

Trendspotter Marian Salzman Talks The Trends You Can Expect in 2018

DECEMBER 29, 2017—8:00 AM



By TAMRA BOLTON @tamrafromtexas



Top trend-spotter, Marian Salzman, of Havas PR in New York, has once again released her predicted trends to look for in 2018. Marian has managed to make some scary accurate predictions of societal trends over the last several years. For 2018, the predictions lean toward the gloomier side, but there are also silver linings in many of these forecasts.

Here's what you can expect in 2018.

Kindness takes a front seat. More focus will shift “from negativity to positivity.” Even with all the terrible headlines we face daily, we will face the future with hope. To quote Ellen DeGeneres, “It’s very easy to lose hope, but we cannot do that. I always say that there is a lot more good in the world than there is bad, and I continue to believe that.”

Individuals have power. From protests, Twitter wars, etc., we have learned that in this day of social media, the internet and other readily accessible platforms, everyone has a voice and every voice counts.

New societal norms. Relationships and what's acceptable are changing. Staying after infidelity? Expect negative backlash. Staying single? Expect applause. Working after the age of 55? Expect a new wave of ageism discrimination.

Overtourism. Already overcrowded cities, especially in Europe, are reacting negatively to the impact tourism is having on their everyday life. Expect to see tourist limits in some cities. Seeking lesser-known spots and out-of-the-way sites will be something to think about as you travel in 2018.

Personalized medicine. Expect to see a “paradigm shift” in the way cancers are treated. A new way of using a “patient’s own immune system to directly target their own cancer cells” may be in the making.

Ready-to-cook-food. Meals delivered to your door through companies like Blue Apron, Hello Fresh and Plated will see steady growth in the coming year, causing restaurants to try to compete by “stepping up their delivery service and providing experiences that home kitchens can’t compete with.”

Retail morph. Despite a tidal toward more online shopping options, brick and mortar retail stores will remain intact. With a twist. For instance, Nordstrom has already begun testing a “clothing-free clothing store” in L.A., where it stocks only one size in each item, promising “same-day delivery on any purchase made before 2 p.m.” And Nike has installed a basketball court and a treadmill in its New York store so customers can test their products right in the store.

While many of the trends for 2018 seem negative or far-fetched, we must remember than none of us could have imaged the events that transpired in 2017. Why should 2018 be any different?

To read the full report, go to <http://havaspr.com> (look for Annual Trends Report)

