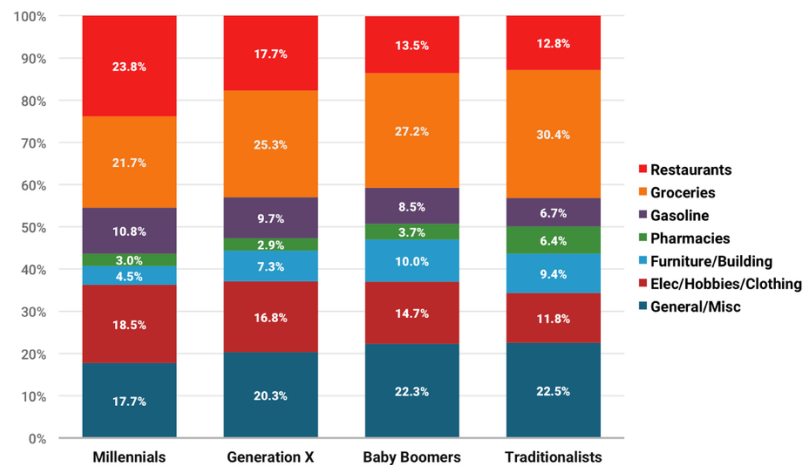


INDIVIDUALISATION

Adapting something according to individuals

CONSUMER SPENDING BY GENERATION



CUSTOMISATION

The desire for distinction increasingly expresses itself in the personalisation of products, services and experiences. Customers use digital configurators to individualise and shape things for themselves, or they have things individualised for them by granting companies insights into their preferences via social media.

SELF-FULFILMENT

Globalisation, digital connection and, not least, the growth in prosperity over the last few decades have multiplied the options for self-fulfilment. Lifestyles and life choices are becoming more flexible and differentiated. Everything now seems possible for everyone.

MILLENIAL PARENTS

The current generation of parents consists of Millennials who have a more relaxed approach to children and family life than previous generations. Millennials grew up with digital media and have already seen more of the world in their young years than their parents at the age of retirement.

INDUSTRY 4.0

Convergence of the virtual world, digital design and management with real-world products and objects.

MACHINE SENSING

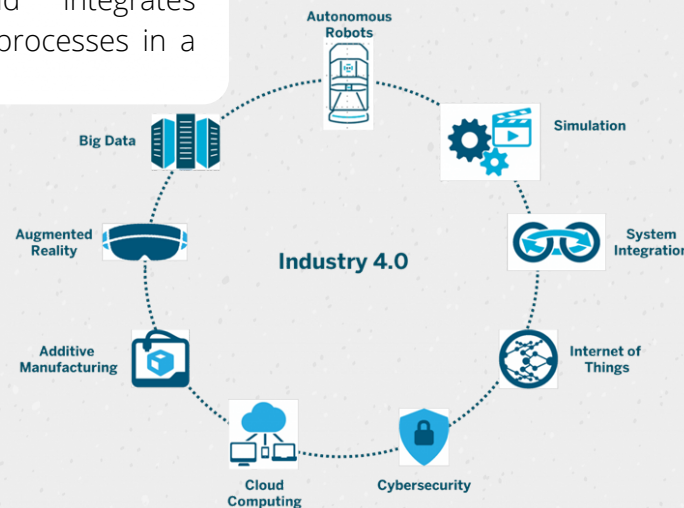
Smart materials enable these sensors to draw small amounts of required energy from their direct surroundings and transmit data wirelessly. The Industry 4.0 concept of connection goes way beyond production plants and integrates customers, business partners and processes in a cloud-based platform.

MACHINE SENSING

Machine sensing refers to all new technologies and sensors that enable machines to track our world. Pressure and temperature sensors give machines a sense of touch. Artificial sensory perception leads to machines being able to detect anomalies and, as a consequence, prevent damage. Multisensor systems are therefore the driving forces of an advancing automation process.

SMART MATERIALS

Materials are getting ever smarter thanks to new technologies and new scientific findings. Smart materials adapt to new environmental conditions such as higher room temperatures, targeted mechanical loads or changes to pH levels...



