TRENDHUNTER
CREATE THE FUTURE

BTA Future Tech Report

Trend Report

09.14.22

Biodegradable Tech

SMS Support

Metaverse Support

Virtual Repair

Virtual Showrooms

Report Summary | BTA Future Tech Report

Prepared by:
Courtney, Chief Client Officer

Top Insights

Hybrid Management *New organizational software is helping businesses manage hybrid work models*
Trend - As businesses adapt to hybrid work models where employees work from home some days, and in-office others--they're in need of tools to organize this new work model. Software programs that help run operations under flex work models are becoming more popular to maintain workplace productivity. Insight - Businesses and their employees are still having to adapt to the ongoing changes that the pandemic has brought on over the last couple years. The rapidness of these changes is what made consumers require navigational tools in order to better adapt to a new way of living--whether that has to do with the social or work-related changes that the pandemic has brought on.

SMS Support *Text-based customer support services prioritize convenience and quick communication*
Trend - Traditional forms of customer support like going in-store or calling in and being put on hold are slowly being pushed aside for more modern, convenient options. Now, SMS-based customer support programs offer quicker service that requires less patience from both parties. Insight - Traditional customer support programs tend to create friction between customers and representatives, with issues like long wait times having the potential to build frustration among customers. In order to prioritize convenience and reduce points of tension in the customer service journey, programs that use up-to-date technology and prioritize convenience and speedy responses will be increasingly necessary.

Metaverse Support *The customer service experience will become more immersive through the metaverse*
Trend - As the metaverse expands, customer service in the metaverse is becoming a recognized innovation that can create more valuable support experiences. Brands in this space are already finding ways to better engage with customers that foster mutual empathy and more efficient processes. Insight - The metaverse's uses are going beyond gaming and art/design-based experiences and into functional processes that can benefit the various needs of both businesses and customers. As this space grows, businesses are using it to create customer experiences that prioritize customers' growing desire for more effective and immersive engagement with brands.

Virtual Repair *Virtual home repair videos and services become more popular*
Trend - The COVID-19 pandemic has brought on a greater need for virtual services, including in the home repair and renovations industry. Instead of paying businesses to come to their homes, customers are now paying for their virtual guidance instead. Insight - The DIY industry has grown rapidly in the past several months as the ongoing pandemic has led to services being delayed and shut down, and also due to people using DIY as a way to pass the time. Brands that help facilitate these projects are well prepared for future pandemic-related restrictions.

Getting the Most out of Your Custom Report

TRENDHUNTER CREATE THE FUTURE

Purpose: Trend Hunter's Custom Reports are designed to inspire innovation by exposing you to hand-selected content related to your brand, specific projects, future-scoping, adjacent categories and more.

As you go through the report, remember to ask yourself:

1. What could this insight or innovation mean for my brand specifically?
2. How might these insights make you think about the consumer differently?
3. How do these trends ladder up to Trend Hunter's Megatrends, or any other Megatrends I'm familiar with?

Acceleration	Reduction	Convergence	Divergence	Redirection	Cyclicality
Prosumerism	Simplicity	Multi-Sensation	Personalization	Tribalism	Youthfulness
Catalyzation	Instant Entrepreneurship	Hybridization	Many-to-Many	Gamification	Nostalgia
AI	Curation	Co-Creation	Authenticity	Experience	Naturality

For more info on Trend Hunter's methodology, check out the Appendix section.

Copyright ©
All Rights Reserved

Consumer Insights

Overlooked Opportunities & Examples

Trend Hunter's Insights highlight the what and why of major industry shifts. They are split into two sections: the trend section, which identifies a new opportunity in a given industry, and the insight section, which explores the specific target consumer's motivations, attitudes, beliefs and ultimately tension behind that opportunity. They are built on a foundation of Trend Hunter's crowdsourced trend examples, clustered together by underlying patterns.

Copyright ©
All Rights Reserved

Hybrid Management

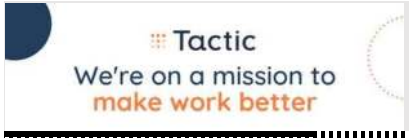
TRENDHUNTER CREATE THE FUTURE

New organizational software is helping businesses manage hybrid work models

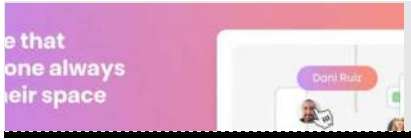
Trend - As businesses adapt to hybrid work models where employees work from home some days, and in-office others--they're in need of tools to organize this new work model. Software programs that help run operations under flex work models are becoming more popular to maintain workplace productivity.

