

Let us take a look at two megatrends:

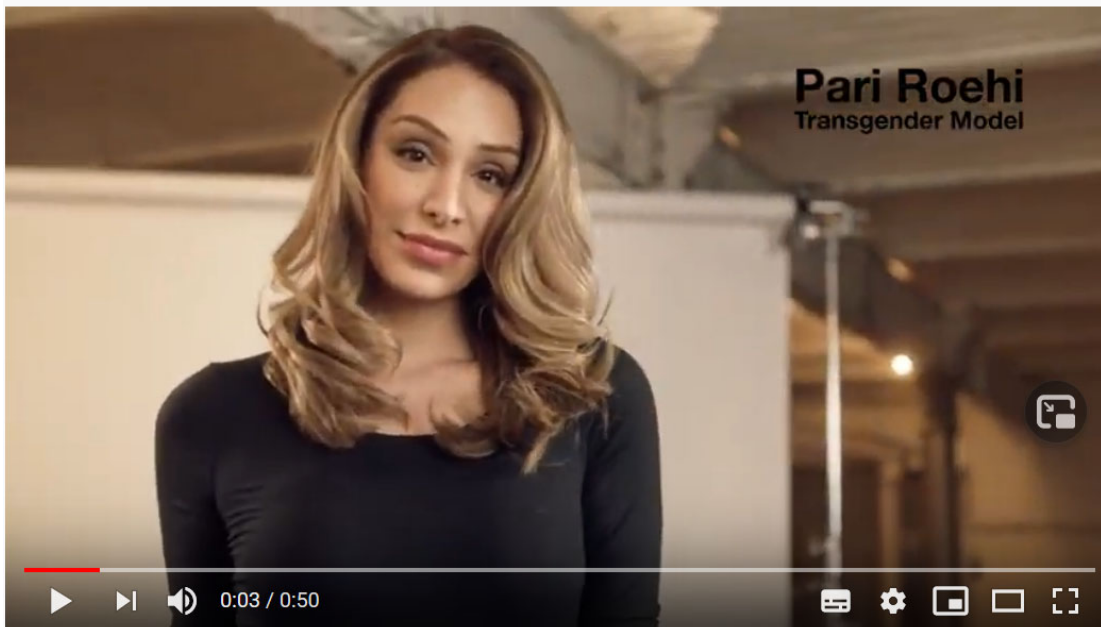


1. Megatrend 'Gender Shift'

Related (micro-)trends:
LGBTQ
Post Gender Marketing
Diversity

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Example: Pantene Pro V Grow Strong



Pantene Pro-V Grow Strong Transformation Story Pari

6.180 Aufrufe • 06.05.2020



MAG ICH



MAG ICH NICHT



TEILEN



SPEICHERN



<https://www.youtube.com/watch?v=1jypuatcJUg>

Let us take a look at two megatrends:

und Trendspekte. Sie bilden die Vielschichtigkeit eines Megatrends und die diversen Einflussfaktoren ab, die im Umfeld eines Megatrends wirken.

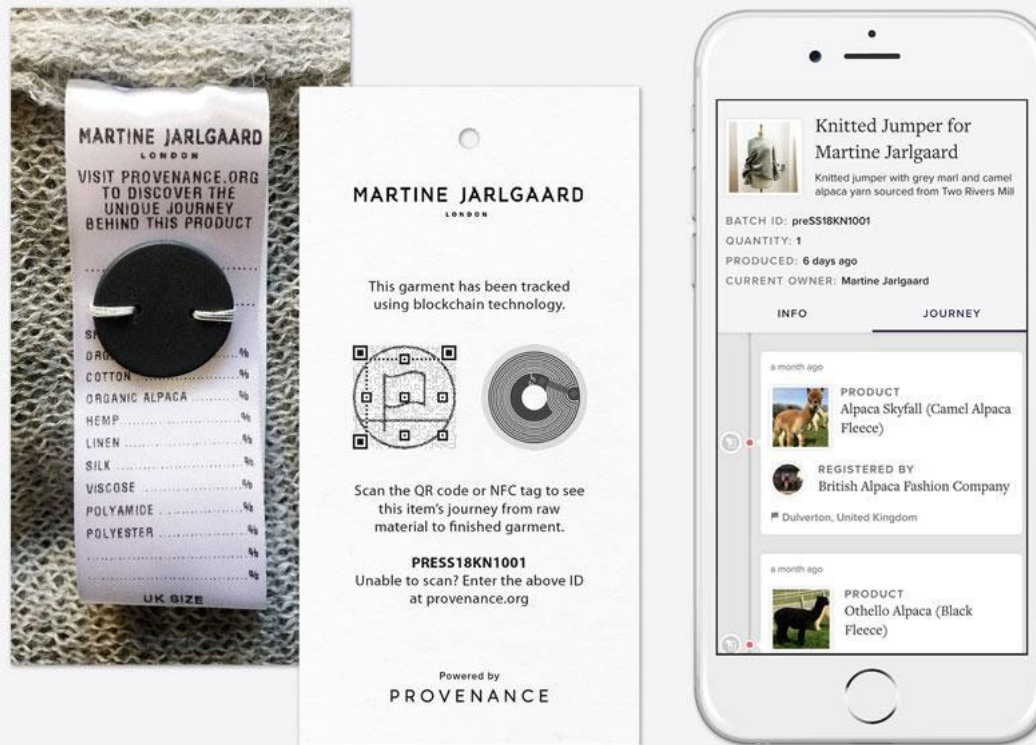


2. Megatrend 'Security'

Related (micro-)trends:
Trust Technology
Transparency

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Example: Marketing of Luxury Goods



You can track the material of your wool sweater and where the Alpaca is living.

Source: <https://www.forbes.com/sites/rachelarthur/2017/05/10/garment-blockchain-fashion-transparency/#77254e2974f3>, Accessed 1.1.2018

Your Exercise: become a trend scout



Innovations reflect trends.

Find products and innovations in different product areas and countries based on one of the two megatrends.

Post your picture and a short description in our Miro Board.

You will find the link in Moodle