



Busy lives



“I want help managing and making the most of the time I have”



Trend overview



As lives get ever busier and more mobile, people want smarter ways of managing their lives and maximising their time. The recession caused consumers to slow down somewhat and re-evaluate priorities. However, the pace of life and change remains fast, and consumers' days are largely still full and frantic.

Technology has, on the one hand, made our lives more complicated, and brands that are able to cut through and make daily decisions feel simple really connect with consumers. On the other hand, technological innovation is raising the bar, and facilitating a wave of sophisticated services that deliver a new level of convenience. Consumers now expect brands to be there exactly where and when they are desired, or ideally even just before. Leading brands are anticipating problems and needs before consumers even realise a decision needs to be made, and providing them with a range of smart, yet simple, solutions.

In this new world of hyper-convenience, the quality and health credentials of food and drink are as important as ever. To stay relevant, products and services must seamlessly fit into people's busy and complex lives, providing a consumer experience that is refreshingly straightforward and fuss-free.



Key takeaways



Consumer lives are as full and fast-paced as ever. Constant technological innovation has the potential to add increasing layers of complexity, or to simplify decision-making and help consumers better navigate their busy days.



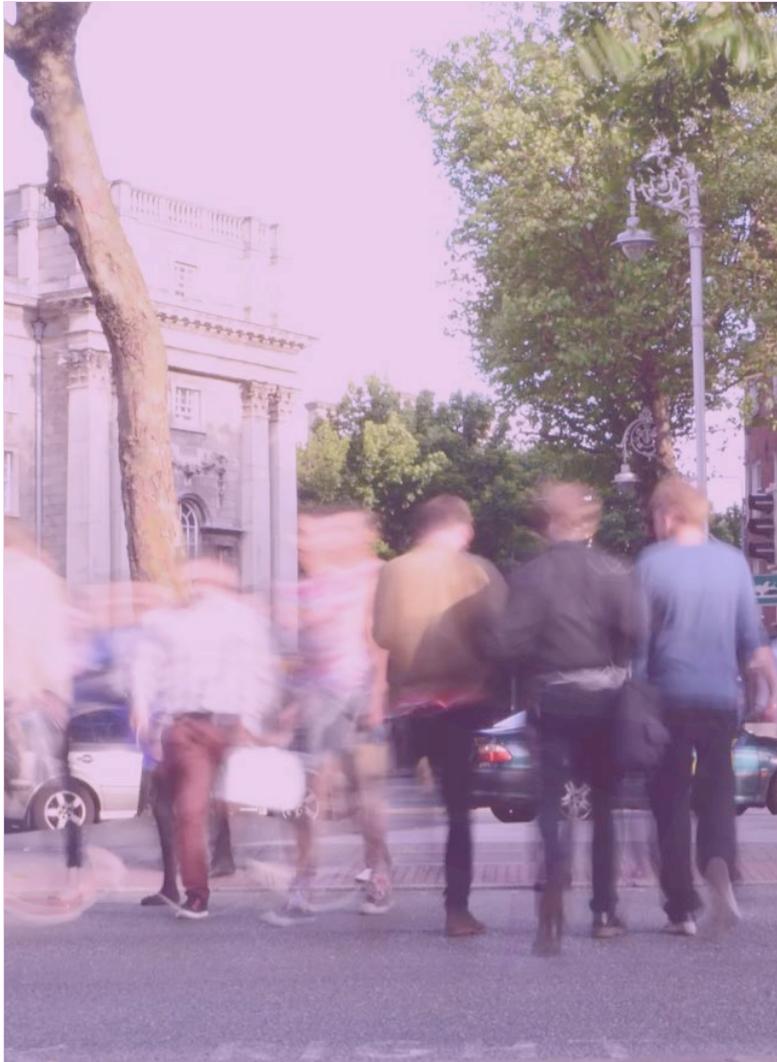
Food and drink brands must be in the right place at the right time – available to consumers exactly where and when they want them. This means hyper-portability, smart distribution models, and increasingly open-all-hours availability.



Consumer expectations for convenience are now such that brands need to predict when a problem or need will arise, and be able to seamlessly deliver a range of smart, yet simple, solutions.



