

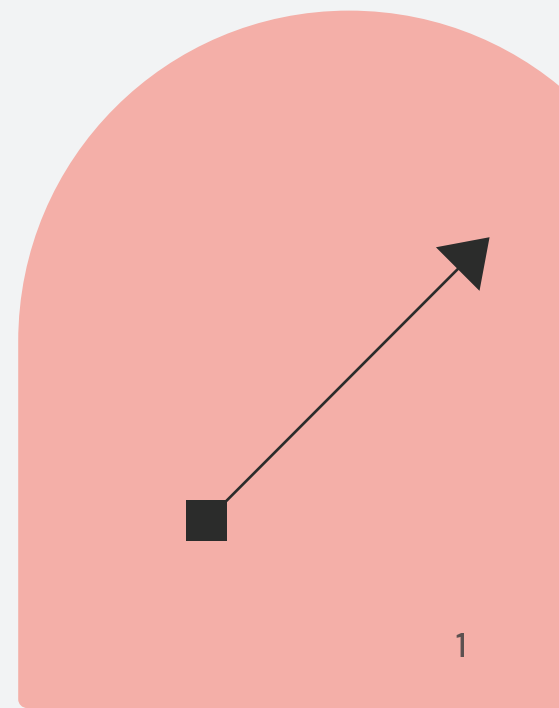
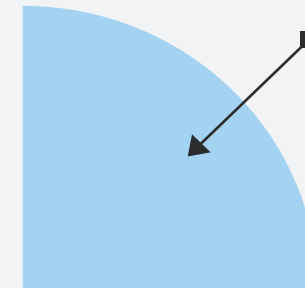
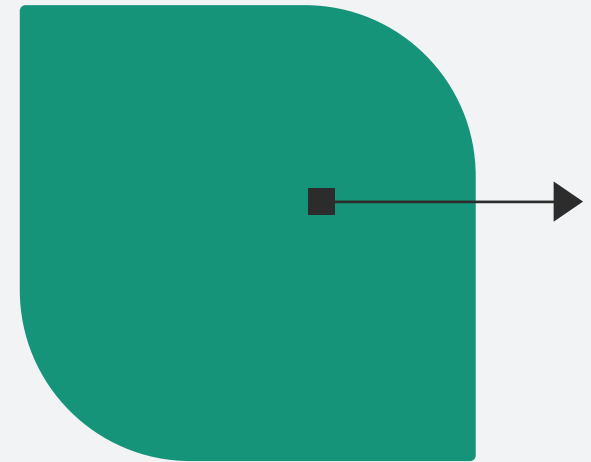
# 2023.

## What you need to know, **now**

Discover the trends and mindsets  
influencing the year ahead



*Smallfry*



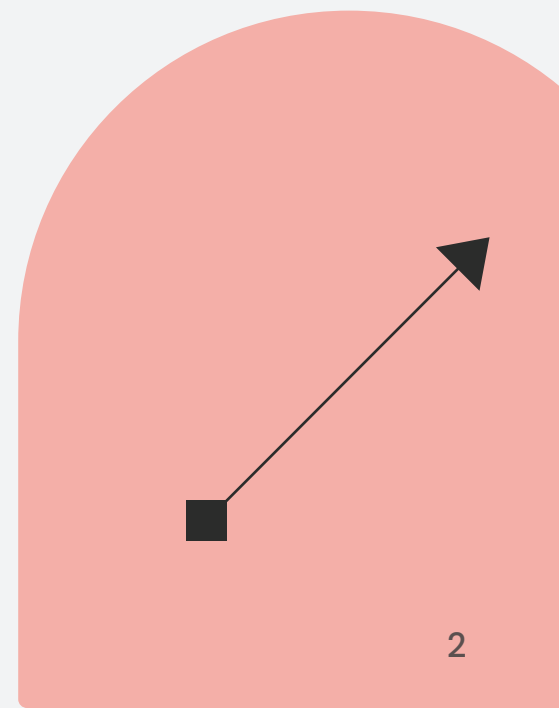
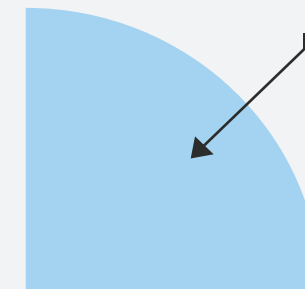
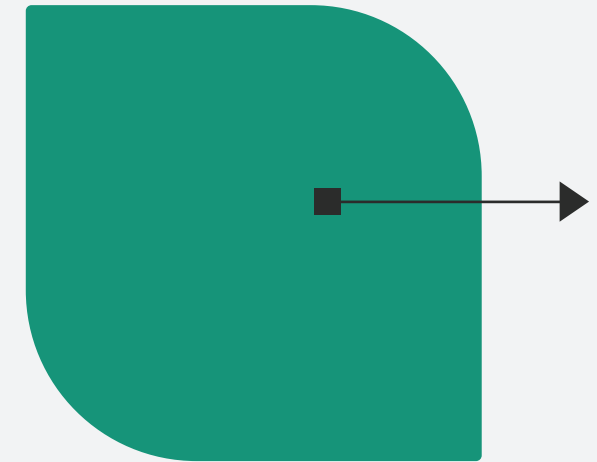
# intro.

