FUTURE FORECAST 2022

THE INSIGHTS FAMILY®

FOREWORD

Doesn't time fly when you are having fun?

I would like to start off our 2022 Future Forecast report by thanking every member of our incredible team, all of our partners and clients for their continued support, and every one of the 500,000 family members who completed our surveys in the last 12 months, all of which ensured 2021 was so incredibly successful.

Our Future Forecast reports are now into their fourth year, and during that time have achieved more than 5,000 downloads! Focusing on our Future Forecast 2022 report, this report in many ways, has been the most challenging and exciting to produce. And I hope you agree that our incredible team of researchers, analysts and strategists have done an amazing job identifying future trends, and making a series of predictions for 2022!

Despite recent developments with the Omicron variant of Covid, I very much hope that the last few months have been a taste to what we can all expect in 2022, with in person conferences and exhibitions becoming regular fixtures on our respective calendars. Having visited a number of events over the last few months, it feels very apparent that individuals and organisations have been incredibly busy since we last saw them in person. Companies are re-assessing their business models, innovating and considering how they are going to come out of lockdown faster and fitter!

There also seems to be an incredible realisation that data and research is a critical component to create opportunity, mitigate risk, ensure alignment and drive ROI. That is why we, like our clients, have been incredibly busy behind the scenes to further understand our clients' businesses, and how we can further help our customers, and that is why in Q1 2022 we will be transforming how we operate.

We will be sharing further details of how we do research in order to create actionable insights and ROI for our clients. Our approach will be reimagined with the launch of Portal 5.0, and a suite of new tools and resources to keep our clients ahead. For more information **please click here to book a demo**.

Lastly, let me take the opportunity to wish you all an incredibly successful 2022, and it goes without saying that we very much hope to be part of your plans, and unlock even more opportunities than you could have imagined.

My very best wishes

Nick Richardson, Founder & CEO **The Insights Family**

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kids INSIGHTS™ TRENDS

PARENTS INSIGHTS™ TRENDS

FAMILY INSIGHTS™ TRENDS

383,760 kids (3-18) surveyed per year

187,400 parents (of 1-16s) surveyed per year

571,160 family members surveyed per year

WHAT IS “GENERATION NOW”?

GENERATION NOW: EXPECT ANYTHING, ANYTIME, ANYWHERE

In an always-on world, the expectations of children today are different than any other. What's next?

Globally, tweens value convenience in the top five factors they consider when making a purchase decision. Kids feel empowered in their decision making when they are rewarded with instant gratification, further embedding this behaviour.

This expectation has partly been bred by the innovation that on-demand streaming has brought to the TV, film and music industries. Direct-to-consumer models will also help online brands meet the demands of Generation Now in 2022. But what's next?

Across all the markets we survey, with the exception of France and China, kids aged 6-9 opt to consume more content on a weekly basis from on-demand services such as Netflix or YouTube. However, even in the outlier markets, weekly TV consumption amongst this age bracket has decreased -20%, as kids here gravitate towards more streaming services that can meet their demand for the immediate. Advertisers can use this information in order to position advertisements with immediate click-to-buy call to actions – QR codes have been experimented within on-screen advertising in order to make this accessible.

As kids spend more time in digital worlds, they have become more accustomed to receiving instant gratification from their purchases. Roblox and Fortnite, two of the top three games amongst tweens globally, are supported entirely by in-app microtransactions, which are immediately available to interact with at the point of purchase. Amongst this demographic, in-app spend has increased by a minimum of +50% year-on-year in Brazil and Australia; more than two thirds in France and Spain, and more than doubled in Germany and India. In the UK, tweens who play Roblox are +44% more likely to spend more than £5 a month on in-experience spending than the average kid their age.

