



Timing A Trend Correctly Is Everything

Tick Tock, Tick Tock

You know that timing is everything and when you're thinking about engaging a trend, you've got to calculate your entrance carefully.

Too early and customers won't engage. Too late, and you may face steep competition or worse, entering the market when a trend is actually on the way out which can cost you millions.

You don't have to have a Delorian that can go back to the future to create the right product for your customers and your business. To time a trend correctly, you don't even have to be the first to enter the trend. You just have to navigate it better than your competitors.

Looking at consumer drivers and what allies it has unlocks the key to your next product offer. What are a trend's allies? Both drivers and other trends can act as allies. For instance, does your product idea tie to health trends, travel locations, psychological or experiential drivers?

Here is an example of how an ally affects a trend.

- Pumpkin Spice appears as a holiday trend every year. After years of it ushering in fall, this year witnessed the first signs of pushback from consumers.

Does this mean your favorite pumpkin spice beverage is gone forever? No, but it does mean that it's time in the spotlight might be fading ... yes.

You know what trend did come into focus this year and was seen as a competing flavor? Apple Pie Spice. This is an adjacent combination of spices which is more versatile than Pumpkin Pie spice as it aligns well savory, not just sweet applications.

Our prediction? Apple Pie Spice is poised to steal the spotlight from Pumpkin Pie spice in 2024.

When you know how to look at other factors besides what's on trend now, allows you to make more calculated decisions and develop your companies next consumer product.

Tired of wondering if the next "Big" product idea is on target or already off the rails? We would love to show you how with the right data analysis and non-bias foresights, you can make better business decision with great impact for customers and your bottom line. Schedule a time to chat with us.

To your success!

