



2022 Mass Market Trends Report

A TrendER/Infoquest research report

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TrendER

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A young woman with long dark hair is the central figure, wearing a traditional beaded headband and a dark, beaded halter top. She is standing with her hands on her hips, looking slightly to the side. The background is a blurred outdoor setting with trees. A semi-transparent purple overlay covers the entire image. The title 'YOUTH CULTURE' is written in large, white, bold, sans-serif capital letters across the center. A thin white horizontal line is positioned above the text.

YOUTH CULTURE



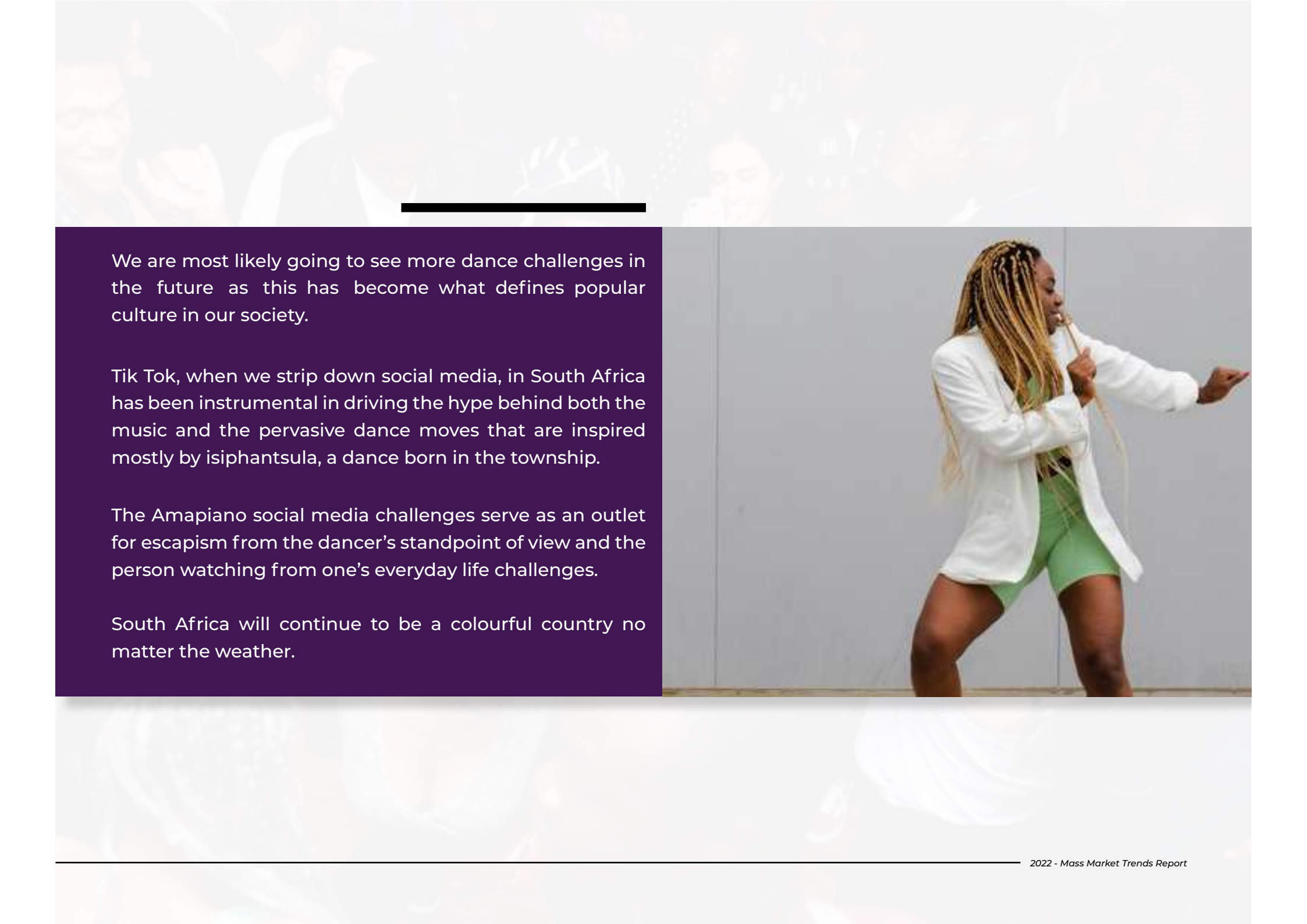
Amapiano —

Social Media Dance Challenges

The Amapiano movement in South Africa has gained momentum and doesn't seem to stop growing in leaps and bounds. It has become such a big phenomenon that has also taken the world music scene and has put South African music culture on the global map.

