

# Trendspotter Marian Salzman on the biggest global trends to watch out for

*BE picked five trends most relevant to the marketing world*

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Illustration: Anirban Bora

One of the longest-running trend reports the world over comes from ace trendspotter Marian Salzman who is also Havas PR's (NA) CEO. The latest report titled *The D Words: On Disruption Despair and Dumpster, Fires* can be found on the Havas website. BE picked five trends most relevant to the marketing world.

## Kindness As An Antidote

Citing sources as diverse as Mark Manson's *The Subtle Art of Not Giving a F\*ck* and a Twitter user who asked for "nice allegations against a celebrity" in the wake of the Harvey Weinstein scandal, Salzman believes "Everywhere we turn, we're finding kindness presented as an antidote to anger and suffering."

## Impact Living

Apart from 'voting with your wallet', Salzman sees a social dimension making inroads even into the world of investing. She points to US SIF Foundation's latest report, which says "In 2016, \$8.72 trillion was invested in the US through sustainable, responsible and impact investing, up 33% from 2014." Impact, she believes, makes the 'doing good' field more muscular: "Sustainable has a nice warm glow that promises good things continuing into the future. Responsible is coolly virtuous in an "eat your greens" way. But the new — or newish — "impact" gives the whole field a kinetic here-and-now buzz. It implies action that can be seen, heard and felt."



## Overtourism

This year, there was a backlash against tourists in hotspots like Barcelona, Amsterdam and Venice. It's considered a wake-up call by the UN World Tourism Organisation. Salzman sees this resulting in countries drawing tourists away to explore less known cities and sites, and for the over-trafficked cities, finding ways to balance the needs of locals and tourists.

## The Social FOMO Epidemic

Not a new trend, but one that Salzman believes has been given impetus by the impermanence built into Facebook, Snapchat and Instagram stories, gone in 24 hours. Due to a "cavalcade of everyday celebrities, aka our friends and online connections, posting their best (retouched) photos and most amazing (edited) experiences, the simple act of scrolling through a social feed can leave you feeling left-out and lonely." This has resulted in an increasing number of millennials gravitating towards events, seeking connection and deeper relationships with others.

## Unboxing Dinner

It's time for the infamous TV dinner to make way for the ready-to-cook box. Even in India, this space has seen a lot of action over the last year and Salzman points to a Pentalllect report that pegs the market at \$2.2 billion, growing at 25% to 30% over the next five years. Salzman believes the segment combines the joys of unboxing with the satisfaction of preparing a balanced meal without having to shop for groceries.

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