Brands can adjust their licensing & merchandise strategy to meet the needs of Generation Now. The number of kids purchasing licensed toys in relation to their favourite media has increased by at least +20% amongst 6-9s in markets such as the US, Germany and India. By positioning merchandise for sale at movie screenings for example, could create an added incentive to purchase due to the instant satisfaction and contribute to the overall experience of visiting the movie theatre.

This said, over the next twelve months, we predict that we are likely to see some brands adjust their marketing in order to build greater anticipation for new product releases, shifting away from instant gratification.

In a world where everything is expected instantly, building a relationship over time creates a longer lasting connection. We have already seen examples of this being implemented in street fashion culture, where limited product availability and exclusivity in the sneaker industry have been used to build extended relationships – it could even be argued that by selling less product, brands can create more engagement through anticipation. We see this in other sectors too, with content platforms reverting to the weekly schedule release of shows, not just on linear TV, but via streaming services too - to build anticipation.

The Insights Family predicts that:

1. Direct-to-consumer models may represent the majority of the top 10 online stores for kids in 2022, offering a fast and convenient service to meet the demands of Generation Now in 2022 and beyond. Digital only products are in the best position to cater to the needs of the always-on generation, providing instant gratification after purchase.

2. More brands will focus on shaping marketing strategies towards building anticipation for product releases, creating deeper engagement and loyalty and leading to Generation Now becoming Generation Wait and Anticipate.

Direct-to-consumer models are well placed to serve Generation Now. But if brands really want to build deeper engagement, should the focus be on building anticipation?"

MATT SMITH
Insights Manager,
THE INSIGHTS FAMILY

WILL VIRTUAL INFLUENCERS BECOME THE NORM?

(VIRTUAL) REALITY BITES

In a world where the next generation are seeking authenticity, will virtual influencers find a voice?

Influencer culture has become one of the largest drivers in marketing activity in the social media age. It is estimated that the influencer market is valued globally at $10bn and is predicted to reach $85bn by 2028. Many kids value the recommendation of their influencers very highly – globally, young teens are +24% more trustworthy of influencers than advertisements on average.

Our data shows a significant strong correlation between digital spend and the power influencers have over teens' purchase decisions. As this demographic of kids spend more of their money online, they are more likely to seek the recommendation of influencers to inform their purchases. Kids also continue to spend more of their money online – with digital spend increasing by an average of +13% across 12 key markets year-on-year.

But as we move into a new technological age, spearheaded by the potential of artificial intelligence and personalisation, is it only a matter of time before virtual influencers become the norm?

The notion of an entirely virtual creator is not necessarily a new concept. Damon Albarn's Gorillaz has existed as an entirely virtual band since 2001. Amongst Gen Z, Lil Miquela (a virtual influencer) has amassed 3m followers on Instagram, the second-most popular social media platform amongst young teens globally, since her creation in 2017. In this time, she has leveraged brand deals with Prada, Calvin Klein and Samsung while being named by Time Magazine as one of the most influential people on the internet in 2018.

We can already look to APAC, where our data shows that influencers are highly valued and hugely influential to drive purchase decisions, in order to see the latest innovations in this space. China's virtual idol industry has already amassed a collective audience of over 300m people. In South Korea, K-Pop group aespa - a top five artist amongst 6-9-year olds in this country - is comprised of four virtual members alongside their human counterparts. The animated nature of these influencers means that there is more scope to integrate them into digital experiences such as video games, a medium three quarters of 6-9-year-olds globally already engage with.

For marketers, there is a clear advantage in using virtual influencers as opposed to real people. There have been examples where influencer controversies have caused negative brand association. With virtual influencers, messaging can be controlled, safeguarding brand images. However, will kids reject the notion of virtual influencers? They are arguably the antithesis of the organic, relatable personas they have come to know from their social media feeds. But in an age where content is curated and faces are photoshopped, does authenticity matter?