The key driver behind this movement has been the many viral social media dance challenges driven by the Amapiano music and new dance moves. Almost every new Amapiano hit song springs a new dance move that spreads around the world.

One must keep up with these dance trends as they can be sparked by almost anything and spread like wildfire amongst the youth. This has been a great way for people to share and still connect during the lockdown times and so the movement continues beyond.



We are most likely going to see more dance challenges in the future as this has become what defines popular culture in our society.

Tik Tok, when we strip down social media, in South Africa has been instrumental in driving the hype behind both the music and the pervasive dance moves that are inspired mostly by isiphantsula, a dance born in the township.

The Amapiano social media challenges serve as an outlet for escapism from the dancer's standpoint of view and the person watching from one's everyday life challenges.

South Africa will continue to be a colourful country no matter the weather.



I AM — My Own Brand

The youth nowadays consider themselves, as herd, and their individual selves as brands. What this means is that it is important how one carries themselves through their dress code, lifestyle associations and hangout and the right curation of content for their social media pages as a large part of them are digital citizens send almost half of their day lock onto digital screens surfing social media platforms.

The table have turned, and it is no longer brands leading and influencing the conversation, but content and trends are now driven by individual personal brands represented by the youth.

The culture of influencer has increase across our shore even when influencer marketing is interrogated in boardrooms thoroughly from a return-on-investment perspective.



It evident that piggy backing on the right personality for one's brand does garner larger number of eyeballs and ears from a brand awareness metric. Essentially, if brands want to be relevant, they need to associate themselves with these individual brands and not the other way around. The narrative has changed from brands owning the conversation to people individual brands driving the conversation and popular culture.

SIDE HUSTLE

A Growing Phenomena —

A nine-to-five is no longer enough to take care of the needs and wants of the youth.



The narrative that speaks to young people going to school and attaining a degree equating to a good life is dead in a declining economy with youth unemployment on the raise. “Get a job alongside it, get a hustle. Anything can happen in the uncertain times that we live in”, is a mantra that most of our youth are pegging their hope on when looking into the future.

Truth be told the youth cannot emulate the older generation when it comes to savings, this cannot be solely blamed on the youth, but they have been dealt a bad hand when it comes to financial education in tough economic conditions.

A side hustle wouldn't be without the main job, it important that the main job is respected and it should be done well, because most jobs no longer give job security, the side hustle not only gives you extra income, the confidence to do your main job & acts as your exit strategy.