Overview of sub-trends



Right thing, right there

Having the right thing when and where you want it

Complexity

Products that make everyday living more simple

Pre-empting problems

Leaning on lifestyle services that pre-empt problems and outsource tasks

Changing routines

Moving away from the traditional timeline of day and night

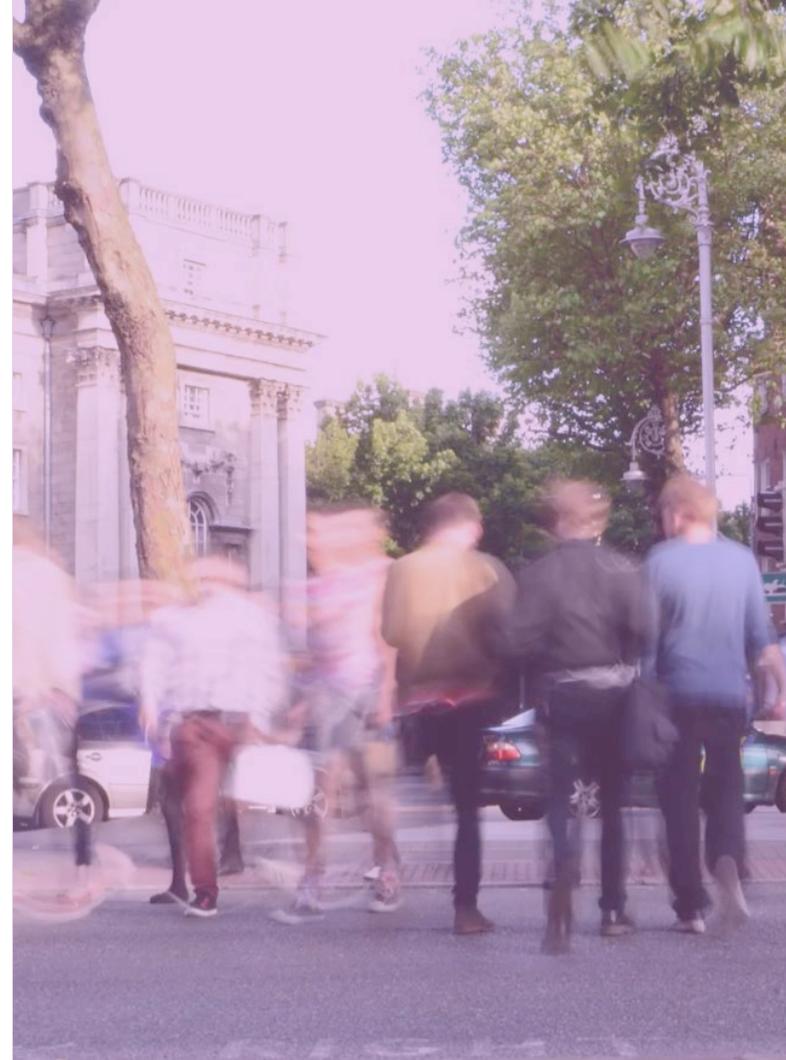


Sub-trend overview



Right thing, right there

Consumers are demanding new levels of convenience and portability. It brings together new, hyper-portable formats of products with smart channels of distribution, ensuring that a product is exactly where the consumer is, whenever they want it.

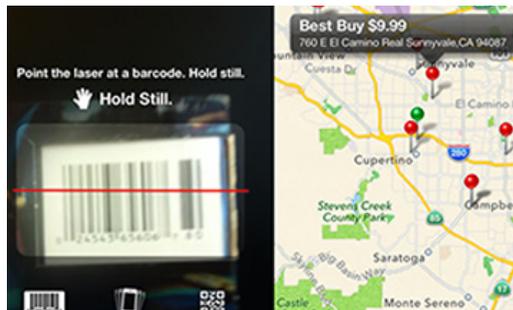


How is this sub-trend evolving?



