

UPSHOT'S EIGHT TRENDS TO WATCH IN 2019

01 AUDACIOUS AGING

Brands will extend their focus to the growing over-50 crowd, competing to deliver on elevated expectations around representation, messaging and design.

02 DATA QUID PRO QUO

Expect to see greater scrutiny of how brands collect and manipulate personal data and a growing demand for transparency and consumer control of their data.

03 BRAND THERAPY

More brands will explore new ways to respond to today's self-care culture with innovative and provocative offerings for once taboo subjects like mental and sexual health.

04 BRAND URBANISTS

Smart brands will partner with communities to spur meaningful improvements across parks, infrastructure and expanded means of transportation.

05 WOKE WELLNESS

Expect to see health and wellness brands messaging and acting in new ways to drive positive change with a more generous, diverse and community-focused approach to wellbeing.

06 CONSPICUOUS CONSERVATION

Many more brands will introduce products, services and initiatives built on sustainability to meet consumers' intensifying prioritization of eco-friendly attributes.

07 RETAIL REIMAGINED

Stores will continue to evolve with new concepts, creative pop-up experiences and refreshed formats that encourage discovery and return visits.

08 MARKETING WITH MOXY

Expect brands to become more inventive, provocative, and vocal (oh hello, Alexa) this year as they seek consumers' taxed attention and fragmented loyalty.