Insight - Businesses and their employees are still having to adapt to the ongoing changes that the pandemic has brought on over the last couple years. The rapidness of these changes is what made consumers require navigational tools in order to better adapt to a new way of living--whether that has to do with the social or work-related changes that the pandemic has brought on.

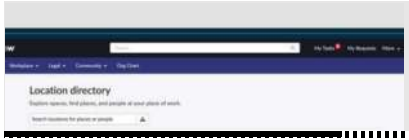
Smart Workplace Management Softwares
Archie is an Intuitive Hybrid Workplace Platform



Hybrid Office Management Platforms
The 'Tactic' Platform is for Flexible Workspaces



Flexible Workplace Organization Apps
The 'Desky' App Helps Businesses Adapt to Hybrid Work



Hybrid Work-Focused Mapping Tools
ServiceNow Added Workplace Indoor Mapping to the Now Platform

5.6 Score

Popularity
Activity
Freshness

Experience
Catalyzation

4 Featured, 36 Examples

18,224 Total Clicks

URL: Hunt.to/483276

Copyright ©
All Rights Reserved

Hybrid Management

New organizational software is helping businesses manage hybrid work models

How could your brand better adapt to the desire for flexible work models?

Overlooked Opportunity 1: **Workshop Question**

Copyright ©
All Rights Reserved

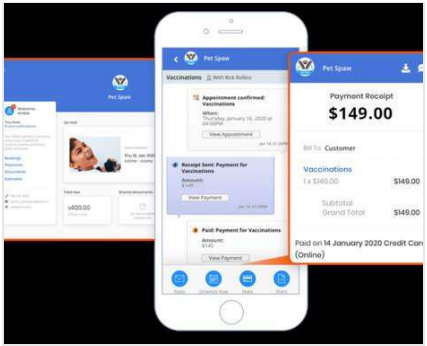
SMS Support

TRENDHUNTER CREATE THE FUTURE

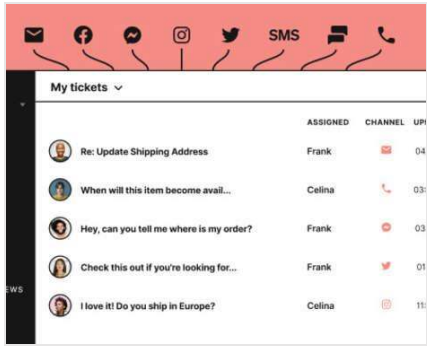
Text-based customer support services prioritize convenience and quick communication

Trend - Traditional forms of customer support like going in-store or calling in and being put on hold are slowly being pushed aside for more modern, convenient options. Now, SMS-based customer support programs offer quicker service that requires less patience from both parties.

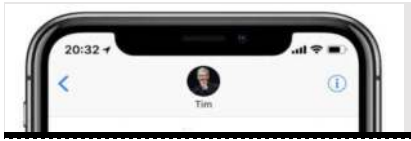
Insight - Traditional customer support programs tend to create friction between customers and representatives, with issues like long wait times having the potential to build frustration among customers. In order to prioritize convenience and reduce points of tension in the customer service journey, programs that use up-to-date technology and prioritize convenience and speedy responses will be increasingly necessary.



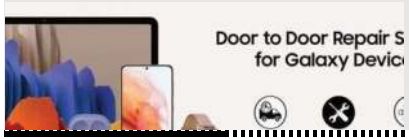
Omnichannel Customer Support Services
Thryv Offers CX and Growth Solutions to Small Businesses



Centralized Customer Support Platforms
Gorgias Launched a New Social Media Integration Service



SMS-Based Lead Generation Tools
Verse.io's New CallConnect Tool Aims Streamline Customer Support



Convenient Repair Services
Samsung Canada Has Launched Its 'Your Service' Portal for Galaxy Users

24-Hour Wedding Customer Support
David's Bridal Offers 24/7 Support to Future Brides and Grooms

5.2 Score

Popularity
Activity
Freshness

Simplicity
Experience

5 Featured, 35 Examples

23,253 Total Clicks

URL: Hunt.to/481473

Copyright © All Rights Reserved

SMS Support

Text-based customer support services prioritize convenience and quick communication

How could you reduce friction in the customer service journey?

