

# THE FUTURE OF CONSUMERISM

1

**The Future of Global Consumption**  
The shift from shareholder-led capitalism to consumer-led capitalism

2

**The Chameleon Consumer**  
Their evolving values & emotional relationship to purchasing

1,600+ respondents | 28 executives interviews | 6 continents

\*original FIT CFMM survey research

"Each year 700 industry attendees come to FIT to review the findings of these emerging leaders on issues challenging the consumer packaged goods sector. This year's capstone research explores the permanent shifts in consumer values, thinking and purchase behavior caused by the global pandemic, easily the greatest disruption in corporate strategy and individual behavior patterns we are likely to see in our lifetimes."

— STEPHAN KANLIAN, ASSOCIATE CHAIR & PROFESSOR OF THE CFMM PROGRAM AT FIT

## MARKET OPPORTUNITY #1: THE CIRCULAR ECONOMY



of the global circular economy is untapped (\$4.5 trillion by 2030)

### The Future of Traceability

66%

of global consumers align with brands that mirror their values\*

88%

want brands to help them make a difference

71%

are willing to pay a premium for traceability within brands



### "The Personal Impact Index"™ (PII)

Consumers track purchases aligned with social values; participate in ethical consumption; unlock higher credit scores.

Brands leverage PII data to predict future purchasing behavior & marketing opportunities

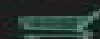
## MARKET OPPORTUNITY #2: THE POST-COVID CONSUMER



"For Me" Values  
introverted & self-serving

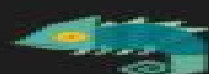


"Fulfillment" Values  
rewarding & community-building



"Fundamental" Values  
logical & practical

### The Chameleon Consumer



75%

of U.S. consumers shift purchasing decisions based on the circumstances\*

"The Chameleon Credo"™ Brand survival guide to future-proof your business

Predict The Shift 100%

of the time, flexibility was marked as a top 3 driver in all purchase scenarios\*

Transform The Experience 70%

prefer shopping online because it's convenient for them\*

Deliver Intentional Newness 62%

of U.S. consumers say brands need less assortment & higher quality\*

# Future Of Consumerism

**Michael Seilmaier**



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