From

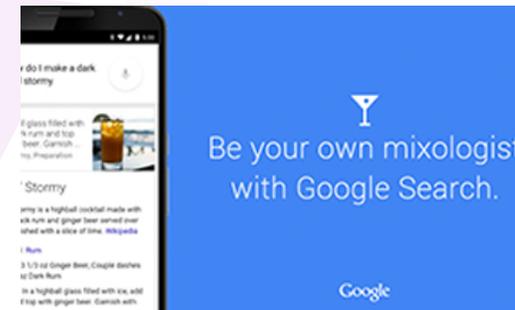
Improvements in convenience and portability, increased use of GPS to find what you need when you want it



Available to download in countries around the world, the ShopSavvy app uses the consumer's location anywhere on the planet to list nearby stockists of items (via scanning the item barcode).

To

Products that are specifically designed for life on the move, available wherever the consumer is, whenever they want it



Rolling out in key markets across the world in 2015, the 'OK Google' search function for smartphone allows you to say the name of a cocktail and instantly receive mixologist recipes, history of the drink, the closest place to buy the ingredients AND the nearest bar selling that cocktail.



In-market examples from around the world



What: *AliPay Wallet* (Alibaba) is a smartphone payment app in China that allows shoppers to pay for a huge variety of products and services, simply by scanning a QR code.

Why: The app reduces the need to carry around credit cards, and means quick and simple payment at any time, in any place for the time-pressured consumer.



What: *Rakuten*, Japan's largest online retailer, has put in place collection lockers throughout Japan's major cities, enabling consumers to collect orders at their choice of location at a time convenient to them.

Why: Rather than put the onus on customers to be at home at a certain time, Rakuten delivers their shopping straight to them – at the right place and at the right time.



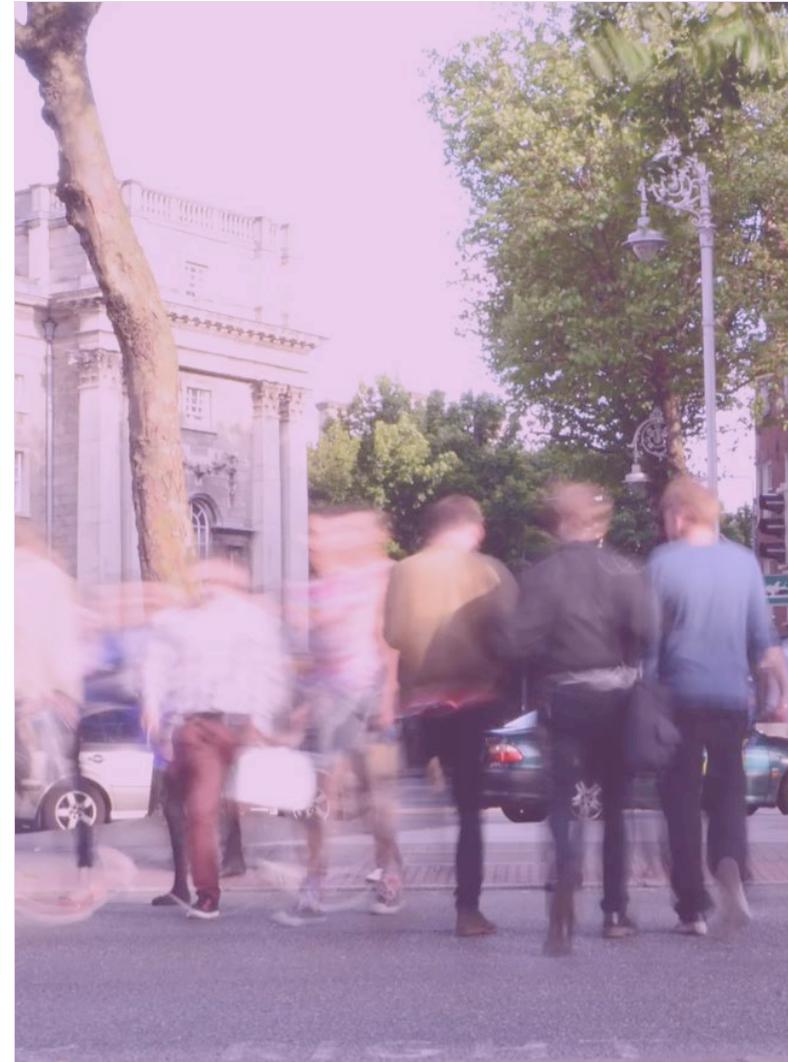
What: *Vigoo* freshly squeezed orange juice vending machines are situated on major commuter routes throughout Shanghai.