Overlooked Opportunity 2: **Workshop Question**

Copyright ©
All Rights Reserved

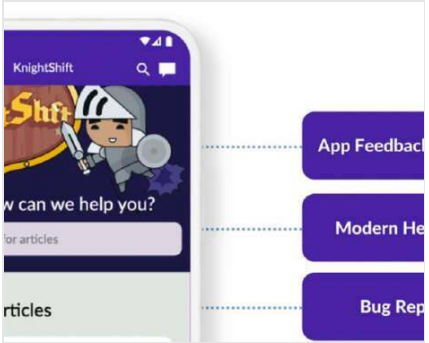
Metaverse Support

The customer service experience will become more immersive through the metaverse

Trend - As the metaverse expands, customer service in the metaverse is becoming a recognized innovation that can create more valuable support experiences. Brands in this space are already finding ways to better engage with customers that foster mutual empathy and more efficient processes.

Insight - The metaverse's uses are going beyond gaming and art/design-based experiences and into functional processes that can benefit the various needs of both businesses and customers. As this space grows, businesses are using it to create customer experiences that prioritize customers' growing desire for more effective and immersive engagement with brands.

Metaverse Medical Support Centers
TMRW Launched the World's First Medical Center in the Metaverse



Metaverse Customer Support
Helpshift Launched a Free Plan for Metaverse Support

Metaverse User Support Companies
Helpshift Launched 'Metashift' to Target Customer Service in VR

Tailored Metaverse Support Platforms
ModSquad Offers Comprehensive Customer Service for Businesses

6.1
Score

Popularity
Activity
Freshness

Experience
Catalyzation

4 Featured, 24 Examples

10,245 Total Clicks

URL: Hunt.to/481218

Copyright ©
All Rights Reserved

Metaverse Support

The customer service experience will become more immersive through the metaverse

How could you use the metaverse, or other emerging technologies, to enhance customer support services?

Overlooked Opportunity 3: **Workshop Question**

Copyright ©
All Rights Reserved

Virtual Repair

TRENDHUNTER CREATE THE FUTURE

Virtual home repair videos and services become more popular

Trend - The COVID-19 pandemic has brought on a greater need for virtual services, including in the home repair and renovations industry. Instead of paying businesses to come to their homes, customers are now paying for their virtual guidance instead.

Insight - The DIY industry has grown rapidly in the past several months as the ongoing pandemic has led to services being delayed and shut down, and also due to people using DIY as a way to pass the time. Brands that help facilitate these projects are well prepared for future pandemic-related restrictions.

Branded Home Improvement Programming
Lee Valley Tools Shares YouTube Tutorials For DIY Projects

Livestreaming Plumbing Platforms
The 'Plunjr' App Connects Plumbers to Customers Via Video Call

5.4 Score

Popularity
Activity
Freshness

Simplicity
Catalyzation

2 Featured, 28 Examples
82,439 Total Clicks
URL: Hunt.to/458569

Copyright © All Rights Reserved

Virtual Repair

Virtual home repair videos and services become more popular

How could you use technology to enhance – or even replace – in-person interactions with customers?

Copyright ©
All Rights Reserved

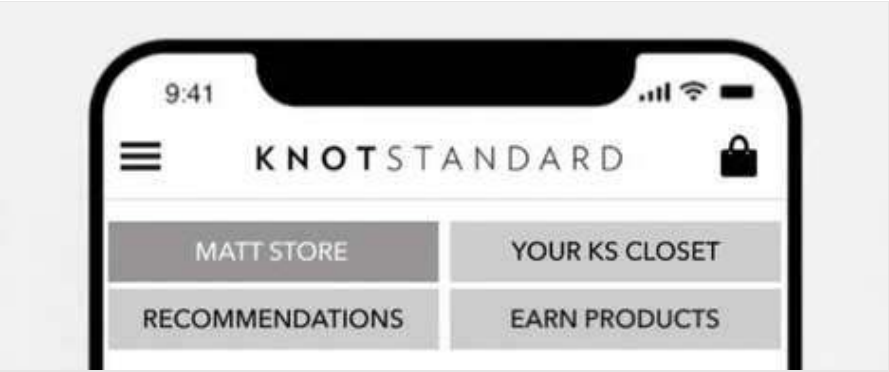
Virtual Showrooms

TRENDHUNTER CREATE THE FUTURE

Brands are creating virtual showrooms to sell their products

Trend - Virtual showrooms are increasingly popular as brands look for creative ways to stay on consumers' minds amidst changed shopping habits. These include everything from virtual reality-based car showings to app-based digital stylists.