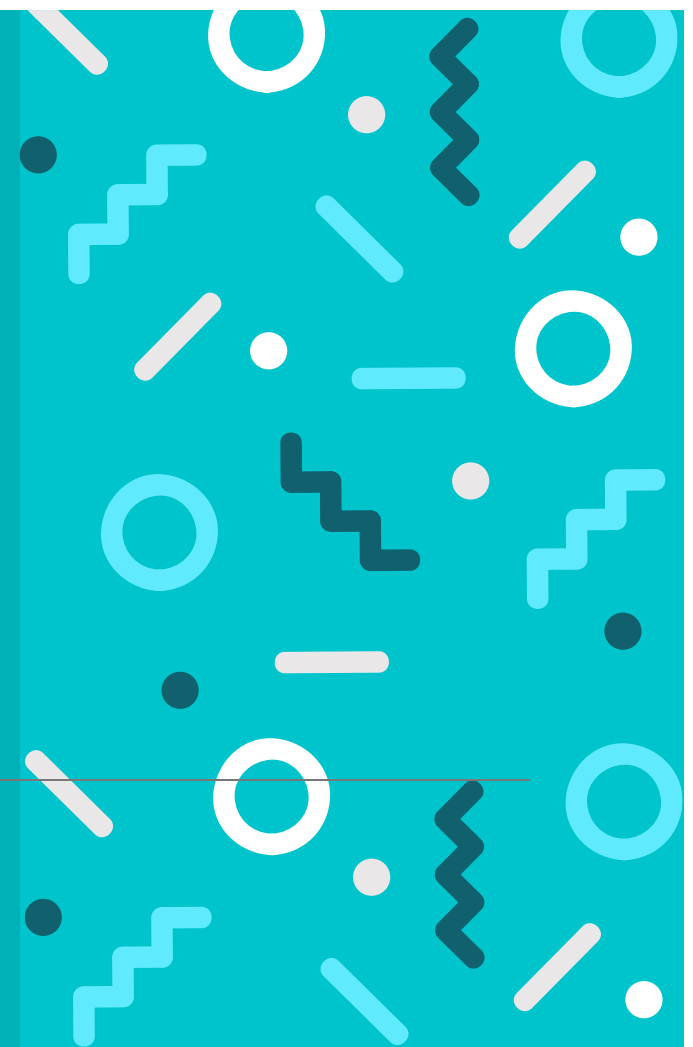


Control
of data

More
security

.frThe smart use of data is one of the most important challenges of the 21st century. Companies are beginning to use smart data methods to search through customer data for hidden patterns. Decision-makers in the business world are giving greater value to data-driven findings, as hard facts carry more weight than vague statements. They also enable the development of new business and service models.

UA propriety management of data is increasingly becoming common practice for many companies. This development seeks to prevent the open data movement. It demands free access to data for more transparency and participation. The secure and ethically correct management of data to ensure protection from misuse by hackers is at the forefront of data usage.



Sustainability

Sustainability focuses on meeting the needs of the present without compromising the ability of future generations to meet their needs.

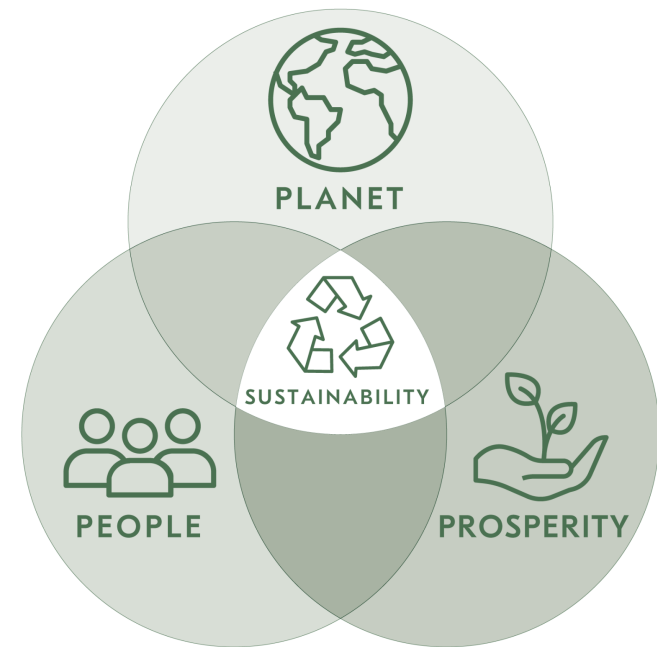
The concept of sustainability is composed of three pillars: **economic, environmental, and social.**

