

MARKETING

Next year, human touch to prove imperative for brand success: WGSN

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Predictions state that values-focused marketing and products that make the world better could grant financial success to companies. Image credit: WGSN

By EMILY IRIS DEGN

Trend forecaster WGSN has predicted the four types of spenders that will be key for next year's financial gains in the [Future Consumer 2025](#) report.

In order to be successful, brands must speak directly to these groups: New Nihilists, Reductionists, Time Keepers and Pioneers. Though they differ in specific ways, each seems to find value in companies that platform community, authenticity and escapism, among a few other themes in focus.

"We're facing cascading and unprecedented challenges as a planet, so it's never been more important to understand the fears, desires and challenges of consumers and deliver products that will make a real difference to their lives," said Carla Buzasi, president and CEO of WGSN, in a statement.

Findings are based on research done by the WGSN global team concerning customer mindset shifts. Building on 25 years of forecasting experience, the report includes thoughts from business leaders, market intelligence and data analysis.

Four types

The first type of consumer expected to drive business next year is the New Nihilist.

WGSN describes this shopper as someone who is wary of sociopolitical crises, but does not allow the stress to change the fact that they deeply care. These customers are seeking meaning in their purchases, and are excited about brands that center creative ideas outside of the mainstream such as "regenerative capitalism," "chaos culture" and gaming ([see story](#)).



Eco-anxiety is a big issue for many young luxury spenders, making products that quell it potentially popular. Image credit: WGSN

With 50 percent of those between the ages of 16 and 25 experiencing eco-anxiety, per the report, advertising that addresses these concerns or embraces sustainability is positioned to capture their devoted attention ([see story](#)).

Reductionists are described by WGSN as prioritizing honesty, kindness and human connection. For this reason, values-driven marketing appeals to them, as well as emotional storytelling and initiatives that build community.

Time Keepers similarly are looking to buy from brands that make their lives richer.

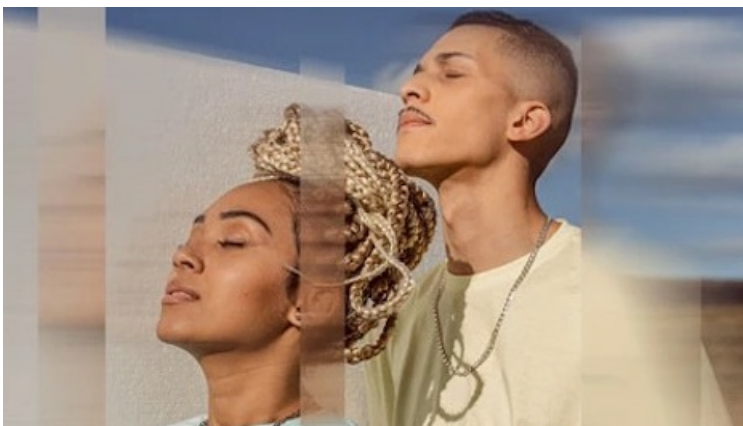
Businesses that provide services that can free up their time, grant friendships or give them learning opportunities are especially attractive to them. Additionally, 79 percent of the group state that wellness is very important to them, making products and names that support physical or mental health perhaps poised for heightened spending in 2025 from these shoppers.

Finally, like New Nihilists, Pioneers are wanting to put their money toward new ideas and intentional creations. With networking also being big with this label, brands that connect their digital and physical lives are onto something in regard to this consumer group.

Four solutions

Just as WGSN specifies four archetypes, four solutions are floated for brands to appeal to them collectively.

Firstly, companies that can offer a sense of escapism and calm will have the ear of all groups. With many facing higher levels of stress in varying ways, relief can be provided via humorous campaigns, immersive spaces and items that make their lives easier.



Gaming is a route brands can take to appeal to each of the four types since it builds community, promotes innovation and offers a digital life. Image credit: WGSN

As mentioned, community-building is also huge.

Lending a human touch to advertising is a powerful way to practice this. Ensuring that products or messaging support a better world is likewise essential.

The idea of quality over quantity is a third method of securing attention. This should come relatively easily to luxury maisons, as this is arguably at the heart of the prestige industry.

Finally, honoring every side of people could up sales amongst each of the four groups. With shoppers living their lives both online and in the real world, brands are expected to show up for each side of life, tailoring their approach to the setting.

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