Insight - Consumers' changed shopping habits include doing the majority of their purchases online, and are now seeking out brands that are able to give them the most reliable and detailed information in order for them to feel confident confirming their orders. This is particularly true when it comes to making larger purchases.



Digital Stylist Stores
The Knot Standard Stylist Store Supports Virtual Showroom Experiences

Advanced Virtual Shopping Experiences
Toyota's Virtual Showroom is Equipped with Augmented Reality

5.7 Score

Popularity
Activity
Freshness

Multisensation
Experience

2 Featured, 36 Examples
69,875 Total Clicks
URL: Hunt.to/458469

Copyright © All Rights Reserved

Virtual Showrooms

Brands are creating virtual showrooms to sell their products

What would the pros and cons be of your industry implementing more virtual showrooms?

Overlooked Opportunity 5: **Workshop Question**

Copyright ©
All Rights Reserved

Augmented B2B

TRENDHUNTER CREATE THE FUTURE

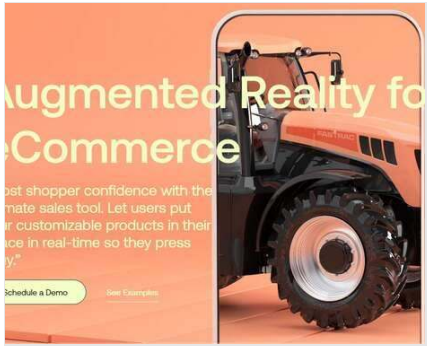
As AR technology underperforms in the consumer space, it finds a home in B2B

Trend - AR/VR/MR consumer products are still fairly niched among consumers; however, these technologies increase in popularity in the B2B space. This is seen in employee onboarding, cross-company collaboration, sales, and beyond. Though the business world is becoming increasingly virtual, immersive technologies help retain sensory connections.

Insight - The rise in popularity of AR/VR/MR services in the B2B space is partially due to the imposed WFH rules across many countries during the pandemic. Though many industries prove to be fully functioning without office spaces, employees must retain a sense of connection. These technologies lend efficiency, convenience, and safety while still being immersive and providing a multisensory connection.

Immersive Construction Tools
XYZ Reality's HoloSite Tool Uses AR to Optimize Construction

Accessible Augmented Reality Tools
Blippar's Blippbuilder Tool Makes Staging AR Campaigns Easy



Augmented Reality Product Visualizer
The Threekit Visual Configurator Drives Sales Using AR Tools

AR-Assisted B2B Training Tools
Teamwork AR Grants Efficient Real-Time AR-Assisted Job Training

5.0 Score

Popularity
Activity
Freshness

Multisensation
Artificial Intelligence

4 Featured, 21 Examples
29,983 Total Clicks
URL: Hunt.to/456418

Copyright ©
All Rights Reserved

Augmented B2B

As AR technology underperforms in the consumer space, it finds a home in B2B

Where in your business could the use of immersive technologies be beneficial?

Overlooked Opportunity 6: **Workshop Question**

Copyright ©
All Rights Reserved

AI Delivery

TRENDHUNTER CREATE THE FUTURE

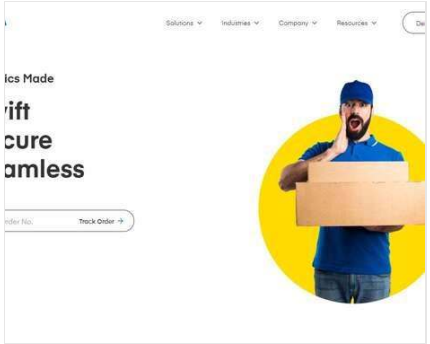
Artificial intelligence is used to make delivery processes more efficient

Trend - AI-enhanced delivery systems are on the rise as businesses look for tech to make operations cheaper and more efficient. Robotic delivery systems and AI-operated fulfillment centers all work to prioritize cost and time-based efficiency.