Zero waste concept

It will help to relieve the problem of disposal, at least partly. Ideally, no waste at all will be produced in private households thanks to the zero waste concept. Industry is also increasingly investing in ecologically safe production processes

ethical consumption

The **ethical consumer** ideal implies that individual consumers can have a **significant** role, through their daily purchasing decisions, in promoting **ethical** corporate practices. Consumers increasingly rate the range of products according to moral considerations: products should be vegan, produced fairly and be as emission-free as possible. This development is strengthened by the **knowledge** that individual purchasing decisions can have a long-lasting influence on the range of goods on offer.



economic performance

In order to keep its promises and to exercise its activity in a perennial way a company must produce significant financial results. This is the key to developing the most effective means to meet its objectives and meet the expectations of its sector of activity, and of the promises made to their consumers.

sources : Trendexplorer, Viventions, Investopedia

FOOD CULTURE

Practices, attitudes, and beliefs as well as the networks and institutions surrounding the production, distribution, and consumption of food.

FOOD FASHION

More attention is being given to food and cooking than ever before. Indeed, there is a multiplication of cook shows, books about food. The number of people sharing their meals on Instagram with the #foodporn is increasing. People are interested in food influencers which give them advice, food recipes and promotions. Food has become a new industry.

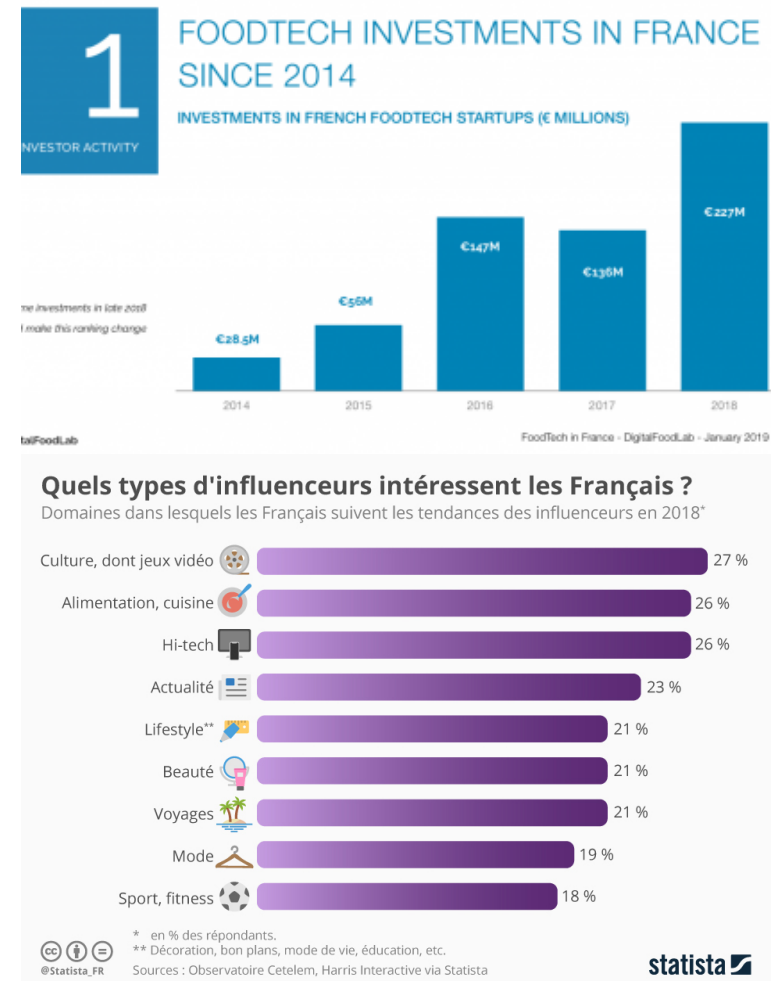
PHYSICAL ASPECT

The food we eat no longer serves the purpose of merely filling our stomachs. Food is also used to boost performance. Special snacks and superfoods have brought the performance culture to the plates we eat on. Indeed, the number of nutritional meals increase and many Youtubers (TiboInshape, Antoine Fonbonne,..) are creating their own nutritional meals for their followers to buy.

