



6 Key Consumer Trends to Watch in 2026



Bradley Hald, Ph.D.
Analyst



Cheryl Auger
Senior Director of Research

**Imperfect
and authentic**



**Soft, rumpled, and
inviting**



**Creamy, foamy, and
delicious**



Agenda

01 | Our Approach and Methodology

02 | Deep Dive into Trends

03 | Key Insights and Takeaways

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



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

Value-Based Choices

Gender Relations

The rise of emotional equity and availability

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



Financial Empowerment

Financial Empowerment

Affordable premium and small upgrades

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



Memorable Experiences

Memorable Experiences

Reclaiming agency with physical ownership

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



Total Wellness Evolution

Total Wellness Evolution

Embodied experiences as authentic experiences

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



Everyday Life Reimagined

Everyday Life Reimagined

Building community and the search for belonging

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



Tech that Resonates

Tech that Resonates

Consumers want tech they can trust

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



Key Insights and Takeaways

Key Takeaways

1

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

Humanity beats spectacle.

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

3

Modern progress is about balance.

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



Thank You



VISIT

www.luxresearchinc.com



FOLLOW

[@LuxResearch](https://twitter.com/LuxResearch)



CONNECT

[@LuxResearch](https://www.x.com/LuxResearch)



READ

<http://www.luxresearchinc.com/blog/>



EMAIL

questions@luxresearchinc.com



About Lux

Lux Research fuels innovators to not only imagine what's possible in the future but also operationalize innovation success in the near term. We deliver research and advisory services to inspire, illuminate, and ignite innovative thinking that reshapes and grows businesses. Using quality data derived from primary research, fact-based analysis, and opinions that challenge traditional thinking, our experts focus on finding truly disruptive innovations that are also realistic and make good business sense.

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.

VISIT

www.luxresearchinc.com

FOLLOW

[@LuxResearch](https://twitter.com/LuxResearch)

CONNECT

[LuxResearch](https://www.linkedin.com/company/luxresearchinc/)

READ

<http://www.luxresearchinc.com/blog/>

EMAIL

questions@luxresearchinc.com

