

Top 10

Consumer Trends for 2018 Sri Lanka

MullenLowe Sri Lanka and Quantum Consumer Solutions have closed in on the top 10 trends that are bound to shape and define the year to come. These expected shifts in consumer behaviour will undoubtedly impact how your brand or organisation interacts with an increasingly dynamic and evolving marketplace.



Trend # 1 Rise of Micro Celebrities - The people have chosen...



'Micro-celebrities' who have earned fame and trust through carefully planned posts on social media now influence the purchases and experiences their peers buy into. With their opinions being seen as authentic and relatable, brands will have almost no choice but to include social media celebs in their marketing strategies.



Trend # 2 Rebirth in one's late 50s - Born again...



The mid-life crisis is over, as empty-nesters who with less responsibilities and more time on their hands will venture out, and even be driven to turn new found interests and passions into careers or businesses. So brands with consumers over 50 have a chance to renew propositions, and help them become the next Dharshan Muidasa or O tara.



Trend # 3 Global Sri Lankan - Lankan meets world...

Getting everything the world has to offer delivered straight to your door by the tuk tuk uncle. Here begins the emergence of the Global Sri Lankan, the one that eats rice and curry for lunch while wearing the latest fashion and scrolling through Asos. Brands will need to be part of this reconciliation as a new generation of Sri Lankans desire to be exposed to the flavours of the world beyond their TV screens, while still being Sri Lankan (whatever that might mean to them personally).

Trend # 4 Rise of the gig economy - The real hustle...

Looking at the increase of self-employment rates among the younger demographic it's pretty obvious that everyone wants to be their own boss. With the general outlook on employment as a life consuming endeavour, people are more likely to choose the easy way out by banking on talent and skill that they can better capitalise on. Plus you could get instagram famous this way and speaking of instagram, brands will do well to offer unique platforms and spaces that empower and energise these hustlers on their way to individual success.



Trend # 5 Politics open to humour and criticism - Parliament jokes...

Sri Lankans are becoming more disillusioned by the government and other institutions, and politicians seem to be the butt of everyone's jokes. On a day following the convening of parliament, don't be surprised if your Facebook feed is abundantly blessed with Memes and GIFs of quotes from our nation's leaders. And if you're a street smart brand looking to score some brownie points you could separate yourself from the politics, but still use political satire as a platform in brand messaging.



Trend # 6 Bespoke is in - The people have spoken...

With every other millennial desiring to be more distinct than the next blue haired instagramer, more brands will offer consumers the opportunity to tailor-make products and experiences, allowing them to express their uniqueness. So if you're an organic, mango flavoured, chilled coconut water drinker, this year, you can have it your way.

Trend # 7 Commitment phobia - The running man...

Looking for a serious relationship this year? Well look the other way. Commitment phobia will continue to plague the younger generation as FOMO and YOLO come together to be an unbeatable force. Brands will have to tweak the way they offer their products, especially those that are high-value assets, to show their younger consumers that they will not be tied down with long-term commitments.



Trend # 8 Experience not age is the new marker of maturity - Boss Baby...



Grey hair and number of years served will no longer be what earns you the corner office. We'll soon see an influx of boss babies as diverse experiences and achievements, not age, becomes the new marker of maturity. Brands will need to display a sense of malleability and adaptability as these younger, more impulsive leaders take charge.

Trend # 9 Rising importance of mental well-being – Om....

Our fast-paced lives can very easily lead to burn out and because of this there has been an increased awareness on the importance of mental health. We will see an elevated engagement in activities that will help keep the balance. Whether it be through yoga, meditation or Googling inspirational quotes on positive thinking, relaxation will be a priority. The stigma of talking about mental health will decrease, widening the scope of the conversations brands can have with consumers. Therein lies the opportunity to be relevant and influential and have a meaningful impact on people's lives.



Trend # 10 From selflessly religious to religiously pragmatic – Believe in freedom...



People look for opportunity not only within the lives they lead, but also within the faiths they follow. As youth look at religion more objectively, they will choose to practice religious customs that suit their personality and lifestyle. If religion was a rainbow, the young are the ones looking for the pot of gold at the end of it so as a result, brands will need to play the role of a supportive sibling, rather than a ruling parent when it comes to communicating with their consumers.

The research was born from MullenLowe Sri Lanka's acute understanding of market and consumer trends and Quantum's extensive experience in researching human behaviour. To see more of what we do, visit:

<http://srilanka.mullenlowe.com>



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