We're surrounded by **ever-changing** societal challenges affecting our daily lives now more than ever, and individuals are **searching for solutions**.

Long gone are the days when we saw raw materials as 'infinite'. Record breaking temperatures are becoming the norm, and the cost-of-living crisis has highlighted the pressures faced close to home. Global challenges require immediate action, and it's time to re-think our approach – listen, get set, and strive to be more future-proofed.

2023 has been earmarked as the year of '**post-consumerism**', '**rebellion**' and '**action**' to name a few – but what do these actually mean? Here's our run through of what we believe to be the important drivers to understand our consumers mindset, and the deeper impact on their priorities for 2023 and beyond.

Where to start →



# where to start?

The year of post-consumerism.

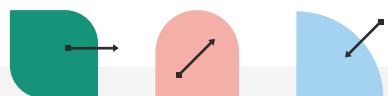
The year of rebellion.

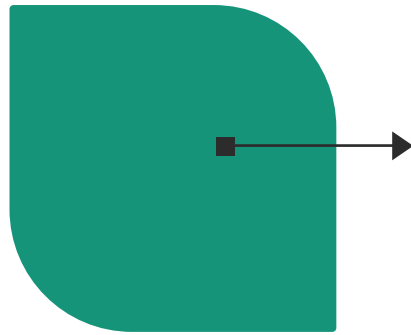
The year of action.

This doesn't mean consumerism will come to an end, or that the rebellious nature of individuals will make the world crumble, but instead, people's priorities are changing. We're challenging what was once the norm and re-writing the narrative for our own personal wellbeing and the future ahead, whilst taking back control after uncertainty of the past few years.

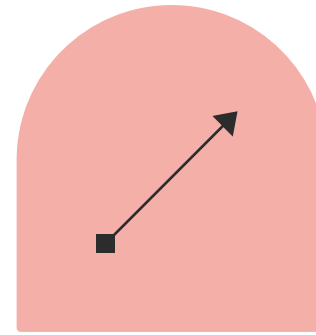
A shift towards **environmental awareness, community fulfilment and self-satisfaction** has seen people rethink what would once have been a standard day-to-day decision, with people-focused, sustainable alternatives for commuting, working, creating, and collaborating.

Individuals are becoming more and more aware of the deeper impact and knock-on effects of consumerism on the planet, and as a result, we have an increasingly civic role to play in fulfilling these expectations. Through offering guidance, support, and leadership, we can rethink our pathways to benefit **people, profits, and the planet**.

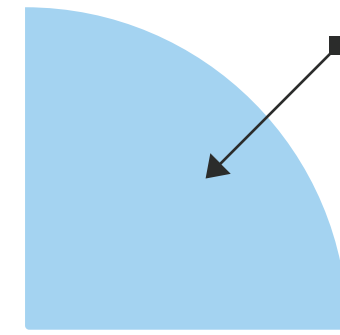




**Sustainability  
Survival**



**Indulgence &  
Escapism**



**Accessible  
Solutions**

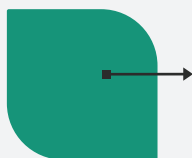
We've picked out **3 key topics** that are on our radar for understanding **consumer mindsets** in **2023**.

