Trend Forecasting Analysis Task

Purpose

Identify, analyze, and forecast emerging trends that will impact markets, consumers, and business strategies.

Inputs

- Industry or category to analyze
- Time horizon for forecasting
- Specific trend areas of interest
- Current trend baseline

Process

1. Trend Identification

- Monitor multiple trend sources
- Identify emerging patterns
- Distinguish trends from fads
- Categorize trends by type
- Assess trend strength and velocity

2. Trend Analysis

- Analyze trend drivers and causes
- Assess trend adoption curve
- Identify early adopters and laggards
- Evaluate trend sustainability
- Connect micro-trends to macro shifts

3. Impact Assessment

- Evaluate potential market impact
- Assess consumer behavior implications
- Identify business model impacts
- Analyze competitive implications
- Quantify opportunity size

4. Trend Forecasting

- Project trend trajectory
- Identify inflection points
- Forecast adoption rates
- Scenario planning for trend evolution
- Assess confidence levels

5. Strategic Implications

- Identify opportunities and threats
- Recommend strategic responses
- Prioritize trends by impact
- Develop action plans
- Define monitoring metrics

Outputs

- Trend forecast report
- Trend impact analysis
- Strategic implications brief
- Trend monitoring dashboard
- Scenario planning documents

Success Criteria

- Trends are validated across sources
- Forecasts are grounded in evidence
- Impact is clearly quantified
- Strategic implications are actionable
- Monitoring plan is established

Related

- @template:trend-forecast-report-tmpl
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