

The logo for the UK gift card & voucher association. It features the text 'UK' in a dark blue, sans-serif font, followed by 'gift card' in a large, orange, sans-serif font. Below 'gift card' is the text '& voucher association' in a smaller, dark blue, sans-serif font. The entire logo is set against a light green, circular, blurred background.

UK gift card & voucher association

CONFERENCE 2017

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Predicting Tomorrows Customers – Welcome to the Future!
Will Higham, Consumer Futurist, Strategist & Speaker, Next Big Thing



Welcome to the Future!

Predicting Tomorrow's Customers

UKGCVA Conference, March 1st 2017



@nextbigthingco

The Future

NEXT EXIT





A close-up photograph of a small, fluffy brown puppy being held in a person's hand. The puppy has dark, round eyes and a small black nose. The background is a plain, light-colored surface.

Chewbacca's

Two billion globally use Social Media

Baby Picture



of Brits feel busier
now than they did
12 months ago

47% Britons work longer hours
than contracted for



33%

UK adults suffering from
anxiety, 29% from stress
and 23% depression

41%

UK 16-25s are more
anxious than a year ago
(58% say due to politics)



80%

globally don't trust
businesses or their govt or both

83%

globally *do* trust the recommendations of
friends and family

What % change in 'frequent drinking' among
UK 16-24s
from 2005-13?

- A. 66% rise
- B. 26% rise
- C. Stayed the same
- D. 26% drop
- E. 66% drop

66%

drop in frequent
drinking among
UK 16-24s from
2005-2013

**How do UK Millennials
rate experiences vs purchased goods?**

- A. 78% prefer goods**
- B. 38% prefer goods**
- C. About the same**
- D. 38% prefer experiences**
- E. 78% prefer experiences**

78%

**UK Millennials prefer
to spend money on experiences
than
on goods**

Consumer
Response?



CONTROL

I'D  **Like** **TO**



 **Dislike** **YOU!**

65%

**consumers spend
more time managing
money than ever**



50%

**US Millennials
currently self-identify
as entrepreneurs**

60%

Brits self-diagnose before seeing a
doctor

25%

self-diagnose *instead of* seeing a doctor



34%

**UK employees prefer more flexible
working hours to
3% pay rise**

98%

**expect purchase, delivery,
returns across multiple
channels**

“

I like yoga because it can be used for the body, mind, breath, and soul. I can do it alone or with other people. And it can be as short or long as I want.

Debbie, 27, Arkansas

”



35%

**globally are actively
seeking ways to
better manage
their lives**





COMFORT

A man with dark hair and a beard is sitting in a meditative lotus position on a rooftop. He is wearing a black hoodie with white drawstrings and black pants. His eyes are closed, and his hands are resting on his knees with palms facing up in a mudra. The background shows a city skyline with various buildings, including a prominent skyscraper, under a cloudy sky. A blue rectangular box with white text is overlaid on the center of the image.

And ... relax



Global sleep aid mkt set to rise 5.6% to \$77bn by 2019

Global nightwear sales +11% 2009-14 to \$29 bn → +16% to 2019



FIKA

33%

**UK internet users have taken
a 'digital detox' to reduce
their internet use**

17%

**have deliberately chosen
holiday destination with
no online access**

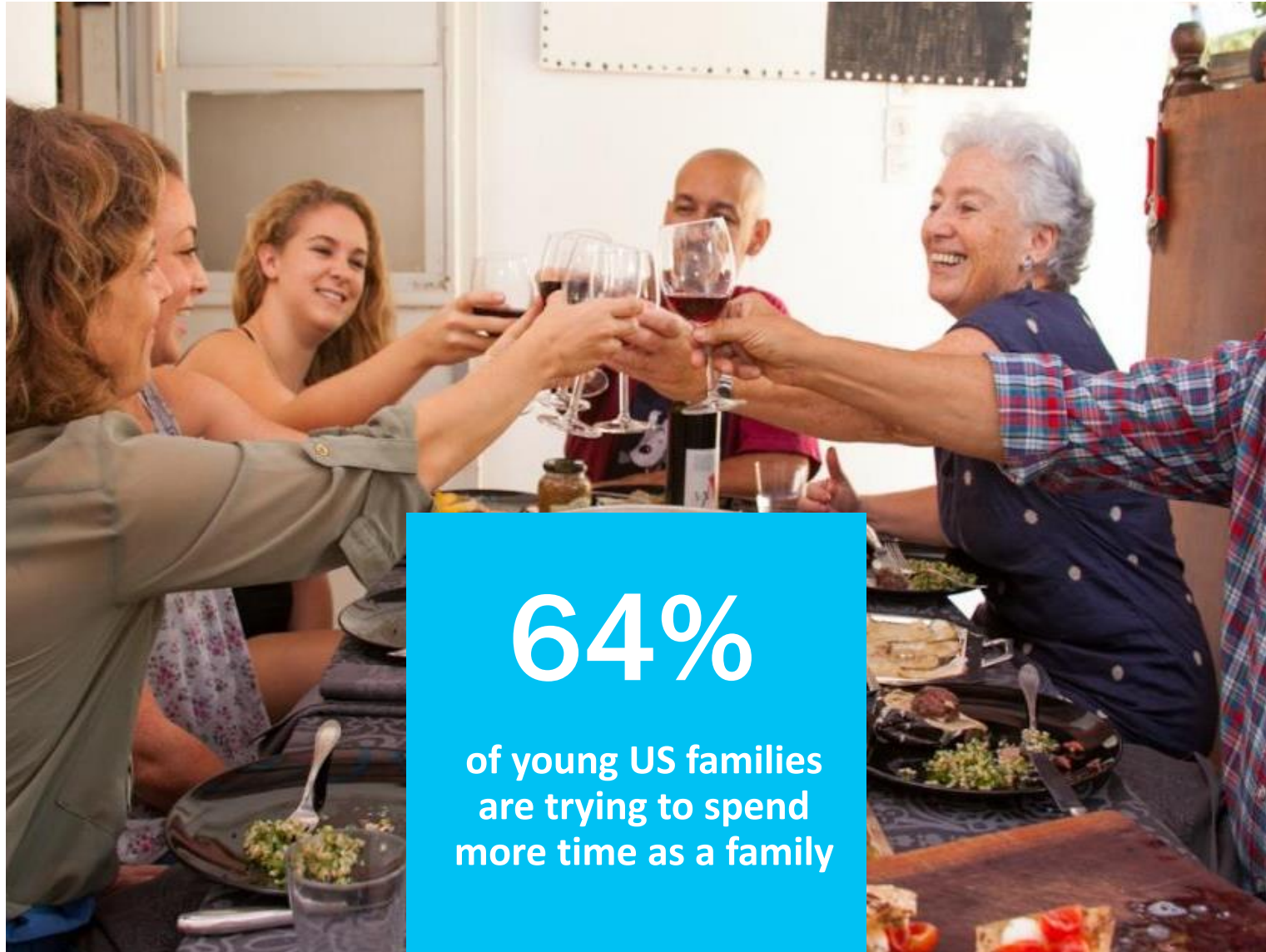




61% of 13-33 year olds 'want to be a child again'







64%

**of young US families
are trying to spend
more time as a family**



Sharing Economy will be worth £9bn UK by 2025



The Future?





GET INVOLVED



TAKE CHARGE



ENJOY CONVENIENCE



EXPECT FLEXIBILITY



SLOW DOWN



SWITCH OFF



GET TOGETHER



TAKE CARE

Good Luck!



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UK GIFT CARD
& VOUCHER
ASSOCIATION
CONFERENCE:
1ST MARCH 2017

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& **voucher** association

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