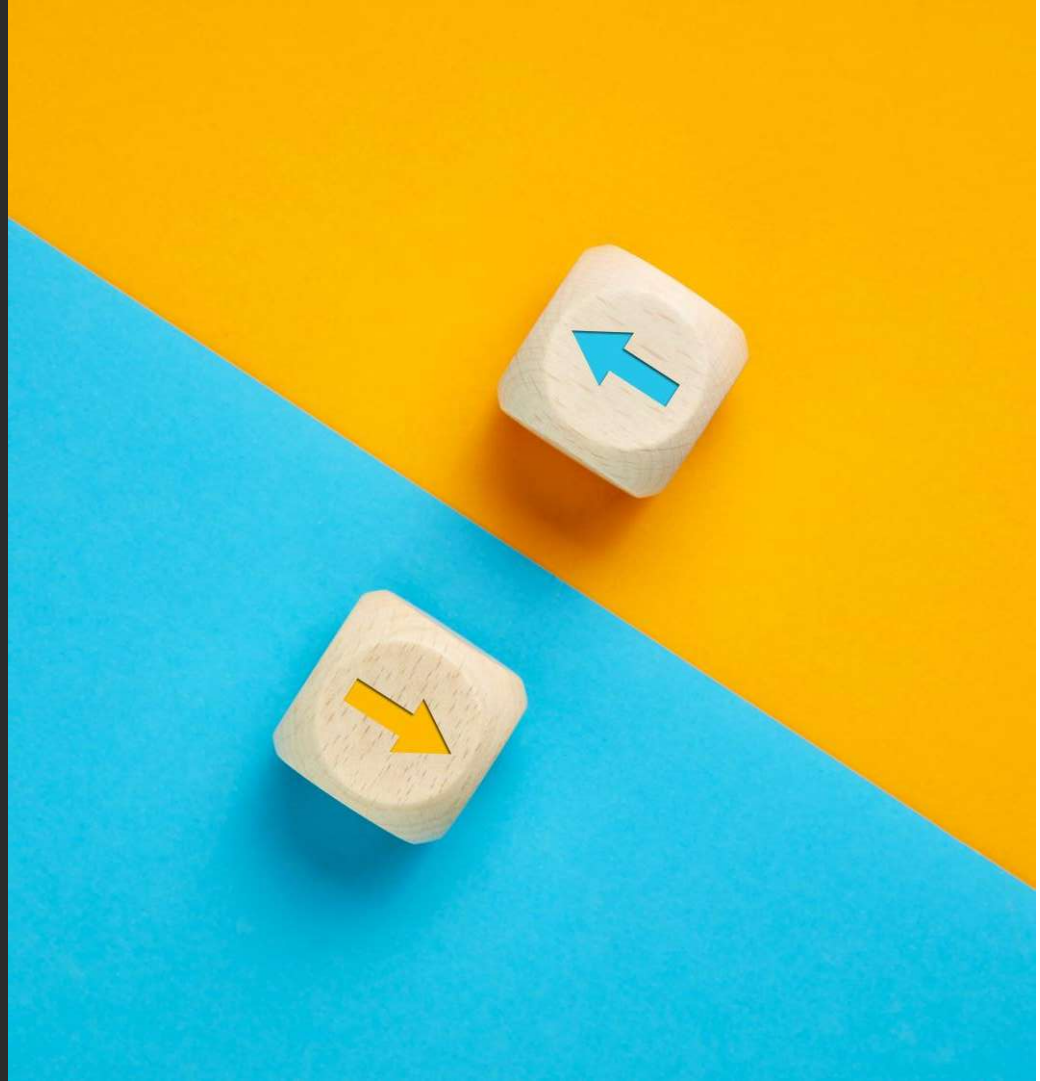


The Contradictory Forces That Shape Modern Day Trends

Experts in what consumers want and why



Meet Diana Kelter, Director Consumer Trends, Intel



We all have an unexpected
Trends superpower!

My Trends superpower is my History Degree.
Not because it keeps me focused on the
past, but rather that it taught me how to think
like a Trends Analyst. In history you identify
patterns, connect the dots and learn to tell a
cohesive story.

This presentation is going to offer you new
tools to observe the world around you with a
new sense of curiosity.

MINTEL

Mintel – Next Starts Here

What makes us unique? As the world's leading market intelligence agency, Mintel's understanding of consumers, innovation and global markets gives our clients the clarity to act and the confidence to lead for over 50 years.



Expert-led approach

- Independent proprietary data
- 300+ analysts - experts in Categories, Ingredients, Packaging, and more
- Continuous development of data, partners and technologies



Global footprint

- 36 markets with consumer data
- Product launches from 86 markets
- 30,000 field evaluators in 130 markets



Diverse and experienced

- Providing intelligence for 50 years
- More than 1,500 employees across 13 offices
- 48 nationalities speaking 37 languages

Better, more
relevant answers

Support to help
you grow

Experience you
can rely on

MINTEL

Our Clients

Trusted by more than 5,000
global businesses.



