people dancing and sharing their social entertainment life online. Amapiano influence has moved so mainstream that other artists from other genres of music have released songs produced with the Amapiano beat.

Amapiano has set the tone for the future music scene in South Africa and not forms the foundation of where many trends emerge, through dance, entertainment and fashion.

Dlala AmaPiano

The new era of “content creators” has emerged, no more are guys called “blessers” but now phrased “content creators” for their ability to afford luxury holidays, high end fashion brands and the latest smart phones so that women can be able to post that on their social media platforms.

Its all about content where you are go, where you eat and what you wear provides content for social media posts and is ultimately the currency of 2020. It all starts with owning the latest smartphone specifically the iPhone which has earned its place on social media posts.

Content is the new currency

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The trend is all about taking one’s picture with the main back camera on your phone in front of the mirror rather than using the selfie camera mode. This is to show off the cellphone logo so that people can see the brand.

Content is becoming the latest currency with people showing off exotic places they travel to, you are not considered if you do not have such content or cannot provide such content to them.

People want their social media to “pop” and only this exclusive content will make that come through

Dunusa - a Zulu word meaning put your bums out, this is the act people do whilst shopping at informal second hand clothing stalls. Now, as you waltz down the streets of Johannesburg downtown you will notice a number of people searching through piles of clothing looking for “the perfect fit”. These sets of clothing are reasonably priced for the mass market as the price range from as little as R10 through to R150

A few years ago, these informal stalls were frequented by older black womxn looking for something affordable that fits the size of their low income household. These days you find younger more trendier people searching through these buckets in search of unique items of clothing. Medusas or Thrifting as it is now referred to offers people with cheaper clothes that is guaranteed to be one of a kind as it is not mass produced and at times, you find vintage pieces that you could resell at a profit later.



Madunusa has given way to a new sort of retail outlet, that of thrift stores, where those who are uncomfortable searching through the buckets in town are able to buy these products, cleaned and ensembled in the thrift store. There is a gradual move away from retail stores in search of a unique style that cannot be replicated and is affordable for the youth that constantly need validation of their unique identity. The spirit of Thrifting is driven by the youth culture of vintage look where youth are seeking authenticity in their lives and is reflected in their fashion sense.

From Madunusa to Thrifting

In yester years the word Entrepreneur have taken various forms, take tenderpreneur for instance and recently we hear of the Phandapreneur (Hustlepreneur) land on our South African mass market shores. From the simple phrase phanda (hustle) presssa (press), pusha (push) hails the newly formulated that will rule our zeitgeist.

South Africans in general come from a colourful history that beckons for one to be persistent and persevere through whatever circumstance one may be in as a country we have won many battles and wars the DNA that its people carry have the hustle mentality. Phandapreneur have been in existence since the early 2000 basking in the corners of our townships. They would sell vegetable and snacks to make a living during the genesis of tough economic times that we did not fore see would last for years.



Phandapreneur

The modern Phandapreneur is more skilled than before, these are people that hold degree from Ivy League universities that range from art to business degree and the formal market has not allowed finance to be active players

The like of Steers, fast food restaurant, have sought to enable the Phandapreneur through the use of social media and looping a completion element to it. Address the pain point of 'hustler' and to some degree giving them an option to elevate or rather in positively add to their hustle.

Black People have always been perceived as passive consumers who do not necessarily question the morals and ethos of a company and their perspectives were mostly neglected. However, since 2012 with the rise of the #BlackLivesMatter in America and the global support it received, black people have sparked debates and called for inclusion and policy reviews in terms of racism. Black People across the world have vocalized their displeasure with the 'violence' and overt racism they are treated with and as a result started holding companies more accountable to standards that are context driven. Examples such as the destruction of the H&M store in South Africa after the release of an ad campaign that was perceived as racist (a black boy was called a monkey).



South Africans protested at the store and H&M had to temporarily close their doors. Another such example is the Dove ad where a black woman turned into a white woman. Dove had to recall the ad and publicly apologized to consumers. Although black people have been portrayed in a negative light, companies such as Castle Lager were the first to support Ashwin Willems (a black rugby player) who was called a quota rugby player and released an ad campaign #NoLabel.

Black Market Power.

After years of oppression Black people worldwide have reached a sense of 'Euphoria' in that they are becoming more aware of their economic, social and political power that they possess. Black people are no longer empathetic to racial, class and political discrimination against them and have ensured that their voices are heard and that there is some form of redressing. We see this in the type of protests that have taken place in the last 10 years ranging from #BlackLivesMatter, Natural hair and #RhodesMustFall to name a few.

This 'awakening' has led to the emergence of many movements that celebrate being black and being black womxn. We see this under #BlackGirlManjick where black womxn are celebrating their unique features and the melanin that they naturally have. They are also embracing their natural features and support brands that target their need to set their natural beauty apart.



With this 'Euphoria' black people are celebrating each other's achievements and supporting local brands more and more. There seems to be a shift from supporting just any local brand to supporting black owned and locally produced products. Local is Lekker no longer seems to get the same traction it did years ago but what we see is #BlackExcellence taking frontstage. Black people no longer want to be included in products that they were previously excluded from, instead they are moving towards a space where they create their own products for their own consumption.

#Blexcellence

Take the dancing and the jovial singing at any protest in South Africa and that is the minute you can mark all participants absent. The South African mass market is one that relishes dark humor and harsh truth. We laugh at most serious matters and create a lighter mood that uplifts rather than cause panic that is the depiction of the level of maturity we have reached as a nation.

Take the Cutting Edge insert where an elder women is lamenting for finally having seen her long disappeared daughter who had left her with kids and South Africans have now incorporated that cry (Nokuthula the name of her daughters) into amapiano song (Phoyisa). People chant this during groove as if it were not a sad moment but something we ought to celebrate.



Dark humor and harsh truths is a unique attribute in South African consumers. As Africans we have a unique approach to the spread of information and driving awareness and we have made it common place to make light of serious issues.

Dark Humor and Harsh truths

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The logo for TrendER, featuring the word "TrendER" in a bold, italicized, sans-serif font. The "T" is significantly larger than the other letters, and the "ER" is in a smaller size. The logo is set against a white background within a black rectangular frame.

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TrendER Insights is an African consumer insights research agency. We offer business intelligence by following trends and surveying consumers to gain a deeper understanding behind our consumer motivations, beliefs, needs and behaviours.

Our services :

Business intelligence through:

- Consumer research
- Insights
- Trends
- Neuromarketing

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