Insight - For businesses, the adoption of AI speaks to the growing usefulness of smart technology in helping to streamline operations. Whether for small or large-scale operations, artificial intelligence is taking some of the work out supply chain management.

Scalable Supply Chain Technologies
Attabotics Offers AI-Driven 3D Robotic Supply Chain Solutions

IoT-Based Delivery Platforms
FedEx and Microsoft's New Tool Can Help Retailers Optimize Deliveries



Hyperlocal Logistics Platforms
The GoKea Logistics Platform Uses Technology to Optimize Delivery

Robot-Powered Delivery Centers
Kroger is Rolling Out an Ocado-Powered Customer Fulfilment Centre

5.8 Score

Popularity
Activity
Freshness

Catalyzation
Artificial Intelligence

4 Featured, 39 Examples

53,011 Total Clicks

URL: Hunt.to/454245

Copyright © All Rights Reserved

AI Delivery

Artificial intelligence is used to make delivery processes more efficient

How could your brand better streamline its operations?

Overlooked Opportunity 7: **Workshop Question**

Copyright ©
All Rights Reserved

Reskilling Workers

TRENDHUNTER CREATE THE FUTURE

Brands help retrain out-of-work individuals amid the COVID-19 pandemic

Trend - In the wake of the COVID-19 pandemic, brands and governments are launching free initiatives to connect out of work individuals with retraining opportunities to find new job opportunities. These include scholarships, digital courses, and seminars.

Insight - North American economies have taken a substantial hit in light of the ongoing pandemic and jobs in various industries have been terminated. In order to alleviate the anxiety for these individuals, many are looking for resources and tools that will help them in their unique situations. In being more educated, individuals feel better prepared and as a result, gain peace of mind when it comes to surviving the pandemic and beyond.

Co-Branded Employee Retraining Services
This Free Online Platform Offers 4,000 Free Pograms

Unemployed Retraining Scholarships
Reconnect to Workforce is Helping People Retrain Amid COVID-19

Displaced Worker Training Courses
OnwardUS Coalition Helps Out of Work Individual Retrain

2.9
Score

Popularity
Activity
Freshness

Authenticity

3 Featured, 31 Examples

24,153 Total Clicks

URL: Hunt.to/446610

Copyright ©
All Rights Reserved

Reskilling Workers

Brands help retrain out-of-work individuals amid the COVID-19 pandemic

How is your brand supporting struggling customers?

Overlooked Opportunity 8: **Workshop Question**

Copyright ©
All Rights Reserved

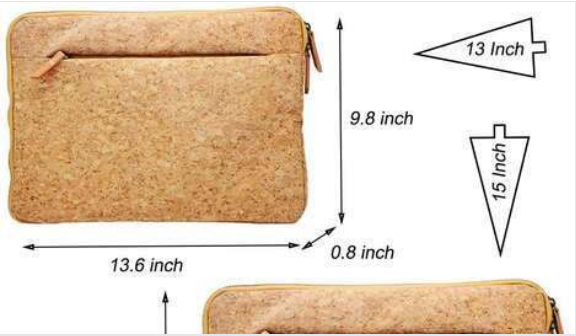
Biodegradable Tech

TRENDHUNTER CREATE THE FUTURE

Tech products and accessories are built with environmentally friendly materials

Trend - Companies are launching technology and tech accessories with biodegradable capabilities. While some companies are embarking on very ambitious projects like biodegradable desktop concepts, others are starting out with compostable cases or experimenting with more eco-conscious materials.

Insight - Contemporary consumers are aware of the consequences of climate change and as a result, many are looking for ways to reduce their carbon footprint and pivot to a more planet-friendly lifestyle. This, in turn, is creating a demand for fully sustainable products and better waste management processes across industries. This interest is only intensifying as individuals are becoming increasingly worried about climate change.