MONEY MATTERS

ONLINE BETTING SITES

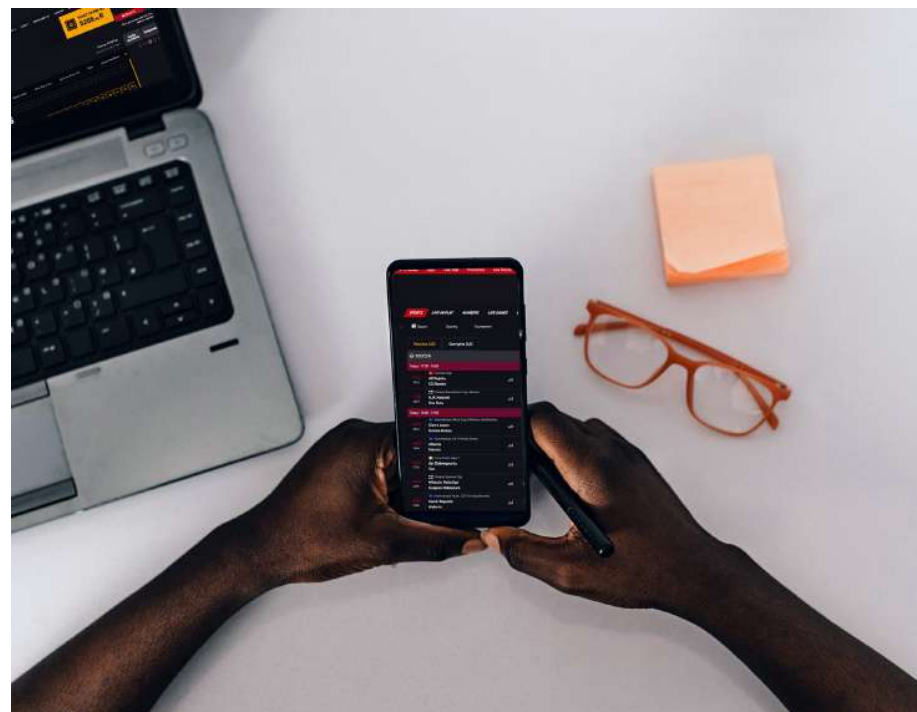
Becoming More Popular

We have seen a rise in more and more people joining betting apps.

From Lotto apps such as LottoStar to sports betting apps like Betway, the app betting trend has been on the rise more than ever.

With many people having lost their jobs and incomes at a low, people have resulted to different forms of income and betting is perceived as the quick access to making money easily in a short space of time.

Our mass market is being more and more attracted to this type of betting and now betting is seen as a norm.



The attraction of this trend is also driven by the ease of access to these facilities as they are online, and one can bet anywhere and anytime through their mobile phone.

No longer does one have to do the expensive drive to the casino, pay parking tickets and must buy food and drinks while passing time to watch their bets.

The stigma of betting is also being slowly eroded by these platforms making betting a new societal norm.

STRETCHING YOUR RANDS AND CENTS

Thrifting

Looking to maintain a trendy image on a tight budget can prove difficult with the inflation in the country being at its plight. This not only comes as way of saving money, Generation Z identified its tendency to view consumption as “an expression of individual identity” and its appreciation of uniqueness. Thrift stores, with their one-of-a-kind, vintage, donated pieces, therefore cater to these desires in a way that mainstream brands cannot.

The growing popularity of thrift shopping among the youth and older generation is starting to be seen as a better alternative to saving money.

Loyalty Points

Consumers are now looking at brands or even retail stores that give them the best value for their money, rewards and points system are extremely useful resources to save money, they offer relief and are perceived as a way to get the most out of buying from a specific store, it not only benefits the consumers and make their purchasing journey a little more pleasant, but it could serve as a benefit to the retailers as consumers might want to return to the same shop to get rewards.

We are now looking at consumers who have drastically changed their spending habits, from taking anything they want and including them in their basket only looking at consciously spending their hard-earned money.



THE NEW WAY OF LIFE —

TRAVEL & SHOPPING

Has Become More Functional And Purposeful



Leaving the house has become more intentional and more purposeful.

People are now leaving their homes with an intention to purchase goods and services rather than leaving the house with no intentions.

This is due to the reservations of being in indoor crowded areas and preventing risk of infection by minimising unnecessary human interaction. where there is risk of infection.

This is good news for brands as it means consumers buying behaviour is more intentional and they will come back home with a purchase. Whether is going to the bank, the grocery store, the gym or even taking a jog, their intentions are clear and more purposeful as leaving the house has become a lot more of a considered decision than just stepping out randomly.

POS, In-mall advertising will play more of an impact to be able to persuade consumers to choose their brands over their competition as the sale is already guaranteed, the question is will it be their brand that will close the sale or not.

Other forms of advertising such as OOH become more relevant for brand recognition and consideration as consumers journey between their homes and the shops.



