



Elevate your brand in 2024

Trends that communicate premiumness in the
CPG space

Looking to premiumize your brand this year? Consider some of these top trends...

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The collab craze:
Crafting narratives
through strategic
alliances

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Sensory spectacle:
Creating
unforgettable
experiences

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Brilliant Blends:
The ingredient
alchemy elevating
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**Championing
Community:**
Cultivating a cohesive
crew of cheerful, loyal
consumers

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**Eco, the echo of
excellence:**
Sustainability is driving
brand recognition

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#1 The collab craze: Crafting narratives through strategic alliances

Collaborating with top-tier brands, premium labels, craft exclusive products or known celebrities, spark consumer frenzy and boost the brand's exclusivity

WHAT CAN THIS DO?

Strategic collaborations can create disruption, generate buzz and excitement among consumers, reinforcing the brand's desirability. It invites new customers and increases brand profits and recall



Heinz x Absolut

Gigi Hadid's viral vodka pasta recipe inspired a collaboration between Heinz and Absolut. The result? A limited-edition tomato vodka pasta sauce



Ravi X Adidas

Adidas collaborated with Ravi Restaurant, a beloved Pakistani eatery in Dubai – to introduce the Superstar Ravi sneakers. This partnership helped Ravi upscale their appeal via a popular favorite

#2

Sensory spectacle: Creating unforgettable experiences

Elevating sensory elements through touch, sound, sight creates immersive brand experiences, enriching consumer engagement and brand perception

WHAT CAN THIS DO?

This multisensory approach transforms consumer interactions into memorable and distinctive brand associations that help captivate and retain consumers.



**Washing detergents X
Fabric softeners**

These products streamline the washing process, sensorially elevating the laundry experience, diminishing the chore-like association with it.



L'Oréal – Beauty Genius

L'Oréal is leveraging AI in their digital platforms to create custom skincare routines. The technology analyzes customers' selfies to recommend products that suit their skin needs.

#3

Brilliant Blends: The ingredient alchemy elevating brands value

Ingredient marketing is a powerful tool to communicate the commitment to quality, and innovation, maintaining transparency and thereby building trust towards the brand

WHAT CAN THIS DO?

It elevates brand recognition, sets brands apart from competitors, cultivates enduring consumer trust, increases the perceived value of a product thereby justifying price premium



Cafes X Seasonal blends

Highlighting seasonal ingredients in coffees [pumpkin in fall, peppermint in winters] entices impromptu purchases to try new flavours



82°E

The marketing strategically leverages consumer interest in authentic ingredients by claiming to blend Indian ingredients like Ashwagandha with global ingredients to create a universal appeal

#4

Bespoke Buzz: Power of story telling in elevating brand prestige

Storytelling allows brands to communicate authenticity, craftsmanship, and commitment to quality, reinforcing the premium status and building long-term relationships with consumers.

WHAT CAN THIS DO?

It is a powerful tool for brands to engage and captivate its target audience, ultimately driving brand loyalty and sustained success



Tanishq

Tanishq is celebrated for its groundbreaking commercialize that challenge stereotypes and emotionally engage audiences, focusing on impactful messages beyond just jewelry



Olive Oil brands

Popular Olive Oil brands successfully use country of origin as a key element of the brand identity, enhancing consumer perception of authenticity and quality

#5

Championing Community: Cultivating a cohesive crew of cheerful, loyal consumers

Effective community engagement is an effort to foster a positive relationship with the community members, align brand goals with the interests and needs of the community, and maintain an open, responsive communication channel

WHAT CAN THIS DO?

Community engagement boosts brand loyalty, enhances reputation, provides valuable market insights, encourages customer advocacy, and offers robust support during crises, leading to a stronger, more resilient brand



Apple's community +

Apple's Community + program rewards the most engaged consumers by offering them exclusive perks and experiences. This invitation-only program gives consumers a sense of prestige



Emirates Skywards

Offers extensive partner options including hotels and entertainment, with numerous ways to earn Miles. The brand comes up with several such programs to retain its loyal customer base

#6

Eco - the echo of excellence: Sustainability is driving brand recognition

Sustainability initiatives help brands to uphold their values, meet expectations of eco-conscious consumers, mitigate social and environmental risks, drive innovation, and secure their long-term viability

WHAT CAN THIS DO?

Sustainable initiatives help brands reputation, differentiating it with competitors, increase customer loyalty and improve operational efficiencies. It also position brands to better comply with regulations and manage risks related to environmental impact



The Giving Movement

Manufactured locally using recyclable polyesters, the brand achieves a harmony between style and sustainability, driving both popularity and willingness to pay a premium



Alter Eco

Alter Eco sets the standard with 100% compostable packaging where a few wrappers can be composted in the backyard, offering a sustainable edge

Our 4SiGHT Live Suite



PANEL UAE | KSA

Our pre-recruited ahead-of-the-curve panel for quick, cost-efficient research needs, offering a window into live data



COMMUNITIES

Designed to build an agile system to conduct research while keeping the customer at the heart of the business. Enables clients to make consumer relevant decisions by testing on the go



CONSUMER CONNECTS

4SiGHT's solution to curate and build a customized calendar of immersive interviews for client teams to get the pulse of the consumer Available as ad-hoc & annual programs

For more information, contact info@4sight-global.com

Some of our other
Digital Research Tools

INSIGHT EXPRESS

Enables swift and efficient innovation testing, minimizing the risks linked to a comprehensive launch - allowing you explore, experiment, and fail cheap.

AASMA | CHATBOT

Facilitates interactive conversations with consumers, streamlining the process of filling consumption/usage diaries. Leading to improved efficiency and quality of data collection.

SPRINT+

Provides an innovative boost to your iterative process by making it more AGILE through co-creation workshops, giving wings to potential ideas/improvements

For more information, contact info@4sight-global.com



CPG Trends

JANUARY 24:

Glowing Ahead: Skincare Trends

<https://4sightglobal.com/wp-content/uploads/2024/02/Consumer-Trends-January-Report-Skincare.pdf>

FEBRUARY 24:

What to expect this Ramadan?

<https://4sightglobal.com/wp-content/uploads/2024/02/Consumer-Trends-February-Report-Ramadan-1.pdf>

MARCH 24:

Creating impact with your packaging

<https://4sightglobal.com/wp-content/uploads/2024/04/CPG-Trends-Impact-with-Packaging-Mar24.pdf>

APRIL 24:

Elevate your brand in 2024 – Trends that communicate premiumness



4SiGHT for Growth Series

JANUARY 24:

Trends Shaping our Region

<https://4sightglobal.com/wp-content/uploads/2024/02/4SiGHT-for-Growth-Trends-shaping-our-region-Jan-24.pdf>

FEBRUARY 24:

Ramadan in Post-pandemic Era

<https://4sightglobal.com/wp-content/uploads/2024/03/4SiGHT-for-Growth-Ramadan-in-post-pandemic-era-Feb-24.pdf>

MARCH 24:

Evolving Landscape of Leisure & Entertainment

<https://4sightglobal.com/wp-content/uploads/2024/04/4SiGHT-for-Growth-Evolving-landscape-of-Leisure-Entertainment-Mar24.pdf>

APRIL 24:

Customer Experience