CHANGING OPINIONS

Currently people are giving more and more attention to what they eat and how the food they eat is produced. Many people are now producing their own food and try to find solution to be more eco-friendly.

Sources : TrendExplorer, Statista, DigitalFoodLab



ARTIFICIAL INTELLIGENCE

AI is an area of computer science that deals with the creation of intelligent machines that work and react like humans.

So far, artificial intelligence is able to automatically complete our search queries, makes spam disappear from our inboxes and regulates our thermostat independently. But artificial intelligence can also help us to solve more complex logistics problems and give us many diagnosis on the different problems the human race is facing. Indeed, there are many investments in AI and this is why its development is so quick.

However, humans are afraid that someday AI will « rule the world ». Indeed, for some of them, the more artificial intelligence there is, the more humans lose their ability to think. But these suspicions are justified. As a matter of fact, there are many political, social, ethical, financial or economical questions about AI. For example, how we humans will find self-fulfilment once machines become superior to us in all disciplines ?

Intelligent Personal Assistants

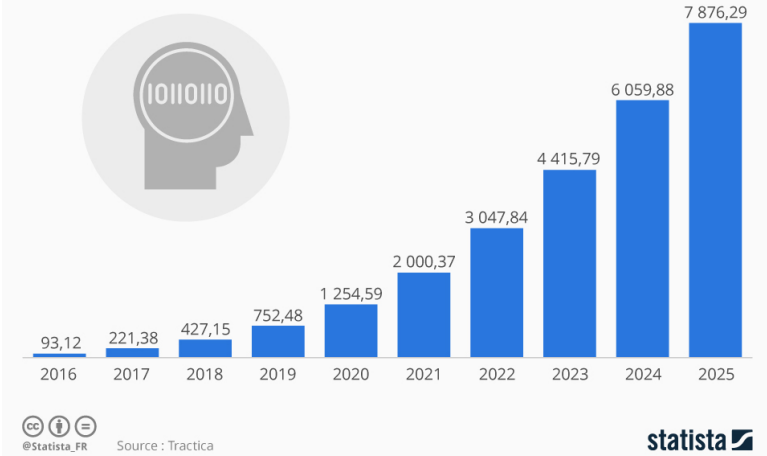
Today there are many human-machine interaction but not all interfaces are suitable for everyday use. Smart assistants give humans the feeling of having a conversation with someone that sometime can help them in their daily lives.

For example, many smart assistants can be used on mobile devices or will be in the future. There are smart assistants for absolutely everything : Food, weather, car park, stock exchange, transports, booking,... and they just keep increasing.

Sources : Statista, trendexplorer, techopedia

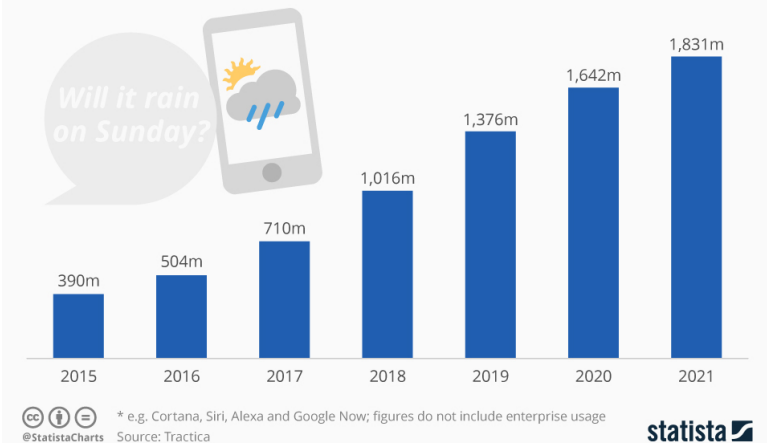
L'intelligence artificielle, un secteur en plein essor en Europe