Will it become more cost effective for brands to develop a CGI model with more creative flexibility than a real person can offer? There is no doubt that virtual influencers are here to stay, created to embody an 'ideal' - rather than a celebrity who ultimately has to mold their personality to meet certain brand demands. The notion of an avatar will seep further into the mainstream; this has already been seen on TV screens with Fox's new singing contest Alter Ego, in which singer talent projects their 'ideal' via the notion of an avatar. We will also see the avatar 'aesthetic' influence fashion and design as more creators partner with metaverse platforms to provide digital clothing which will ultimately influence offline fashion within the mainstream too.

The Insights Family predicts that:

1. It won't be long until artificial intelligence will allow influencers to have a one-to-one connection with the end user. Kids' imaginary friends could be replaced with an AI digital buddy.

2. There will be more discussions around the ethics of influencer marketing towards younger generations. Although there have been developments in signposting sponsored content, virtual influencers add another layer to the debate?

> ***"With a potential cookieless future on the horizon, brands will need to further lean on influencer marketing in order to reach their teen (and parent) audience. This will likely drive influencer marketing to the next level"***

SARAH RIDING
Senior Research & Trends Director,
THE INSIGHTS FAMILY

DOES THE EDUCATION SYSTEM NEED TO PIVOT?

REBOOTING EDUCATION

Does the education system need to pivot in order to account for this new generation of digital natives?

There is no doubt this generation of children are growing up digital first and with a more automated future lying ahead of them, the education that is taught in schools today needs to adapt to ensure it is relevant.

More radical global shifts such as the Coronavirus pandemic have only accelerated the need to rethink our current educational systems and how these can better equip the kids of today and tomorrow.

With classrooms having to migrate online to survive over the last year, generations of students in schools and universities have had to adapt to a newer technological toolkit, arguably one they are familiar with and well placed to utilise as digital natives. When compared to the year previous, tweens and young teens in Mexico have reported a more than 3-fold rise in placing Zoom as their most favoured app. With a world increasingly connected, are we starting to see the end of the need for physically-based institutions to teach kids?

As more industries turn to automation in order to displace human labour, many traditional career paths will be eliminated entirely and we are likely to be in a position that many future roles haven't yet been fully realised. Globally, a fifth of 16-18 year olds are concerned about their future employment opportunities.

Furthermore, as we have also established, kids are now monetising their own creative endeavours online. When comparing this year to 2020, Italian tweens have increased their aspirations to become YouTuber's & Vloggers by +107%, with 6-9s increasing this measure by over 3-fold in the same time frame. It is entirely possible that kids will depart from traditional career paths and opt for a more flexible approach to work, in order to support their passions on the side. Should the education system continue to prepare kids for careers they are not aspiring towards, or pivot towards transferable skills necessary for the careers of tomorrow?

The tendency for kids to innovate their own spaces and build their own communities online has spread to education too. Globally, 15% of kids aged 6-12 consume educational content on YouTube (or BiliBili in China), with rates as high as 38% in The Philippines. Digital platforms, ones which kids are already native to are providing convenient access to educational content which allows for a seamless entry into a learning environment. Apps such as Duolingo have made it much easier for kids to pick up new language skills, and have benefitted from a doubling in popularity amongst tweens in Canada (+96%) and younger teenagers in the UK (+107%).

As kids continue to spend more time within digital spaces, we anticipate that education bodies will recognise the potential of the Metaverse (an open, always on digital universe of the future) to provide them with experiences that can not be replicated in the classroom, immersing them in an educational format which meets their demand as digital natives.

The way in which kids are using their devices and online experiences spells the way forward for more convenient, agile and robust schooling. Certainly we will see enhanced use of these digital experiences as supplementary elements of the school system. Only by shaping the conversation around what kids are reporting can the educational landscape be best equipped to sustain through the years.

The Insights Family predicts that:

1. Integrating metaverse experiences into more formal learning environments will become much more commonplace - marrying together the most exciting aspects of digitally based content, technology and social interactions.

2. The education system will evolve to offer more choices via a modular and flexible approach, that makes use of the ever changing technological landscape.