# Sustainability Survival

Doing nothing, is no longer an option

The world is changing. Natural resource depletion, environmental degradation and extremes in weather are worrying us all. Now is the time to stop fighting against these extremes; we must **embrace them and act** quicker than ever before.

**Sustainability and sustainable production sources** are high on the agenda. Efforts are being made to prioritise the environment in new, innovative ways. We're trying to think outside the box and champion considered design through both innovations and material, to understand the full story behind product development and the impact this will have on the planet.



Sustainability Survival

doing  
nothing,  
is no longer  
an option

# eco conscious outlook

Product journey mapping, cradle-to-grave considerations and complete life-cycle analysis are becoming ingrained in successful innovation and product development, whilst the boom of **bio-design, biomimicry and biomaterials** are set to flood product innovation platforms in 2023. Energy consciousness and carbon-neutral production for materials and products are high on consumers agendas and we're seeing tech, products, and services globally now attuned to the benefits of using renewable energy sources and 'greener' routes for production.

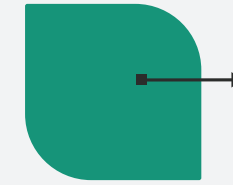
This desire for sustainable production has seen the **revival of historic processes**, emulating nature's forms and natural processes in an innovative way to produce everyday materials. Waste natural ingredients such as seaweed and fungi are being incorporated into polymer production, whilst natural dyes within products are generating widespread appeal.



Sustainability Survival



# how can we build a better future?



## Sustainability Survival

Something which can be **recycled at end-of-life** isn't **good enough** anymore. With the strain on finite resources, and climate-based global challenges, we need to start thinking of alternative long-lasting solutions to our everyday problems and enhance resilience throughout consumer goods.

Designers are turning their attention to single material / process products—creating functional solutions with little environmental impact, without compromising quality or appeal.

**What value does the product have?** By being aware of the value attributed to our products, whether functional, emotional, economic, or else, we can better map out the journey and longevity on our planet – a core aspect for future-proof sustainable design.

# enhancing resilience

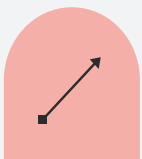


# Indulgence & Escapism

Wellness, wellbeing & self-care

Despite this continual pressure to protect our planet's future – 2023 will see individuals increasingly **protecting themselves and their wellbeing**, through indulging in mindfulness and escapism on their own terms.

**We're taking back control**, rebelling almost – after feeling powerless throughout the uncertainty of the pandemic. Whilst selfless, sustainable futures will remain a driver of consumer behaviour in 2023, people are also wanting to live for the moment – with the attitude '**now or never**'.



Indulgence & Escapism

it's time we  
take back  
control

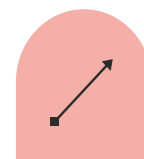




The **post-pandemic lifestyle shift** from an obsession with productivity, drive, and success to a slower, more sustainable lifestyle with a focus on **wellness, physical connections and longevity** has seen consumers change their living habits, encouraging them to feel better.

Sensory experiences to positively influence and enhance your mood, spaces to equal your state of mind, and immersive environments are all acting as an escape from life's everyday challenges.

This **experiential consumption** satisfies our desire for escapism and essential respite, allowing individuals to take control of their own state of mind and find the balance they are seeking, with consumers valuing experiences and activities for personal fulfilment more than ever before.



**Indulgence & Escapism**



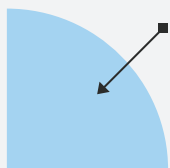


# Accessible Solutions

## The need for universal design

**Inclusive and accessible design** already has a significant role in the wider adoption of sustainable design solutions; however, it's expected 2023 could see this trend potentially erupt. Originally driven by niche interest brands and use-cases, the future of inclusive design is set to become pivotal.

With the developments of future-proof sustainable design solutions, an increasing number of new goods are adopting **universal design strategies** for new innovations – creating products that inherently work as easy and intuitively as possible for everyone, of all abilities.



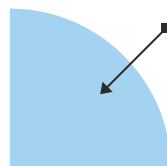
Accessible Solutions

inclusive  
accessible  
universal



This **conscious approach to design** increases product longevity, appeals to a wider audience, adds superior value and meaning to a product resonating with consumers, and aims to bridge the divide between individuals of all abilities. These worthwhile solutions aim to **serve the needs of societies**, and with an emphasis on accessibility and convenience, consumers are willing to pay a premium.