WELLNESS WAVE

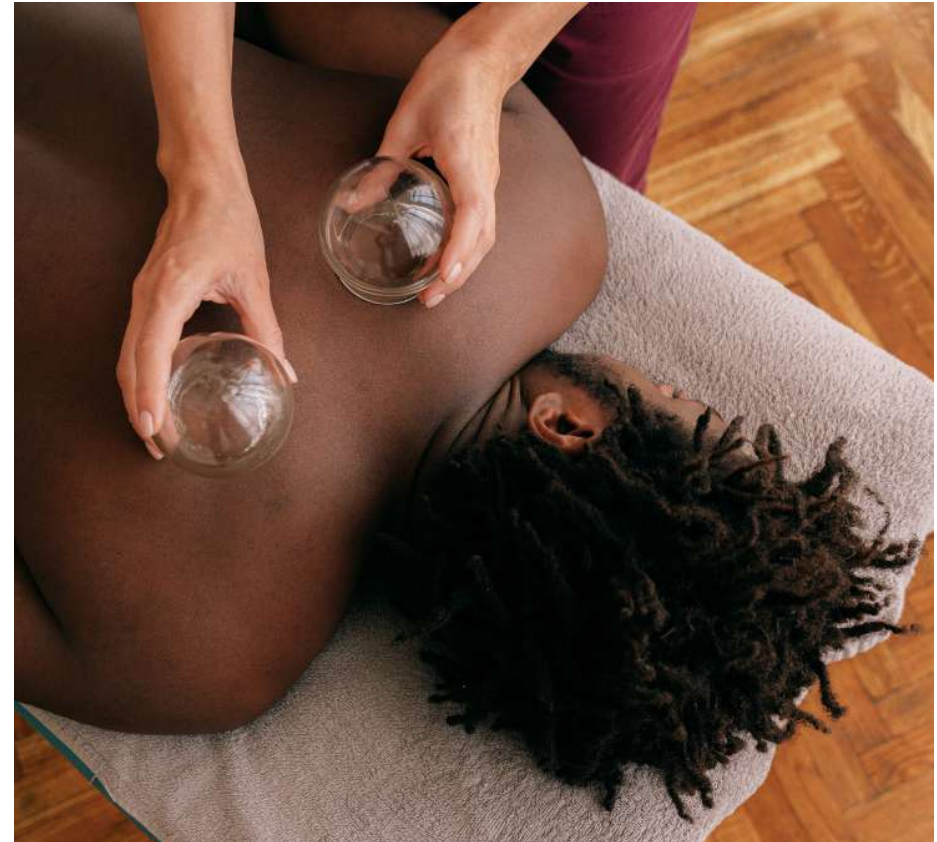
Health consciousness has become an everybody concern. There is a lot more people health conscious now than ever before. Keeping healthy and a strong immunity is no longer a luxury but the basics of any individual or household.

INDIVIDUAL HEALTH —

This concept does not only speak to the medical element of an individual but the person entire being.

Enter, “self-care Sunday” - the idea behind self-care Sunday is simple: take one day of the week and dedicate it to your self-care in all ways possible. Sunday is often the perfect day to do this as you have more time for yourself.

Take for instance how society has shifted from a staunch masculine outlook when it comes to males doing pedicures and manicures.



This is viewed as an individual taking care of their physical health and appearing clean and well groomed.

People are also shifting their outlook when it comes to protecting themselves from disease and are actively seeking vaccines and prevention methods in contrast to blindly going about their ways

Living Green

The effort of society to start taking care of the environment has heightened in recent years. Going green is gradually becoming a core part of many business strategies, from the involvement of big retails and fashion industries starting to take a pledge to start going green by using recycled materials and producing products that are cleaner and kinder to the environment.