"Institutes and governments will need to make changes if we want to prepare our children for future career paths. Here at The Insights Family, we believe the only place to start when it comes to thinking about such matters is to go straight to the kids themselves."

NATASHA BLUMFIELD
Senior Research & Trends Manager,
THE INSIGHTS FAMILY

IS "PURPOSE" ANOTHER "P" IN THE MARKETING MIX?

ANOTHER 'P' IN THE MARKETING MIX: PURPOSE

It has never been more important for family targeted businesses to be ethical in their business practices to gain trust from consumers.

Our Global Parents data shows that on average since Q1 2021, there has been a movement away from purchase behaviours being influenced by friends, family or blogs and having the latest product, or must have designs have become less influential. What we have seen in contrast is movement towards products that are socially conscious, making a customer feel part of a community or be a product that offers safety credentials. The consumer demand to have meaningful relationships with brands is more important today than ever before. Transparency and trust in a business, product or brand is key to securing and building brand loyalty.

When considering reasons to buy into a brand or product, trust comes in as the 4th highest ranking reason across all 18 markets and across all parental age ranges (76%). When looking at the importance of this by generations we can see Baby Boomers hold this in higher regard than younger parents, implicating the importance of building trust with your audience from a young age to increase the probability of building avid fandom into older age.

We are also seeing eco-friendly credentials and social responsibility fuel purchase decision across all regions and parental ages. The importance of trusting brands on a number of measures is increasing globally.

With more kids and parents alike able to track and monitor brands on more channels than ever before, we have audiences who are increasingly able to navigate the landscape and cut through the noise. Adidas' partnership with Parley for the Oceans is a shining example of this. The initiative involves collecting plastic waste from oceans and recycling polyester to use in sportswear manufacturing. In India, the market where parents are most likely to rate eco-friendly credentials as important when considering brand purchases (80%) we see the importance actioning purpose-led initiatives has on targeted audiences. Baby Boomers in India who rate eco-credentials as extremely important (35%) are +37% more likely to favour Adidas as a family brand.

The key to looking forwards is to actually 'walk the walk'; by consistently implementing and improving corporate responsibility strategies. Brands that deliver on their promises in a transparent way will rise to the top, but the values a brand or product lives by must be core to the brand's DNA to gain trust.

Brands such as Patagonia, Everlane and H&M have ensured they are consistent with transparent messaging whether that is the supply chain, pricing or their stance on social change - all of which have benefited as a result via increased customer engagement.

Are we moving into an age of marketing that explicitly goes beyond the original pillars of the marketing mix? We've had product, price, placement, and promotion - but The Insights Family believes that purpose now has a firmly valid reason to stand amongst the others. Perhaps even more so importantly than the others - purpose is the guiding principle behind all others, directly deriving them.

Living and breathing your values as an organisation is now crucial to building relationships with customers that reach into the future, and moreover this generation of new audiences are skilled at spotting genuine value-based and purpose-led organisations.

The Insights Family predicts that:

1. Brands will increasingly place genuine importance on their purpose and value-led marketing and will benefit by engaging a generation who are more switched-on than any other.

2. More 'transparent' messaging included on packaging, so consumers can see what they are buying at face value. This will lead to a movement towards more scientific, simplistic styling on packaging and technology that enables families to understand more about a products ingredients or supply chain.

"An increasing number of brands and products will repurpose their marketing strategies to centre around transparency and place consumer and community-based relationships at the heart of driving product success."

RAJAN SUDAVADRA
Senior Research Executive,
THE INSIGHTS FAMILY

WILL WE SEE A DEBATE OVER KIDS' RIGHTS OF THEIR DIGITAL IP?

MANAGING KIDPRENEURS

This next generation are born entrepreneurs with a range of platforms open to them to co-create and monetize. But how do these new business ventures affect the family unit?