L'ORÉAL

KraftHeinz



DANONE

MARS



SHISEIDO

amazon

DIAGEO



reckitt

LVMH



JPMorganChase



Walmart

MINTEL

Context: the drivers

Mintel's construal's
impacting consumer
behavior.



Wellbeing
Seeking physical and
mental wellness.



Rights
Feeling
respected, and
protected, and
supported.



Surroundings
Feeling connected
to the external
environment.



Value
Finding
tangible,
measurable
benefits from
investments.



Identity
Understanding
and expressing
oneself and one's
place in society.



Technology
Finding solutions through
technology in the physical
and digital worlds.



Experiences
Seeking and discovering stimulation.



Global Forces of Tradition in Transition



Artificial Intelligence

55% of US adults agree technology makes shopping more fun, but **76%** agree tech tools should always be supplemented by the availability of human support



Weight Loss Drugs

58% of US adults are motivated to lose weight to feel their best compared to **52%** who want to lose a specific number of pounds



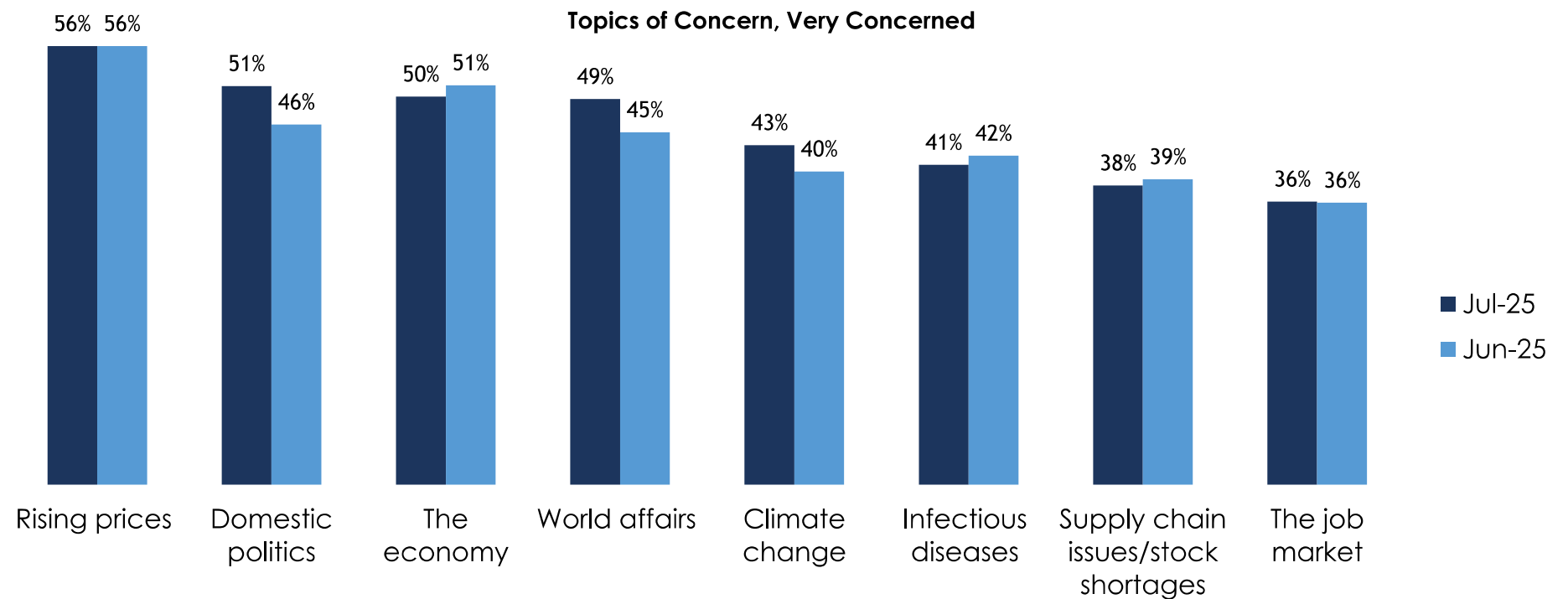
Climate Change

56% of US adults are very concerned with rising prices compared to **43%** who are very concerned with climate change

MINTEL

Source: Kantar Profiles/Mintel, July 2024, April/July 2025

Key Consumer Concerns, June – July 2025



Source: Kantar Profiles/Mintel, June, July 2025

What do these broad challenges reveal?

1

Uncertainty vs Control

Global challenges are felt by individual consumers, but they can be so abstract that it's difficult for brands to find the right touchpoint.

2

The Result vs The Journey

Consumers are goal oriented across various aspects of their lives, but sometimes the journey is filling a specific need.

3

Nostalgia vs Innovation

Brands will have to balance the emotional comfort of nostalgia with the hope of a daydream.

