



Addressing a
**MULTIGENERATIONAL
MARKET**

CPG Trends Report | August 2024



Brands today are not merely responding to generational and cultural differences; they are actively shaping their offerings to meet the diverse and evolving needs of the market. Understanding how demographical behaviors influence marketing strategies is crucial for success.

Let's explore how brands are proactively adapting to different consumer groups and why understanding these differences is crucial for building future strategies



ADDRESSING A MULTIGENERATIONAL MARKET...

#1 Integrating customers into the heart of the brand

#2 Personifying the brand as an ally

#3 Curating to celebrate differences

#4 Maximize experiences

#5 Engage through nostalgia

The background features a light beige color with several overlapping abstract shapes. On the left, there is a solid teal circle. On the right, there are several overlapping yellow and light yellow shapes, including a large circle and a smaller one. At the bottom left, there are more overlapping teal and light teal shapes. The overall aesthetic is modern and clean.

#1 Integrating customers into the heart of the brand

While Millennials pioneered the adoption and integration of digital advancements...

Gen Z have excelled further by dominating social media and **influencer marketing** by becoming influencers themselves!



Nike collaborates with a diverse range of Gen Z micro-influencers alongside their athletes for less choreographed and more real output, aiming not just for large viewership but to **connect with various communities** and reinforce their brand message



Chipotle offered their fans to create a 'Hand crafted Quesadilla' recipe on TikTok, post which 2 **winning recipes were chosen basis the number of views on the content**. The recipes were then incorporated into their main menu providing to opportunity to celebrate customization



Dunkin' created "The Charli," a drink based on Charli D'Amelio's [a famous TikTok influencer] favorite order, available at all locations for a limited period. They also launched the "Charli x Dunkin'" contest, **encouraging fans to share pictures or videos** recreating iconic moments featuring Charli and Dunkin,' creating high engagement

The background features a light beige color with several overlapping abstract shapes. On the left, there is a teal circle and a larger teal shape at the bottom. On the right, there are yellow shapes, including a large one at the top and a smaller circle on the right side. A large white rounded rectangle is centered on the page, containing the text.

#2 Personifying the brand as an ally

Brands are now transcending their core products by creating value that fits into the daily, demanding lives of their customers, offering more than just utility but also emotional and social enrichment across age cohorts



Peloton offers not just fitness equipment but a **community and motivational support** through its classes and social features. The brand keeps the need for 'work-life balance' amongst Millennials and Gen X in mind and partners with the customers' fitness journey, offering motivation and companionship through challenging routines



The **Samsung Galaxy Watch 2** was thoughtfully designed with both elderly users and younger, high-stress individuals in mind. It offers **support features** such as fall detection and ECG monitoring for seniors, while also providing comprehensive sleep, fitness, and well-being tracking for younger users



Domino's Pinpoint Delivery feature **caters to busy, on-the go consumers** by letting them order pizza with a simple click, drop their current location pin, track the delivery driver, and pick up their pizza from a designated meeting spot. This service ensures that customers can enjoy Domino's delicious offerings anytime and anywhere

The background features a light beige color with several overlapping abstract shapes. On the left, there is a teal circle and a larger teal wavy shape at the bottom. On the right, there are yellow wavy shapes and a yellow circle. A large white rounded rectangle is centered on the page, containing the text.

#3 Curating to celebrate differences

Brands further harness and tailor their strategies to the distinct needs of consumers to celebrate differences and **multiculturalism** by connecting with diverse audiences in meaningful ways.

Promoting culturally sensitive products/ads to appeal to Gen Z, who are aware of the social expectations, and older adults who may be less aware



To strategically tap into the growing Asian market, **Heinz** introduced four unique sauce flavors designed to **complement various cuisines**. These sauces come in single-serve packs that are convenient for on-the-go consumption and easy to carry. The four flavors — Korean Sweet and Spicy, Mexican Hot and Smoked, Tomato and Cranberry Sweet and Sour, and North American Texas Barbecue carefully picked to **appeal to diverse preferences**



Netflix's algorithm and content curation cater to a global audience by promoting **content in multiple languages and featuring diverse casts**. The platform's focus on inclusivity extends to its original programming, which often highlights underrepresented communities



Apple continues to be at the forefront of inclusive marketing. With features like diverse emoji options and accessibility features across its devices, Apple ensures that its technology is **inclusive of cultures, languages, and abilities**

The background features a light beige color with several overlapping abstract shapes. On the left, there is a teal circle and a larger teal wavy shape at the bottom. On the right, there are yellow wavy shapes and a yellow circle. A large white rounded rectangle is centered on the page, containing the text.