Across recent decades, revolutionary step changes have provided entirely new industries and creative spaces. Many of these have been truly kid first, from adoption through to ownership.

The creator economy, according to recent research, is estimated to be worth in excess of $100bn, and is growing by the day. Research by SignalFire stated that over 50m people worldwide are considered to be online content creators or influencers, of these more than 2m are earning enough for it to be a full time job. Furthermore, we are in a world where a creator can just as equally be a child, and in many cases more likely to be given their digital first upbringings.

Parents often have to take on primary responsibility for guiding their kids when thrust into professional lifestyles. Successful influencers, esports players and YouTubers all require management across a number of avenues concerning scheduling, agency, legal counsel and advisory. As family businesses are being created in the internet age, what does this mean for the family dynamic?

Certainly, a managerial relationship in this context blurs the lines between traditionally intimate and professional relationships. In Japan, Millennial parents are +38% more likely than Baby Boomers to consider it's important to be friends with their child, and in the US this increases to +40%. Perhaps the benefits of a more agreeable, friendly relationship when managing kids could be offset by the need to sometimes be more objective and resilient when it comes to commercial decisions that lend themselves to more conservative managerial relationships.

An issue that is surfacing increasingly are stories on parental or 'conservator' rights. Recently, the #FreeBritney campaign addressed issues surrounding conservatorship - particularly those faced by young talent. Following a global campaign with high media coverage, celebrity support and a Netflix documentary - kids are growing an awareness of the pitfalls associated with being managed professionally by close friends or family. At time of writing, #FreeBritney has nearly 600k tags on Instagram, and in the US, Spears ranks as a top 25 favoured musician for girls up to 12 years old (with interest peaking at 12).

In previous generations, it was almost expected that a child would follow in their parents footsteps when it came to career choice, whether that was to take on the family business or be influenced by a parent to continue in the same line of work. In fact, estimates drawn from the General Social Survey in 2016 stated that the average US child was 2.7 times as likely as the rest of the population to have the same job as their father, and two times as likely to have the same job as their working mothers. But as kids become much more entrepreneurial, in a world that can sometimes feel quite alien to their parents' generation, will we see the reverse start to happen in the sense that a parent will take a much more hands on approach to managing their child's career from an employer/employee viewpoint. We have seen an example of this in the case of Anne Fish, mother and manager of a professional Fortnite player in the UK, who was influenced by her son's interest in the game to start playing and even streaming her own gameplay on Twitch.

The Insights Family predicts that:

1. We will see a debate over kids' rights concerning the ownership of their digital IP. While young creatives aren't considered of age to make executive decisions in business, if they increasingly are a source of family revenue, what does this mean for the family dynamic?

2. New and exciting career paths will be discovered and monetised and the concept of a family business will be reimagined in the digital world.

"We believe that it is only a matter of time before we see global brands in the kids space collaborating with kid superstars, not just for licensed merchandise, but co-creating joint IP and products."

JONATHAN WATSON
Chief Product Officer,
THE INSIGHTS FAMILY

HOW TO TAILOR BRAND EXPERIENCE TO AGE GROUP?

APPROPRIATING THE CULTURAL CONVERSATION

To what extent should brands play in making the 'cultural conversation' safe for kids?

With a reported 87m Netflix accounts across the world having watched the full series in its first 3 weeks on air, South Korean drama Squid Game has reached the mainstream. The show is rated appropriate for viewers aged 15 and older, has scenes of violence, sex and suicide, yet pupils as young as six have reportedly been acting out the games featured in the playground. With the opportunity for more younger demographics to be exposed to such shows, should brands take a responsibility to create a 'safer' age-appropriate touchpoint?

The games featured in Squid Game are all recognised globally as childhood favourites – and as such will attract the attention a younger demographic. However, children don't even need to have watched the show to be exposed to it in some way. With a presence on social media and within video games like Minecraft and Roblox, children can't fail to notice the hype around the show. A third of parents globally worry that their child is not always safe online. Yet, 21% state that their kids don't require their permission to be on social media, and over 30% have no restrictions when it comes to playing video games.