Why: Mechanically squeezed right in front of you, the consumer can be sure that the juice they grab on their way to work is totally fresh, and available at any time of day. No need to track down a café, or juice your fruit at home.



Complexity

‘Complexity’ captures the need for a simple message, visual cue or user interface, even if the product or service is meeting a complex need. There is a growing expectation for products and services to be easy to use – if not they are simply not worth the time investment.





From

Easy solutions and innovative formats that conveniently meet simple needs



Weetabix launched their 'On The Go' cereal drink, with all the energy of the original cereal, plus added fibre and iron.

To

Simple messages and user interfaces that help consumers meet complex needs

Motion Cookies
multi-purpose smart sensors



French company Sen.se has debuted an electronic device called "Mother" designed to serve as a hub for a series of Motion Cookie tracking devices in the home. Cookies are multipurpose portable sensors able to track a variety of information, including movement and temperature and alert you to any changes.



In-market examples from around the world



What: The Monsieur is an American touchscreen drink mixer that will solve all your drink-mixing woes.

Why: Armed with 300 drink recipes for every occasion, superior knowledge and precise mixing skills, the Monsieur is proof that, sometimes, technology can do our jobs simpler and better than we can.



What: La Nevera Roja (Red Fridge) is an online and mobile portal for thousands of Spanish restaurants and home delivery options in the larger cities. To date, it has 600,000 users.

Why: The main reason for the app's increasing popularity is its extremely simple interface that allows people to choose or order their chosen meal quickly and easily, with just a couple of clicks.



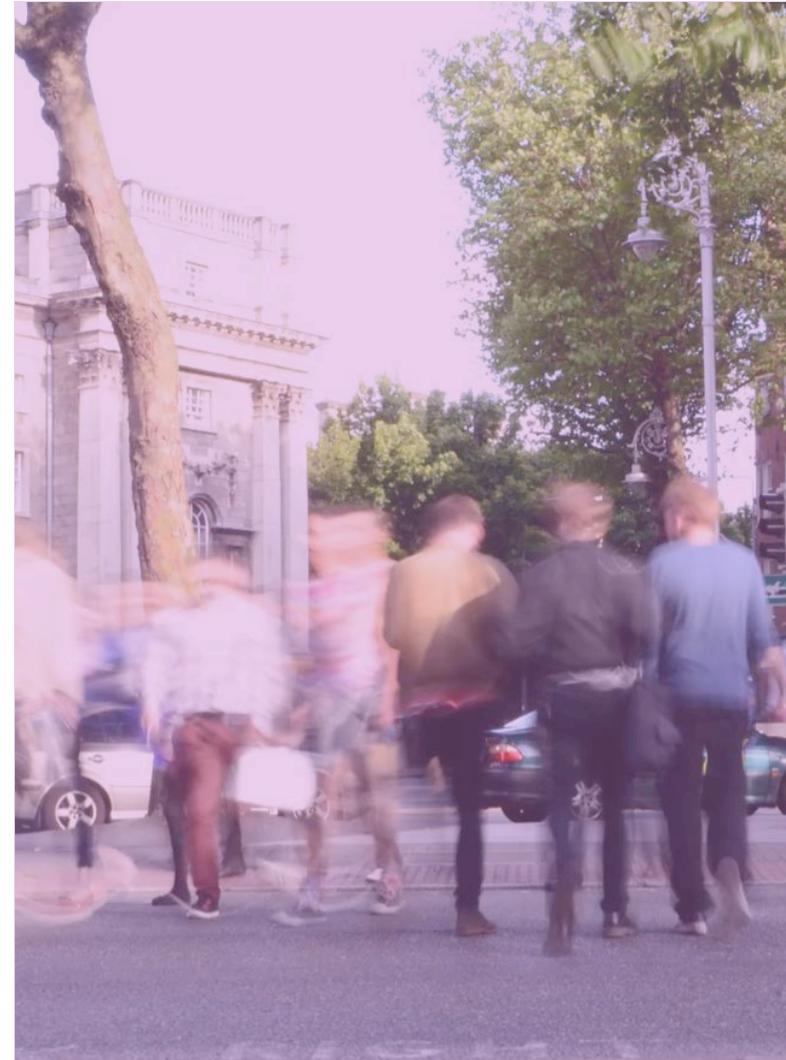
What: Real Simple's 'No Time to Cook?' app, allows the user to input their main ingredient and how much time they have. The app then guides you through an easy recipe from a vast database of meals.

