

TRENDSACTIVE

GREAT TREND  
*NOW WHAT?*

**Aljan de Boer**  
Head of Inspiration

# Global trends: expectations of future consumers.



## Generation-Z & Millennials



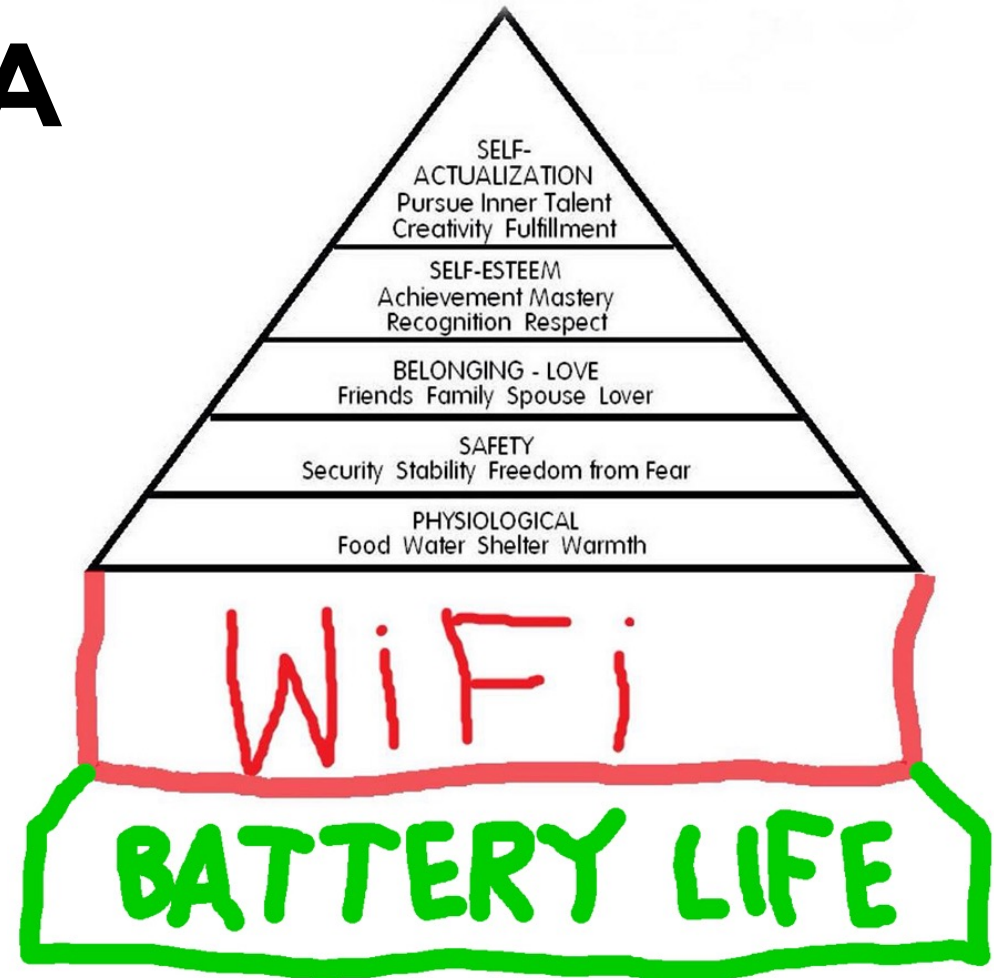
# SEEING EYE PEOPLE



# THERE ARE SMARTPHONE LANES



# BEING CONNECTED IS A FUNDAMENTAL HUMAN NEED



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# FORMATIVE YEARS

10-25 years