

Simplicity Trend Analysis- New Challenges and Opportunities for Retail Sector

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Simplicity-TrendSights Analysis



Summary

As a result of a rapidly evolving, and sometimes unpredictable, global landscape, today's consumers are leading more complicated, stressful, and fast-paced lives than ever before. In turn many are seeking to take a step back from this environment. By simplifying their lifestyles as well as their product choices, Simplicity offers a form of relief from modern life for consumers.

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Key Players

Picard

Arm & Hammer

Platinum Label

Passage Foods

Kispray

John Frieda

Scratch

Marlowe

Presha Fruit

Scope of the Report

- 74% of consumers globally find living a less complicated lifestyle to be important in creating a feeling of wellbeing.
- Women are among the consumer groups most likely to agree that there is too much choice when shopping for products.
- Brands need to cut through the clutter for consumers by ensuring that product benefits and usage instructions are clearly stated on-pack as well as communicating the differences between products in their portfolios.

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