Prévision du chiffre d'affaires du marché des applications d'IA en Europe (en millions de dollars)



Digital Assistants - Always at Your Service

Estimated number of users of virtual digital assistants worldwide*



Connected World

The internet is really important in our daily and working lives. Today, every app has connected features so opinions, experiences or consumers goods can be shared easily. Business partners can now find each other into the online sphere

Life Sharing : we can now follow everybody's life thanks to social networks. Contents enables followers to be inspired and oriented while coming across as aesthetically polished on occasion or sometimes as totally ordinary. The portrayed reality is becoming more intense and this development is moving ever closer towards a continuous live broadcast.

Net culture is the way users shape the online sphere. The new communications culture is chiefly visual and understood globally. New codes emerge that companies have to be able to understand and decipher if they wish to reach Millennials and Generation Z.

Matchmaking Services are the digital intermediaries of human relationships for all aspects of life because people want to use platforms to get in contact with each other. Apps for maintaining relationships facilitate communication in friendships and partnerships by making use of things like photo albums.

Sources : trendexplorer



THE OUTERNET

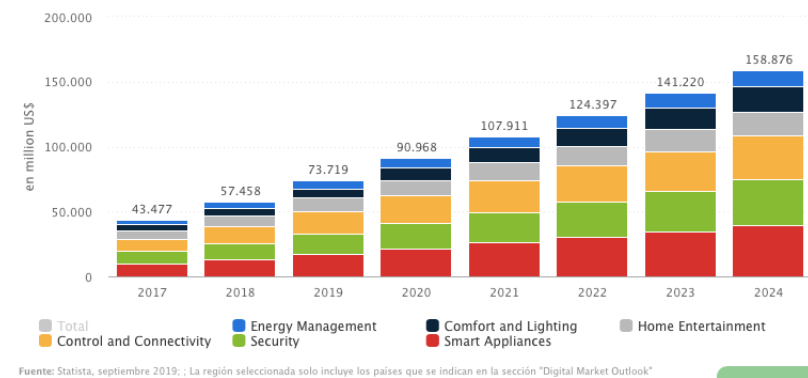
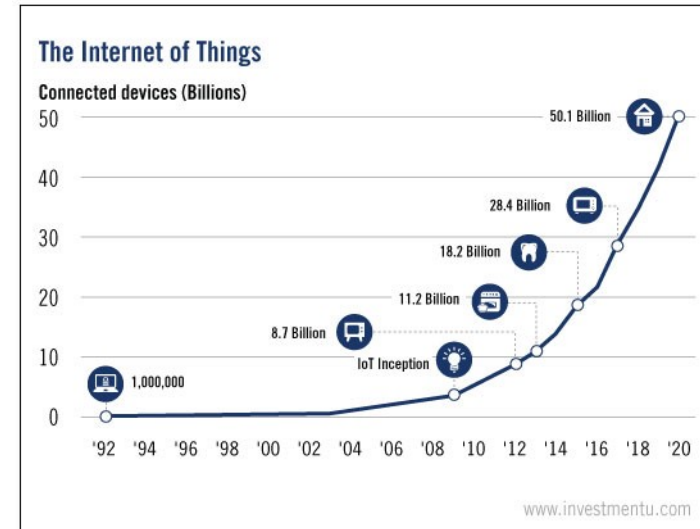
The outernet has made the digital world as important to us as oxygen.

It integrates seamlessly into all devices and aspects of our lives. Not only individual users profit from the breadth of the possibilities, as companies also use the outernet's technical infrastructure to offer their customers new channels. The aim for the future is to be able to consider every movement in the digital sphere too. All other interfaces that become part of everyday life expand the scope for action and human possibilities exponentially.

