

HUNTER: 2024 TREND FORECAST

At HUNTER, we are #AlwaysHunting for insights and inspiration that helps us earn the attention of the consumers who matter most to our clients. HUNTER: Insights accomplishes this by keeping our fingers on the pulse of the consumer and the ever-changing cultural and communications landscape. Here's a summary of our latest consumer trends to help you supercharge your communication plans and programs.

QUEST FOR COMMUNITY

We are battling a loneliness epidemic where almost ¼ of the world feels lonely. Ironically, we've never been more connected. Technology has accelerated the speed and frequency of ability to connect with one another, but the poor quality of those connections is taking a toll. As a result, people are actively searching for a sense of meaningful connection through larger like-minded collectives like fandoms in sports and entertainment, shared passions like foodies and/community gardening or even aesthetics. By fostering a sense of community, brands can drive increased loyalty, relevance, engagement and differentiation.



SLOW LIVING

In 2023 we saw people disconnect and disengage with purpose, giving rise to “Bare Minimum Mondays” and #bedrotting. This year, there is a shift in mindset, where people are looking to purposefully re-engage with the world by consciously making choices that help slow the speed of life and bring greater intentionality to the every day. This is manifesting in travel with trips planned for “going off the grid,” an increased focus on sustainability in fashion and the popularity of natural ingredients and natural looks in beauty. Brands can harness this trend by finding kernels within your brands and products that people move slower and embrace the now.



STIRRING THE MELTING POT

Communities are more diverse thanks to demographic shifts resulting from globalization, birth rates fluctuations, lifestyle and life stage preferences change. As “societal norms” are being redefined, people are loudly and proudly demanding the world keep pace with their identity evolution. Solo travel is predicted to be one of the biggest travel trends of 2024, as people defer marriage or forego it all together. The population of those aged 50+ in the US and UK has reached record numbers and they are more active than ever, spurring increased demand for products that promote healthy aging. There are no more monoliths and as a result, demographics can no longer be the singular defining characteristic of target consumer groups.



BUDGETING WARS

From “Quiet Luxury” to “Loud Budgeting,” consumers are finding ways to justify spending, even if it busts their budgets. Shoppers are “doom spending” to cope with financial stress and consumers are no longer wanting to make a choice. The battle cry of splurging versus saving has never been LOUDER as consumers struggle with like “little treats” vs. only the essentials at grocery stores, lux items vs. dupes in beauty and sustainable chic vs. fast fashion.



WALK THE LINE

Marketers are working to deliver results with slashed budgets, elevating the need for intentional spending. On the other side of the coin, consumers are over wishy-washy corporate social responsibility and DEI efforts—requiring brands to be diligent with their social commitments in 2024. In a world where we've reached peak polarization, people are increasingly looking for middle ground and that has brands either dialing back, doubling down or changing the conversation altogether to lighten the mood.

