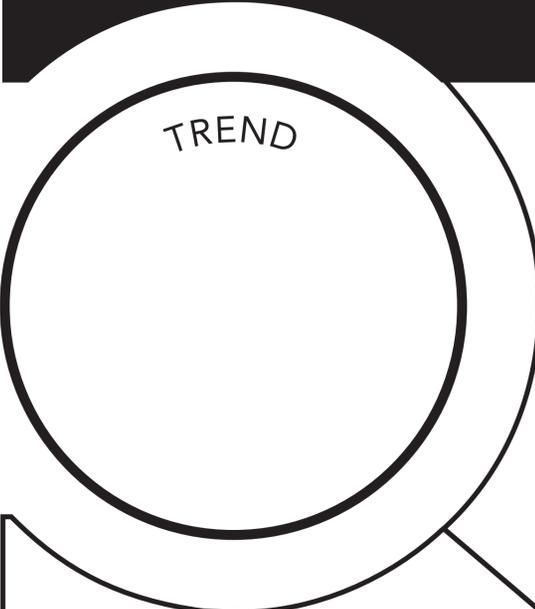


# CONSUMER TREND CANVAS

## ANALYZE



### INSPIRATION

How are other businesses applying this trend?



### EMERGING EXPECTATIONS

What points of tension and new customer expectations are emerging?



### BASIC NEEDS

Which deep consumer needs and desires does this trend address?



### DRIVERS OF CHANGE

Why is this trend emerging now? What's changing?

SHIFTS (long-term)

TRIGGERS (short-term)

## APPLY



### INNOVATION TARGET

How/where could you apply this trend to your business?



### WHO

Which (new) customer groups could you apply this trend to?