#4 Maximize experiences

In today's market, where consumers are often overwhelmed with choices, the experience associated with a brand can be a key differentiator. The idea is to foster a **deep emotional connection with the brand** by immersing customers in experiences that are both relevant and enjoyable



Instead of promoting luxury accommodations, **Airbnb** focuses on the **experiences travelers can have** while staying in unique locations. Their ads often highlight cultural immersion, local experiences, and the joy of discovering new places, which aligns with **Millennials' desire for meaningful travel experience**



Red Bull's marketing strategy is deeply rooted in promoting extreme sports, adventure, and high-energy events like the Red Bull Air Race. The brand emphasizes an **adventurous lifestyle**, catering to desire for thrilling and unique experiences. By aligning with these values, Red Bull positions itself as more than just an energy drink—it's **a gateway to excitement and a distinctive way of life**



IKEA's advertising often centers on the experience of **creating a cozy, personalized home**. Campaigns like "Make the Most of Your Space" focus on the emotional satisfaction of designing living spaces that **reflect individual tastes** and provide comfort, aligning with the **younger home-owner's** values of home-centered experiences

The background features a light beige base with several overlapping organic shapes in teal and yellow. A large white rounded rectangle is centered on the page, containing the text. A teal circle is in the top-left corner, and a yellow circle is on the right edge. Teal and yellow wavy shapes are at the bottom.

#5 Engage through nostalgia

Nostalgia is a powerful tool. This strategy is effective because it taps into deep-seated emotions, memories, and a **sense of identity**, making the brand more relatable and endearing to consumers - appealing to both those who remember the past fondly and those who are discovering it for the first time



Hasbro taps into nostalgia by **reintroducing classic toys and games**, such as Transformers, My Little Pony, and Monopoly, that older generations loved as children. The relaunch of classic board games like Monopoly with special editions (e.g., "Millennial Monopoly") and the continued success of Transformers toys and movies cater to both **older fans and younger generations**



LEGO uses nostalgia by **re-releasing classic sets or creating new products based on older designs**, appealing to **adults** who played with LEGO as children and now want to share the experience with **their own kids**. The LEGO "Classic" series and sets based on iconic franchises like "Star Wars" and "Harry Potter" draw on nostalgia for the original films and earlier LEGO products



Converse capitalizes on the **timeless appeal of its classics**, ex. the classic Chuck Taylor sneakers, a design that has remained largely unchanged for decades. By promoting the history and cultural significance of the shoes, Converse connects with both older consumers who have **worn them for years** and **younger generations who see them as a fashion staple**

As a brand, what can you do

Consider...

#1. Embrace the Power of Digital Influence: Use social media not just as a platform for advertising, but as a stage for creating culturally resonant stories that captivate audiences of all ages.

#2. Celebrate Diversity with Tailored Messaging: Craft and celebrate today's diverse social climate

#3. Weave Emotional and Social Value into Every Interaction: Go beyond product utility by embedding your brand in the emotional and social fabric of your customers' lives

#4. Bridge generational divides: Use fond memories of the past to evoke positive memories in the present through strong storytelling

#5. Elevate Brand Experiences to Stand Out: In a world overflowing with choices, make your brand unforgettable by delivering experiences that truly matter through interactive tools

Our 4SiGHT Live Suite

For more information,
contact [info@4sight-
global.com](mailto:info@4sight-global.com)



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

Our Digital Research Tools

For more information,
contact [info@4sight-
global.com](mailto:info@4sight-global.com)

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

Our **CPG Trends** Series so far
Click to download!

January: Glowing Ahead: Skincare Trends

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

February: What to expect this Ramadan?

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

March: Creating impact with your packaging

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

April: Elevate your brand – Trends communicating premiumness

<https://4sightglobal.com/wp-content/uploads/2024/04/Consumer-Trends-Premiumness-Apr-24.pdf>

May: Engaging Consumers with Tech

<https://4sightglobal.com/wp-content/uploads/2024/06/Consumer-Trends-Tech-Engagement-May-24.pdf>

June: Mastering the game of marketing

<https://4sightglobal.com/wp-content/uploads/2024/07/Consumer-Trends-June-Report-Marketing-c1.pdf>

July: Shaping tomorrow – Lifestyle Trends of 2024

<https://4sightglobal.com/wp-content/uploads/2024/08/Consumer-Trends-July-Report-Lifestyle-Trends-4SiGHT.pdf>

Our **4SiGHT for Growth** Series so far
Click to download!

January: Trends Shaping our Region

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

February: 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: Evolving Landscape of Leisure & Entertainment

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

April: Changing face of Customer Experience

<https://4sightglobal.com/wp-content/uploads/2024/05/4SiGHT-for-Growth-Changing-face-of-CX-Apr-24.pdf>

May: Evolving Retail & Shopping Landscape

<https://4sightglobal.com/wp-content/uploads/2024/06/4SiGHT-for-Growth-Evolving-Retail-landscape-May-24.pdf>

June: Thriving gaming industry

<https://4sightglobal.com/wp-content/uploads/2024/07/4SiGHT-for-Growth-Thriving-Gaming-Industry-June-2024.pdf>

July: Evolving codes of luxury

<https://4sightglobal.com/wp-content/uploads/2024/08/4SiGHT-for-Growth-Evolving-Codes-of-Luxury-Jul-24.pdf>



Thank You



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

