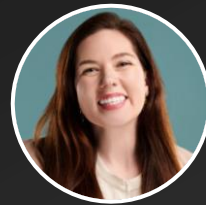




# 6 Key Consumer Trends to Watch in 2026



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**Imperfect  
and authentic**

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**Soft, rumpled, and  
inviting**

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**Creamy, foamy, and  
delicious**

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# Agenda

**01** | Our Approach and Methodology

**02** | Deep Dive into Trends

**03** | Key Insights and Takeaways

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# Our Approach and Methodology



# Predictive Anthropology

Virtual Anthropologist and human researchers

- Ethnographic research at scale
- Full contextual analysis
- Predicting the future of consumer culture



# Predictive Anthropology

## Selecting key trends

- Predicted to grow
- Broad relevance to CPG
- Various stages of maturity



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# Deep Dive Into Trends

# 6 Key Trends to Watch

- 01 | Value-Based Choices: Gender relations and the rise of emotional equity and availability
- 02 | Financial Empowerment: Affordable premium
- 03 | Memorable Experiences: Reclaiming agency with physical ownership



# 6 Key Trends to Watch

**04** | Everyday Life Reimagined: Building community

**05** | Total Wellness Evolution: Embodied experiences

**06** | Tech that Resonates: Big tech and trust

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# Value-Based Choices

# Gender Relations

## The rise of emotional equity and availability

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Gender roles are being redefined around equality, empathy, and emotional intelligence.

- Emotional norms are shifting
- Partnership looks more equitable than in the past
- Modern relationships are being rewritten



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# Financial Empowerment

# Financial Empowerment

## Affordable premium and small upgrades

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Consumers are tired of constant tradeoffs and are seeking affordable ways to feel progress, not deprivation.

- The squeeze feels permanent
- Small upgrades matter more than ever
- Affordable premium resets loyalty





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# Memorable Experiences

# Memorable Experiences

## Reclaiming agency with physical ownership

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As digital ownership feels fragile, consumers are reclaiming agency through physical goods that offer control and permanence.

- Digital impermanence is eroding trust
- Physical goods preserve culture and continuity
- Offline identity regains importance



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# Total Wellness Evolution

# Total Wellness Evolution

## Embodied experiences as authentic experiences

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Consumers are reclaiming the body as the anchor of authenticity in an over-automated world.

- Disembodiment fatigue is setting in
- Body awareness becomes a new literacy
- Tactile experiences restore calm



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# Everyday Life Reimagined



# Everyday Life Reimagined

## Building community and the search for belonging

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Belonging is increasingly seen as a core emotional need as consumers seek to repair fractured social bonds.

- Isolation is driving a return to community
- Community care becomes self-care
- Easier social entry is essential



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# Tech that Resonates

# Tech that Resonates

## Consumers want tech they can trust

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Consumers are pushing back against Big Tech to reclaim personal autonomy and democratic control.

- Tech overreach is triggering resistance
- “Enshittification” undermines trust
- The social contract feels broken



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# Key Insights and Takeaways

# Key Takeaways

1

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## People want their power back.

Consumers are pushing back against systems — cultural, digital, and social — that limit control. They want ownership, choice, and autonomy.

2

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## Humanity beats spectacle.

Emotional intelligence, physical presence, and care will increasingly resonate more than dominance, frictionless tech, or performative connection.

3

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## Modern progress is about balance.

People want hybrid lives — digital and physical, independent and communal, strong and vulnerable.





# Thank You



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The “Lux Take” is trusted by innovation leaders around the world, many of whom seek our advice directly before placing a bet on a startup or partner — our clients rely on Lux insights to make decisions that generate fantastic business outcomes. We pride ourselves on taking a rigorous, scientific approach to avoid the hype and generate unique perspectives and insights that innovation leaders can't live without.

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