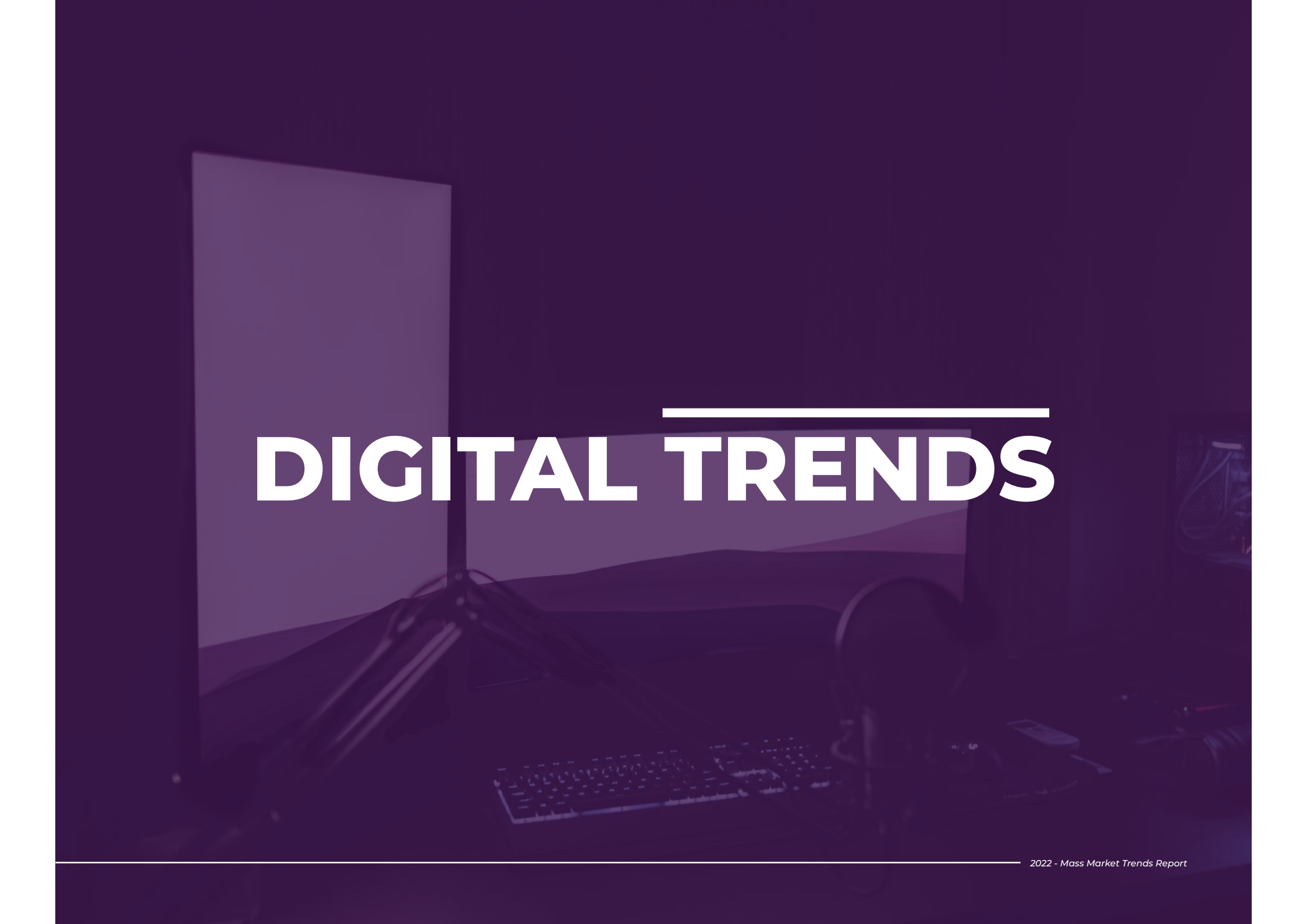
For most industries, the pandemic had displayed how important sustainability is to continuity.

Green business practices are showing to be capable of generating more positive public sentiment and in turn can be profitable.

However, it's not only BIG corporates who have made the decision to go green, consumers have also jumped on this bandwagon, choosing to associate themselves with products that are in no way harmful to the environment. There's a growing fad in using bamboo and glass crockeries, that are known to be less toxic than plastic. Beauty Influencers are starting to partner with cosmetics that are cruelty free.

The key method that consumers are looking at is not to stop consuming, but to start being mindful of their consumption habits and how each purchase or action affects the ecosystem.





DIGITAL TRENDS

Chatbots

AI is a phenomenon that has shaped a new reality for the future of brands and created a new holistic approach.