Eco-Friendly Cork Laptop Sleeves
Boshiho's Protective Laptop Sleeve is High-quality

Biodegradable Desktop PCs
The Pentaform 'Abacus' is 63% Smaller Than Conventional PCs

Biodegradable Earbud Protectors
The Incipio Organicore for AirPods Case is Lightweight and Stylish

6.7 Score

Popularity
Activity
Freshness

Naturality
Catalyzation

3 Featured, 53 Examples
107,657 Total Clicks
URL: Hunt.to/444675

Copyright ©
All Rights Reserved

Biodegradable Tech

Tech products and accessories are built with environmentally friendly materials

Sustainability is relevant to all industries – how has it impacted yours? What opportunities do you have to be more sustainable?

Overlooked Opportunity 9: **Workshop Question**

Copyright ©
All Rights Reserved

Anywhere Access

TRENDHUNTER CREATE THE FUTURE

Tech brands are prioritizing omnipresent convenience with more innovative designs

Trend - Brands are launching innovative tech accessories, designed specifically for the needs of on-the-go consumers. Although as a concept, portable tech is not new, these products are placing a stronger focus on refining the seamlessness of user experience with anything from invisible keyboards to wallet-friendly designs.

Insight - In fast-paced, technologically enhanced environments, consumers are finding themselves dealing with a never ending list of professional and personal responsibilities. As a result, individuals in these spaces consider their time precious and are consistently looking for ways to optimize it—even when they are on-the-go. This is creating a demand for portable and functional products, as more consumers are prioritizing convenience in personal and professional matters.

Magnetic Mobile Backup Batteries
The HyperJuice Magnetic Wireless Battery Pack is for iPhone 12

Aftermarket Smartphone-Mirroring Devices
The 'Dkooi' Smartphone Mirroring Device is Safety Focused

Mobile Productivity Mouses
The Logitech MX Anywhere 3 Mouse Has the New MagSpeed Scroll Wheel

Cost-Effective Cloud Storage Services
Seagate Lyve Cloud Offers Always-On Encryption and More

4.1 Score

Popularity
Activity
Freshness

Simplicity
Experience

4 Featured, 61 Examples

74,592 Total Clicks

URL: Hunt.to/444229

Copyright © All Rights Reserved

Anywhere Access

Tech brands are prioritizing omnipresent convenience with more innovative designs

How can your brand help optimize the consumer experience on-the-go?

Overlooked Opportunity 10: **Workshop Question**

Copyright ©
All Rights Reserved

Organized Work

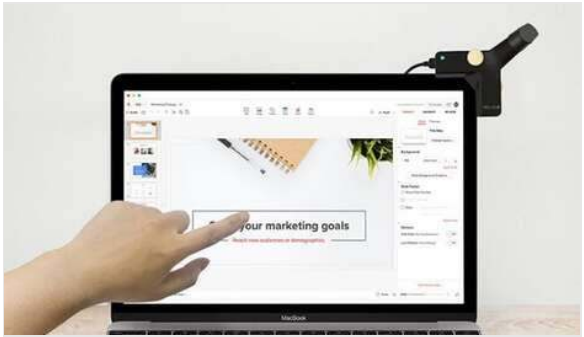
TRENDHUNTER CREATE THE FUTURE

Brands are launching WFH products that emphasize organization and efficiency

Trend - Brands are launching gadgets and furniture that can enhance the work-from-home flow for consumers. From all-in-one network and power solutions to organization-forward desks, these products seek to declutter and offer functionality by appealing to simplicity.

Insight - Consumers are working from home now more than ever because of the COVID-19 pandemic and the restrictions that have followed from it. Since many are engaging in this ritual at length for the first time, they are seeking solutions that will ease their transition and allow them to be more productive and efficient at home. Placing an emphasis on organization or increased functionality, consumers have the ability to feel more comfortable and less overwhelmed when supported by such products.

Powerful Port Expansion Peripherals
The HyperDrive GEN2 USB-C Docking Station Boasts 18 Ports



Aftermarket Touchscreen Devices
The BLUEVER Hello X2 Turns Any Monitor into a Touchscreen

Desk-Mounted Networking Solutions
The NestEx Network and Power Hub Keeps Essentials within Reach

5.0 Score

Popularity
Activity
Freshness

Simplicity
Catalyzation
Prosumerism

3 Featured, 45 Examples
164,035 Total Clicks
URL: Hunt.to/437067

Copyright ©
All Rights Reserved

Organized Work

Brands are launching WFH products that emphasize organization and efficiency

Post-Pandemic, consumers continue to work from home out of personal preference – how could your industry better accommodate this?