It's not just physical products. **Digital realities** provide a platform of infinite opportunity for individuals to express their true selves. Communities within the virtual worlds allow for personalization, re-invention, and bridge divides overcoming the identity silos of society. Consumers with different views, values, classes, generations, and regions can relish an enjoyable user experience enabling accessible, **universal participation online**.



**Accessible Solutions**



# what next?

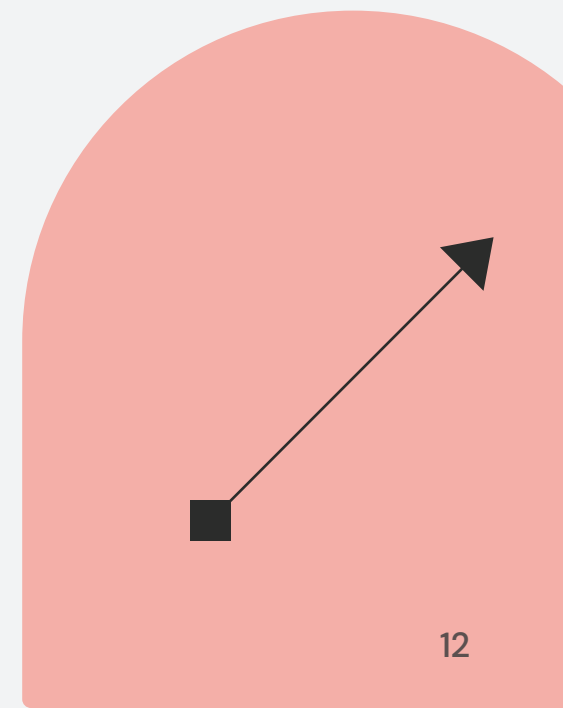
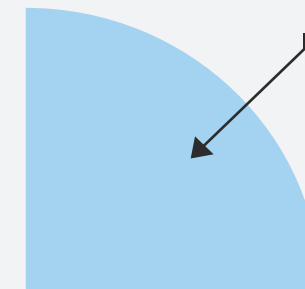
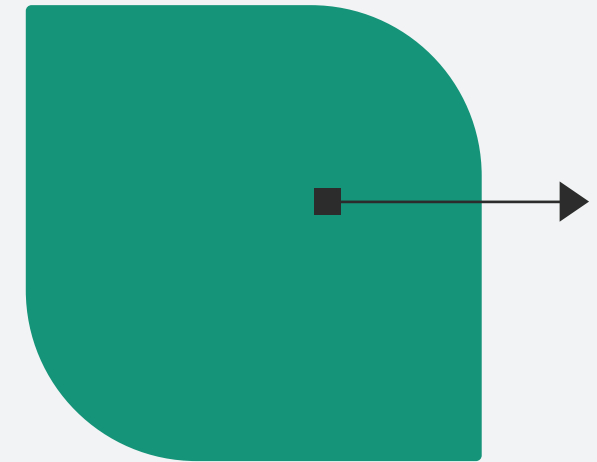
By now, it's clear that **doing nothing is no longer an option.**

We must be in the right mindset, and by expanding our thinking and considering future-proof sustainable strategies every step of the way, we can create **meaningful, sustainable innovations** which appeal and engage with the future of consumerism.

**And the good news – there's help on hand.** From considering innovation with universal inclusion, to journey mapping and life cycle analysis of new product development and understanding the future impact on our planet, resources to support this thinking are in abundance. The **Sustainable Development Goals (SDG's)** are a universally adopted method for actions relating to sustainable challenges – outlining 17 areas as the blueprint for a better, more sustainable future. For most of us, this is a good place to start our thinking.

Global change won't happen overnight, but by increasing our awareness and making conscious decisions we can start creating small steps in the right direction– forming sustainable, societal impact for our future. **The only mistake we can make, is to do nothing at all.**

Get in touch →



# beyond the obvious



Want to hear more about how you can really make a difference, whilst appealing to the future consumers of 2023 and beyond?

**Give us a call, we'd love to hear your ideas.**



0247 654 5678



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# Get in touch