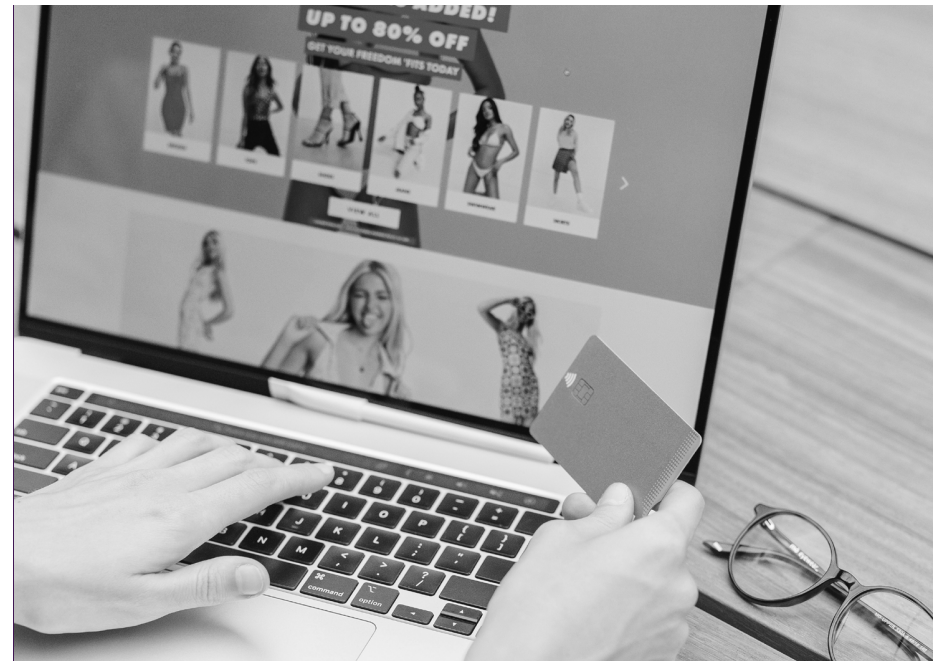
It has changed the way businesses look at communication with consumers. The experience that is being created by chatbots have been customized to be more authentic and less robotic.

Businesses are now leveraging the use of chatbots to make customer service experience more flexible and quick.

The AI based technology is aimed at making sure that queries that would previously take business support personnel to take hours to respond to are now instant.

The use of chatbots make it all the more easier to engage with customers and answer to simple and basic questions.

Since there are plenty of users that might be visiting the website or brand app at once, it is advantageous to have a technology that answers hundreds of users at once, the use of chatbots not only makes it about engaging and using personalized messaging to consumer but may even lead customers a sale through recommended purchases and tailored offerings.



NFTs

In recent years, there has been a particular wave of excitement and fascination within the digital and tech world caused by NFTs, so let us start to unpack what NFTs are and what they're responsible for in our world and the digital market.

It's hard to know where to begin with the big wide world of NFTs. Can I wear a blockchain? Is it Fashionable, is it even trendy?

Simply put, NFTs (Non-Fungible Tokens) are a type of cryptocurrency on a blockchain and are a way to prove digital ownership. The top 2 things we think you should know about them, so you can use them safely and easily as an artist or art collector.

1. They are built on blockchains. These are distributed public ledgers that record transactions. Each NFT is stored on the blockchain with an identification code and metadata that makes it as unique to you as a fingerprint.

2. They're a better way to mark digital assets and control their supply. Whether you've created a piece of music, a digital artwork or video, "minting" it as an NFT means that you can prove ownership over it (as each NFT is distinct and traceable). Previously, digital assets were fairly easy to steal. This is a game changer as it means artists can't be cheated with their royalties anymore and collectors don't have to worry about investing in something that's a fake or a forgery.

Are NFTs something to look forward to, yes however like any other digital assets, they have the protentional to pose a safety risk.

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We are a full service advertising agency:

Consumer research

- **Insights**
- **Trends**
- **Strategy**
- **Creative development**

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They have the longest running consumer panel in SA, with approximately 40 000 panelists.

TrendER

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