Why: For maxed-out consumers who enjoy cooking, but who have minimal time to dedicate to it, Real Simple's app is a perfect solution, saving users time and money by using ingredients they already have at home. The simple interface removes the effort many consumers go to to find appropriate recipes.



Pre-empting problems

We are moving from being guided in our consumer decisions at the point we need to make them, towards pre-emptive technology that makes choices and suggestions for us before we're even aware the decision needs to be made. This sub-trend includes the growth of lifestyle management and outsourcing services, all of which aim to reduce the time strain felt by consumers.





From

Guidance in decision making through choice simplification and personalisation



French chain Carrefour organises sections of its stores so that ingredients for meals are placed together, helping shoppers decide what to cook.

To

Presentation of a tailored range of solutions before a consumer is even aware a decision needs to be made



US company GlowCaps fit prescription bottles and via a wireless chip provide services that help people stick with their prescription regimen; from reminder messages, all the way to refill and doctor coordination.

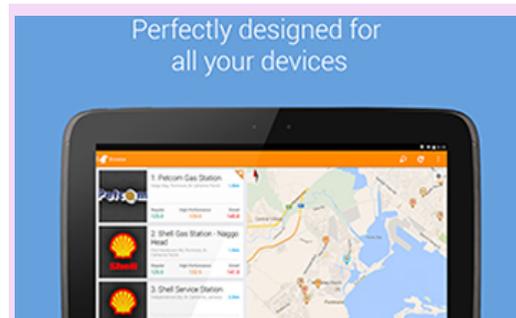


In-market examples from around the world



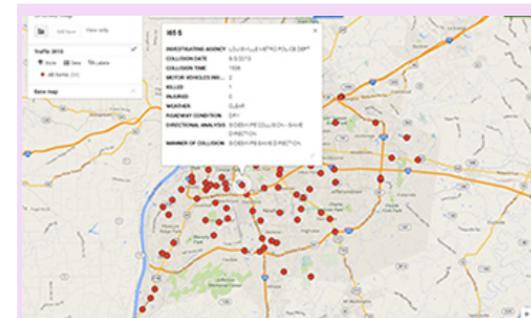
What: Amazon has launched Dash Button - a WiFi-enabled plastic controller that allows US customers to order basic household supplies at the touch of a button.

Why: The small device is designed to be stuck or hung in a convenient place, such as on the washing machine or next to the bath. When you're running low on washing powder or toilet roll, pressing the Dash Button triggers a swift delivery of the product.



What: The Fill App is a free app that will allow South African users to save some money by alerting them of fuel price changes once a month and thus reminding them of when it's best to fill up, where and by how much. It will know the size of the fuel tank and is fitted with technology that can predict fuel price changes.

Why: Rise and oscillation of fuel prices is constant consumer concern. Apps like this pre-empt travel problems and save unnecessary energy expenses.



What: The improved Google Maps service now takes weather and traffic into consideration when predicting your journey duration.

Why: If linked with your calendar, Google Maps will automatically send an update if there is any change to your travel time, prompting you to leave earlier if necessary.