Smart home : refers to the intelligent connection of home technology and household appliances. Comfort, security and energy-efficiency are the central themes of home automation. It has been forecast that around 500 household appliances will be connected to each other in every smart home by the year 2022. As part of the demographic changes, ambient assisted living systems will become more important for living independently with the aid of robots for the home.

The Internet of things : It allows physical objects to connect with each other digitally. The application potential ranges from self-optimizing production through to automatic fleet management. The impending telecommunications standard "5G" will give the Internet of Things a further boost in its development. In this way, billion global devices can be connected in future and controlled in real time.

Sources : Trendexplorer, Investmentu, Statista



Revenue in the Smart Home market amounts to US\$90,968m in 2020

ECOLOGY

Practices, attitudes, and beliefs as well as the networks and institutions surrounding the production, distribution, and consumption of food. Ecology include the relationships between air, water, land, animals and plants.

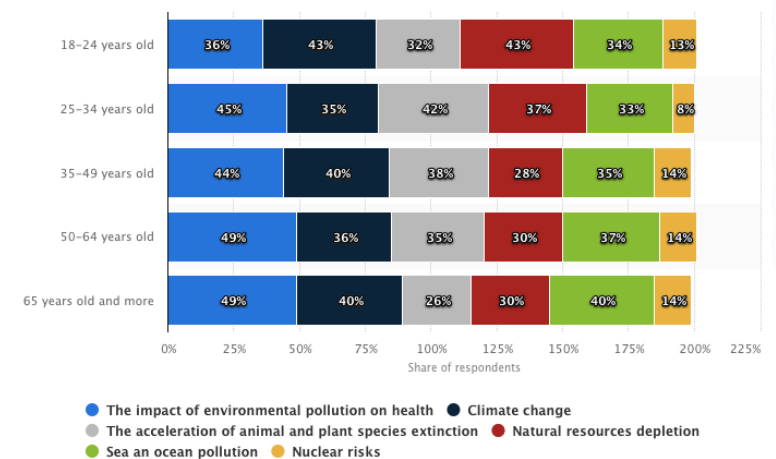
Nowadays we are all concerned by pollution, which affects our health but also the health of the future generations. Globalisation and the society of consumption are the two main causes of this pollution because there are many transports of goods and products worldwide. But thanks to our innovative idea we will be able to reduce the greenhouse effects. People are now producing their own food and try to find solution to be more eco-friendly.

Indeed, many people are now concerned about their ecological impact and there are more and more people becoming eco-friendly. To diminish their impact on the planet, many of them choose another way of consumption : they encourage a more local and ethical consumption. For example they prefer to buy their food in local businesses around them even if it is more expensive. Some of them also choose to produce by themselves. For example they have home garden. Apps and organic supermarkets that cater to this development help to enable people to live as ecologically and ethically as possible, with a high degree of convenience while doing so.

Also, with the Covid-19 crises people realised how much pollution they produced and how there way of life is impacting our planet. There are two issues to this crisis, either people change their consumption habits or they keep consume like they do and our planet will collapse.

Sources : Trendexplorer, Statista

Main concerns expressed by the population in terms of ecology and sustainable development in France in 2018, by age



Health Care

When hearing the word 'health', most people now think of a colourful array of products and services

People are looking for tools for a more aware lifestyle and greater spirituality. Indeed now people wants to consume better and espacially to know what they consume .

Thanks to inexpensive and easy-to-use technologies the do-it-yourself principle has been transferring to the health care sector.

Companies try to create a real lifestyle experience across the consumption. The aim is to create a positive, authentic feeling for life.

Technologies
33.3%



Willing to consume better
33.3%

Control of data
33.3%

The demand for hygiene and purity is making itself more and more present. We are in front of a new trend

Technologies make possible a personal consumption because companies can propose personal advices and following to their consumers because they know them better.

As gene analysis has become significantly less expensive and big data systems are getting more efficient, the vision of personalised goods and care is now possible.