Copyright ©
All Rights Reserved

Appendix

Get More From Your Experience

Your Trend Hunter custom reports are tailored to you using the world's most advanced, most powerful trend platform. Your dedicated advisor can help you get the most of it. This appendix shows you a few of the options that you have at your disposal and how other top-tier innovators rely on our service in different ways that could help you be more successful with less effort.

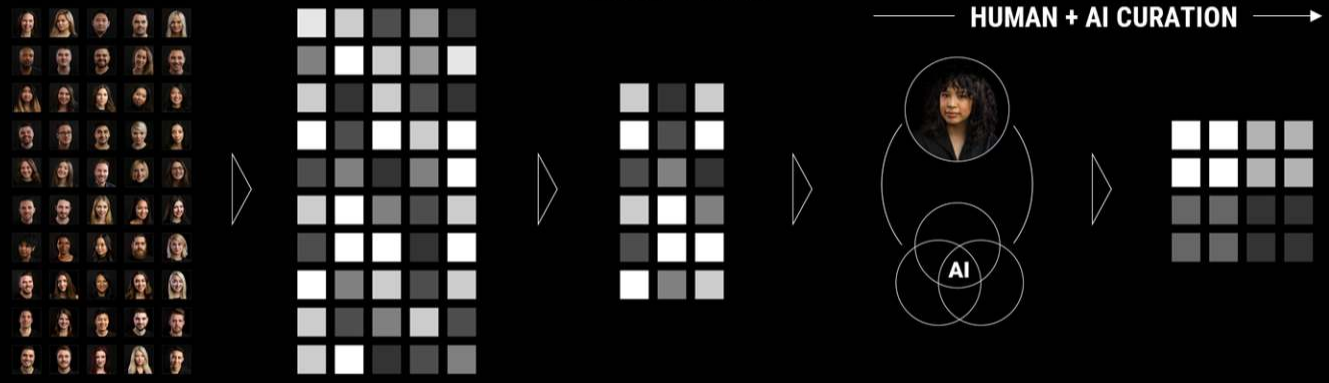
Copyright ©
All Rights Reserved

Our Process

TRENDHUNTER
CREATE THE FUTURE

Over the last 15 years, we built the largest trend platform, leveraging crowd-sourcing, crowd-filtering, AI and humans to cut through the noise and uncover opportunity **faster**!

CROWD-SOURCE → **CROWD-FILTER** → **HUMAN + AI CURATION** →



240,000 Hunters
3,500,000 Fans

#1 Idea Database
400,000 Ideas

3 Billion Views from
150,000,000 People

Human
Advisors + AI

Custom Insight
& Opportunities

10x FASTER — **BETTER** — **MORE ACCURATE** — **90% LESS EXPENSIVE** →

Megatrend Matrix

TRENDHUNTER
CREATE THE FUTURE

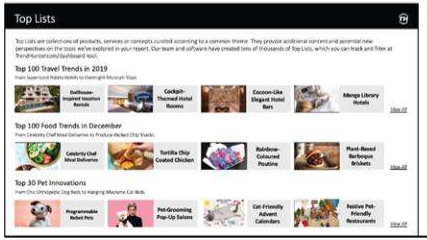
Acceleration 1. Perfecting One Thing 2. Aspirational Icon 3. Exaggerated Feature 4. Reimagined Solution	Prosumerism From user-generated content to maker culture, today's consumers are content creators and experts.	**Cyclicality** 1. Retro + Nostalgia 2. Generational 3. Economic + Seasonal 4. Repetitive Cycles	Nostalgia Fond memories fuel a desire to bring the past into the present, especially with respect to one's formative years.
Catalyzation Brands have taken a role of accelerating the personal development of consumers.	AI We are entering a transformative new era, denoted by an exponential growth in data, robotics and intelligence.	Naturality The desire for sustainable products, including local, organic, recyclable and pronounceable ingredients.	Youthfulness The world is becoming more playful, driven by generations not ready to grow up, including Boomers who desire a more active, enriched life.
Reduction 1. Specialization 2. Fewer Layers + Efficiency 3. Crowdsourcing 4. Subscription	Instant Entrepreneurship New services make it easier than ever to conceptualize, fund, launch and companies.	**Redirection** 1. Refocusing 2. Reversing 3. Surprising 4. Gamifying	Tribalism Allegiant groups are more readily formed around specific interests, causes and even brands.
Curation Hyper-targeted offerings, services, subscriptions and recommendations to simplify lives with better things.	Simplicity In a fast-paced, cluttered world, simplicity stands out, resulting in focused businesses & clean design.	Gamification The application of game dynamics to real-world problems results in a world that's more competitive and engaging.	Experience In a world abundant with 'stuff,' experience becomes a more important currency and life priority.
Convergence 1. Combining + Layering 2. Adding Value 3. Co-Branding + Aligning 4. Physical + Digital	Multisensation Tech, AR, VR and interactive experiences are raising our expectations in the realms of entertainment, retail and even food.	**Divergence** 1. Personalization, Customization 2. Status + Belonging 3. Style + Fashionizing 4. Generational Rebellion	Authenticity Social media and a resistance to traditional advertising have created a desire for authenticity and reality.
Co-Creation Brands, products, services and consumers are increasingly co-creating an interdependent world.	Hybridization Lines are blurring as business models, products and services merge to create unique concepts and experiences	Personalization Small batch production technologies and more personalized media are creating an expectation for personalization.	Many-to-Many A mass proliferation of sellers and media creators has shifted the world to a many-to-many economy.