MINTEL

Uncertainty vs Control

Uncertainty is hitting from every angle

AI

64%

of US adults say their single greatest concern with AI is the potential for job loss

FINANCES

61%

of US adults have become increasingly worried about being able to afford the things they need

SUSTAINABILITY

44%

of US adults agree that no matter how personally sustainable they live, their actions will never really make a difference

Source: Kantar Profiles/Mintel, January, April, July 2025

MINTEL

When the glass isn't half-full, consumers change the glass

Collectively we are seeing a shift in the benchmark for hopefulness and momentum. A set amount of liquid in a larger glass is going to hit a halfway mark, but when you transfer that same amount of liquid to a smaller glass it's overflowing. That mentality is occurring with optimism as the individual output gets measured against a smaller goal post.



MINTEL

Read on [mintel.com](https://www.mintel.com)

For brands: provide comfort with unexpected value adds



Groupe MAG, a leader in the Quebec agrifood industry, has redefined summer condiments by introducing an innovative solution to keep mayonnaise cold outdoors.



Jack Dorsey, co-founder of Twitter, introduced Sun Day, a new app designed to track UV exposure and Vitamin D intake. Available via TestFlight for iOS, the app uses location data to display the UV index, cloud cover, sunrise and sunset timings.



Using Shower Sensor Technology, the label on Dove's Deep Moisture Body Wash activates when exposed to water above 41° C, displaying a "VERY HOT" warning to alert users about excessive water temperatures that could strip moisture from their skin

MINTEL

An innovative food product that removes confusion in clean-up

Traditional extra virgin olive oil often falls short when it comes to high-heat cooking due to its lower smoke point.

While designed to promote better cooking, the product inherently benefits clean-up by encouraging an oil that aligns with the right cooking method and creates a smoother clean-up.



Graza High Heat Cooking Oil

MINTEL

Mintel Trends to watch

1

Who Needs Humans?

Automated technology has machines increasingly replacing people – for better or worse.

2

Guiding Choice

Too much choice and too little time. Consumers are looking for shortcuts to aid their decision making.

3

Extend My Brand

Brands are diversifying into new categories and engaging in surprising collaborations to attract new customers and retain existing ones.

MINTEL

The Result vs The Journey

Where can you target the journey?

WELLNESS

71%

of US adults would like to improve their sleep

SHOPPING

50%

of US adults who mostly shop for groceries in-store do so because they prefer to see/touch items and 27% say it's because it's more enjoyable

BPC

75%

of US adults who use facial skincare products say prioritize their facial skincare routine over other beauty routines

MINTEL

Source: Kantar Profiles/Mintel, January, April 2025

GLP-1 is about results, but other areas of health will remain a journey



Fibermaxxing is a wellness trend inspiring consumers to increase their fiber intake.



Picklebalm offers recovery solutions tailored for pickleball players.



A smart dental floss tool transforms daily oral hygiene into an innovative way to monitor stress levels.

MINTEL

Inspire a journey

While still exclusive to the holiday season, advent calendars continue to expand beyond the simple piece of chocolate.

Every industry from BPC to Household has found a way to capture the daily surprise and delight mentality that is associated with an advent calendar.



Advent Calendars

MINTEL

Mintel Trends to watch

1

Challenge Accepted

A growing momentum to take on new challenges is driving consumers to reach new heights and uncover new passions.

2

Total Wellbeing

Consumers are willing to invest in their personal health, seeking solutions that improve their wellbeing and cater to their evolving needs.

3

Slow It All Down

The faster life's pace, the greater the need to slow it all down (at least once in a while).

MINTEL

Nostalgia vs Innovation

Trusted comfort

NOSTALGIC INDULGENCE

28%

of US consumers agree that nostalgia makes a food or drink an indulgent treat

INNOVATIVE TRUST

40%

Of US adults would trust AI to help with education or learning, but only 19% would trust it to help with relationship advice

COMFORT

70%

of US adults enjoy products that remind them of the past

MINTEL

Source: Kantar Profiles/Mintel, March, April, May 2025

Sensory Trends can bridge the past and present



Beauty biotech firm Arcaea has launched its fragrance brand Future Society with the debut of its Scent Surrection collection.



SoundCloud has announced an exciting partnership with elasticStage, offering independent artists a convenient way to release vinyl records.



Smart sleep brand Hatch and KFC partner on a modern lullaby inspired by fried chicken.

MINTEL

Gen Z is bringing back nostalgia with modern twists

Once an affordable pantry staple, tinned fish has been rebranded by Gen Z as an aesthetic luxury. With notable brands like Fishwives turning the classic staple into a premium offering.



Fishwives Tinned Fish

MINTEL

Mintel Trends to watch

1

Sense of the Intense

Intense physical and sensory experiences give life, brands and products deeper meaning.

2

The Real Thing

Consumers are craving products and experiences that come with a stamp of authenticity.

3

Trading Up

The concept of premium is relative.

MINTEL

Final thoughts

Small details can have a broader impact.

Associations are not set in stone.

Sensory innovation can act as a bridge in more ways than one.

Category blurring is the future

MINTEL

MINTEL

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster. Our purpose is to help businesses and people grow.



Experts in what consumers want and why

Thank you!



**Diana Kelter, Director of
Consumer Trends**