

Retrophilia Market Analysis 2017 (By Segment, Key Players and Applications) and Forecasts To 2022

Global Retrophilia Market Research Report 2017 Analysis and Forecast to 2022

PUNE, INDIA, September 11, 2017 /EINPresswire.com/ -- Pune, India, 11th September 2017: WiseGuyReports announced addition of new report, titled "TrendSights Analysis: [Retrophilia](#) - A longing for the past as an antidote to the present and future". □

Summary

"TrendSights Analysis: Retrophilia", explores how FMCG brands can rejuvenate the past to appeal to curious and sentimental consumers.

Retrophilia reflects a love of things from the past, both from nostalgic consumers, and those who did not necessarily experience them the first time around but are curious. It reflects a desire to remember - or discover - a time when life was simpler, and the seemingly abundant concerns and problems plaguing modern society were - at least in the haze of hindsight - less severe.

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Scope

- Globally, six in 10 consumers find food products that remind them of their childhood appealing.
- More than half of consumers believe grocery products from the past are better than new ones
- Familiarity and trustworthiness is a key purchase driver across FMCG, especially in personal care, with older, established brands well-placed to capitalize on the trend.

Reasons to buy

- Gain insight into the different routes through which brands can stimulate consumer demand by reviving, renewing, and reimagining the past.
- Understand what motivates consumers to try retro products.
- Compare the relevance of Retrophilia in each industry across the FMCG space, and learn what the key opportunities are.
- Identify the innovation implications of Retrophilia for your sector.

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