Understanding Content Classification & Article Scoring

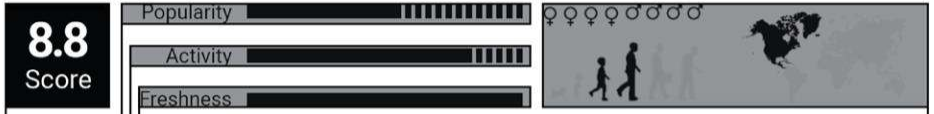
Below, you'll find an overview of the different types of content featured in our trend reports, as well as a breakdown of our scoring system that's used to evaluate the performance of the content in your report.

Consumer Insights:
The what and why of major industry shifts. Consumer Insights are split into two sections: the trend section and the insight section.

Specific Examples:
Carefully selected individual innovations to provide more in-depth analysis.



Clustered Lists:
Collections of related examples to broaden your perspective and expose you to adjacent opportunities.



Demographics:
The target audience. This value is determined by the researcher, not by site statistics.

Freshness:
The relative newness of an article.

Activity:
The amount of people interacting with an article, including scrolling through images and sharing on social media. Something, like a bacon cupcake, might not be Popular, but could score high on Activity if people share it a lot.

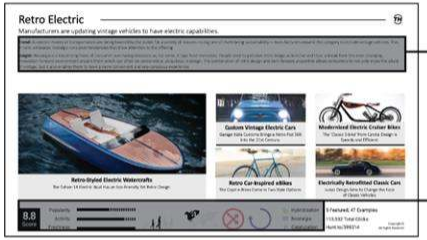
Popularity:
Scoring of appeal based on how many people choose an article when given other options in the same category or cluster.

Overall Score:
All scores translate into percentiles (8.8 = 88th percentile) and overall score is the average of Popularity, Activity and Freshness.

Copyright © All Rights Reserved

How to Read This Page

Consumer Insights are high-level, over-arching patterns that often span different industries in scope. They focus on external and internal consumer factors that are motivating trends.



Trend:
This section identifies a new opportunity in a given industry.

Insight:
This section explores the specific target consumer's motivations, attitudes, beliefs and ultimately tension behind that opportunity.

Demographics & Scoring:
The demographics speak to the target audience, as informed by the researcher, not by the site statistics. The overall score is the average of the following: popularity, activity and freshness.

Patterns & Megatrend:
Understand the Consumer Insight within the context of the 18 Megatrends that are shaping the world, plus the 6 Patterns of Opportunity that help short-cut your discovery of innovative ideas.

Workshop Question:
These questions are intended to be thought-provokers to help you brainstorm (either individually or in groups) about the relevancy or actionability of these insights.

Advisor Picks:
These are specific Consumer Insights and examples chosen by your Advisor because of their relevance to your team. These are featured on the Report Summary page and tagged throughout the report with a yellow star.

Copyright © All Rights Reserved

Want More?

Gain access to additional Consumer Insights and Custom Research by contacting your advisor or **TrendReports@TrendHunter.com**

TRENDHUNTER
CREATE THE FUTURE