



Can Your Team Predict Trends As Accurately As The Weather?

If they only look at past data, then probably not.

Like the weather, you can FORECAST a trend and know how to market it, but only if you understand all the drivers pushing it forward. To accurately forecast and anticipate a trend, you have to review all the data, not just what happened in the past. So relying on data that happened yesterday is good, but not enough.

You need foresight data. This data analyzes where a trend is headed based on outlying factors that affect the trend, like customer drivers.

One area we always monitor is health trends. For instance, due to financial stressors, the primary health driver right now is cognitive function. Stress, sleep, anxiety, and depression are among the primary concerns that consumers are reporting. If you are armed with this insight, you know to focus on product offerings and marketing campaigns addressing these concerns. You may use this insight to develop a new product or restructure your marketing campaign to help customers alleviate the stress and financial burden by using your product.

Just like looking at what the weather was like yesterday won't tell you what the weather is like tomorrow, looking at historical data from sales, previous product launches, or customer surveys won't tell you if you should jump into a trend and how to market it when you do.

You can confidently navigate trends by understanding where they are going, not where they came from. When you understand the trajectory and longevity of a trend, you move from a defensive position to offensive, which gives you time to develop strategies effectively.

If you're wondering how you can start looking ahead, instead of in the rear view mirror to accurately predict the next trend so you can capitalize on it, let's schedule a call and talk.

To your success!

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