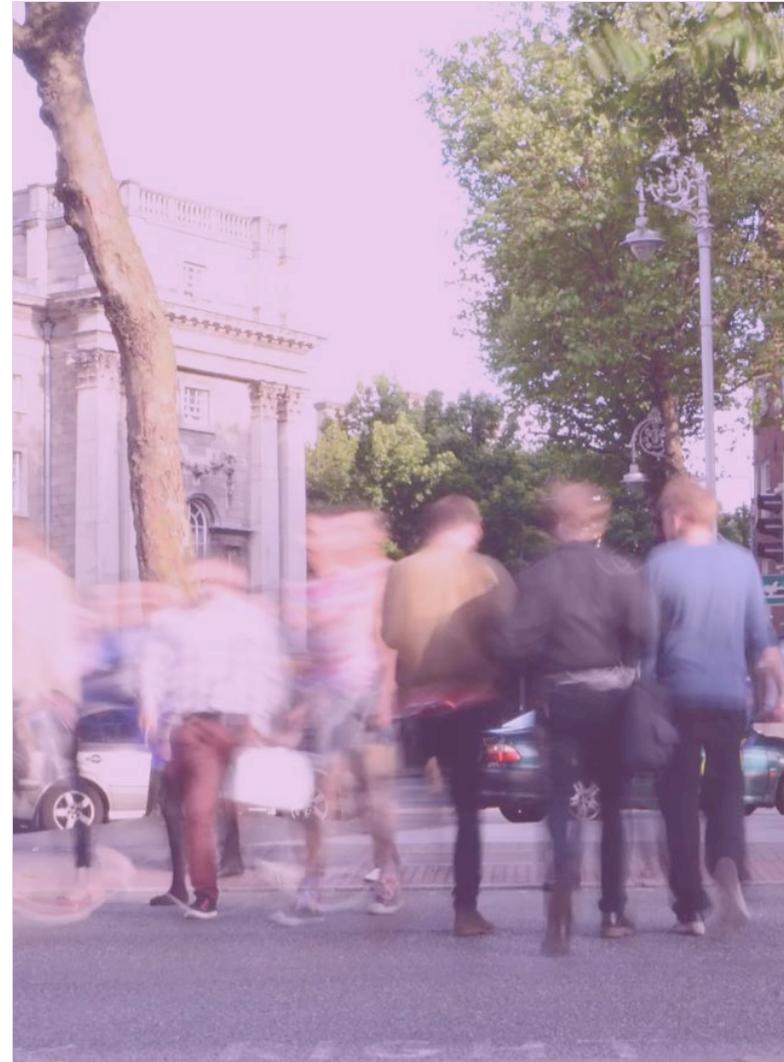


Changing routines

Longer days and changing routines are disrupting the notion of a conventional day structure, and brands must adapt their offers and availability accordingly.

Experiences traditionally associated with certain times of the day or night are being reinstated at times that make more sense - or feel more exciting - to people.

24/7 food joints, beauticians and night markets will set a new standard as activities are no longer defined as 'daytime' or 'night time'.





From

Consumers accessing products and services when they are available, as defined by traditional notions of daytime and night time activities



In March 2015, McDonald's finally launched a trial period of its 'all-day breakfast' menu.

To

Brands delivering offers at the times when consumers want them, regardless of traditional day/night routines



Chinese retailer Ali Baba has been test flying delivery drones which will get products to shoppers within an hour of ordering, at any time of the day or night.



In-market examples from around the world



What: Cereal Killer Café in London serves 120 different types of cereal, with 30 types of milk and 20 possible toppings. It is open 7am – 10pm 7 days a week, with breakfast served all day.

Why: Cereal Killer Café answers growing demand from people looking to experiment with unconventional choices and combinations, whenever they choose.



What: Morning Gloryville is a nightclub event held on a Wednesday morning, springing up in leading-edge cities all over the world.

Why: Morning Gloryville advocates 'conscious clubbing', where coffee is served instead of alcohol, and dancing gives guests a chance to wake up their bodies and minds before the working day – an exciting twist on a night time activity!



What: Late last year, some Brazilian municipalities began to change the time of their street market. Rather than hold them in the morning, as is the Brazilian tradition, the fresh fruit, vegetable and fish stalls begin during the evening.

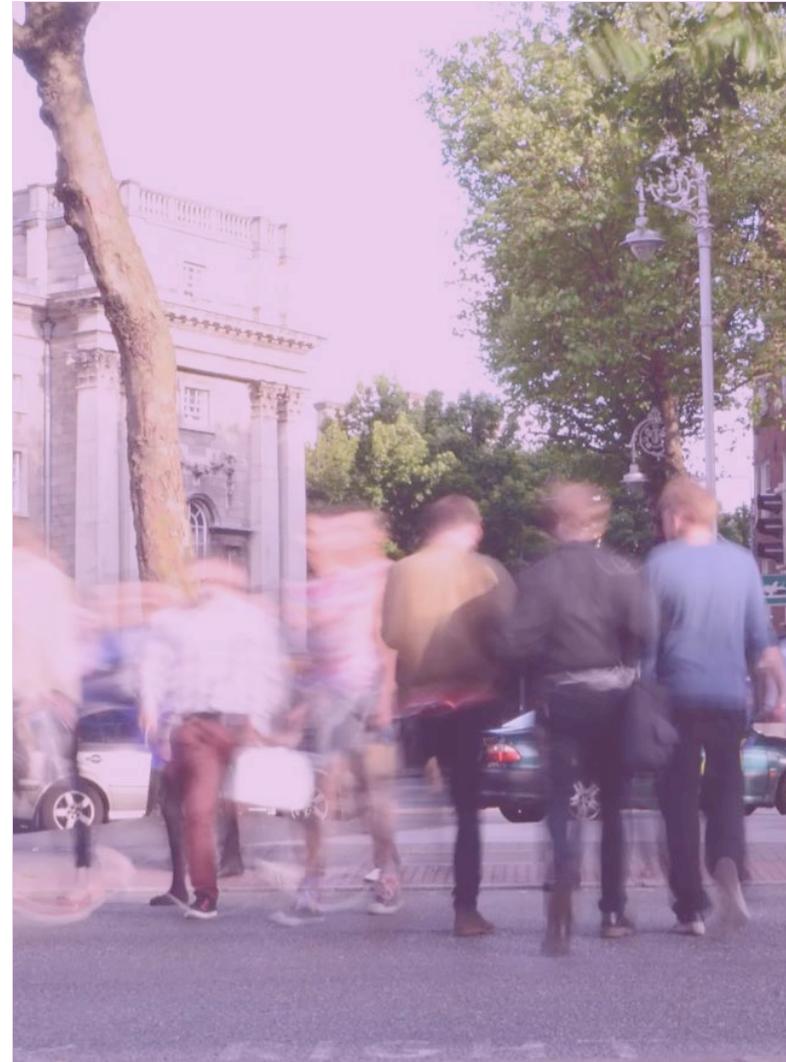
Why: More and more people have turned to dinner as the main meal of the day and accordingly they now expect the freshest products later in the day.



Trend summary



Busy Lives





How is this trend playing out in Ireland & Great Britain?



Relevance in Ireland

...employers are embracing flexible working practices within a modern, dynamic and inclusive post-recession jobs market, with 31% of employers planning to offer increased flexible working options for their employees.

35% of Irish consumers reported a rise in stress levels in 2013 (Mintel), and are more likely to be looking for ways to simplify their lives than they were in 2012, meaning the need for smart solutions is greater than ever.

Relevance in GB

...there are already an estimated 5 million full-time employees on flexible working hours, and technological advances will only make remote working easier; employees are increasingly able to dictate the course of their day.

The voice-activated Google search function was the second most downloaded app in the UK in 2014, offering hands-free and instantaneous answers to busy users on the go.



How dynamic are the sub-trends?



Heating up
Still warm
Cooling



Pre-empting problems

Changing routines

Heating up
Still warm
Cooling



Right thing, right time

Simplexity



Thought-starters: How could you...?



Leverage technology to pre-empt *where* your consumer will be and *what* their needs will be? Can your product be delivered exactly *how* and *when* a consumer needs it?



Use simple visual cues and interfaces to minimise decision making and maximise time for your consumer?



Make your products suitable for consumption in a variety of moments and at different times of the day and night?

Thank you



For more information on how to use these
Consumer Lifestyle Trends contact the Bord Bia
Consumer Insights Team

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