On TikTok, the 3rd favoured social media platform globally for 13-15 year olds, #squidgame has amassed an incredible 57.6bn views in a few short weeks. And it is driving the conversation, our data shows that globally Squid Game ranks the 30th most talked about thing for 6-9 year olds with their friends in the last month – ahead of Pokémon and Harry Potter and for 13-15s it ranks even higher, just behind BTS in 22nd place, peaking in the UK where its is currently the 3rd most talked about thing, ahead of Fortnite.

"We talk about Squid Games in Roblox all the time in class, everyone is talking about it – it is a really cool game..." Girl aged 8, UK.

Is it too much to expect parents to control all the content kids are exposed to, and are we really educating them in the right way to do this? Dr. Gemma Taylor, child psychologist and member of The Insights Family advisory board states: "We really can't put all of the pressure on parents to protect children from content like the Squid Game, it's just an impossible task. We need a combined approach that involves educating children on how to understand the content on digital media and policy needs to be implemented to this effect. Content makers need to take responsibility for their content too. While it is good that shows have age ratings, this doesn't go far enough to protect children particularly when the content filters down to younger ages".

Should brands play a role in making them part of the cultural conversation by extending the touchpoints across the ages in a much more appropriate way? Batman is a perfect example of a brand that has managed to do this; adapting to suit specified age groups. Ranking as a top 10 favourite character across all ages from 5-18 when we look globally at our data; various iterations of the character, from LEGO Batman to Batman Arkham, have all helped provide a safe reference point to the character to all age groups.

As more content blurs across all the different media platforms, it is becoming easier to do this. Gaming opens a world where kids can create their own narrative and although still referenced, the originating concept could potentially be tailored to help kids explore in a safe way.

There is no doubt that kids are becoming more global and being influenced much more than they ever were from the range of options given to them via devices. The more a brand can help a child experience the 'story' in a safe environment whilst allowing them to be part of the cultural reference points – the more chance they have of creating fans for life.

The Insights Family predicts that:

1. We will increasingly see early maturation that will challenge generation stereotypes. Kids will no doubt continue to view content that is not age-appropriate, and we predict a generation of kids increasingly aware of real-world issues.

2. It will in turn require increasingly heavy legislation and compliance to operate, particularly when considering younger kids.

"Kids will be increasingly exposed to content across a host of touchpoints, some of which arguably may not be appropriate. Tailoring products or brand experiences to allow all age groups a kid safe point of reference will be crucial."

NICK RICHARDSON
Founder & CEO,
THE INSIGHTS FAMILY

WILL THE FLEXIBLE FUTURE BE BENEFICIAL TO FAMILIES?

WILL THE FLEXIBLE FUTURE BE BENEFICIAL TO FAMILIES?

Flexible working has become an expectation, but will this flexibility actually cause children and families instability - or will the positives outweigh these concerns?

The events of 2020 accelerated remote working capabilities. Some employers are now operating with a completely remote workforce and there is even a growing push towards a four-day working week, reducing overall labour hours while maintaining salary. One of the most obvious advantages of a four-day working week to the family dynamic is the potential for parents to spend more time with their kids.

Behind Coronavirus, mental health is the biggest concern amongst parents globally (26%) – an extra day of relaxation may create a healthier work-life balance. Amongst the countries we survey, Germany is home to one of the shortest working weeks in terms of hours and German parents are half as likely to be concerned about mental health than the global average.

The flexible future also means they are able to be more present in their family life and in theory give more time to their children's lives beyond education. 68% of working age parents in the UK agree that it is important for them to be friends with their kids – more time at home offers more opportunity to connect beyond doing housework and supporting education.

Furthermore, more time away from the office offers the opportunity for more time out of the house as a family too. Spain's trial of a four-day working week was implemented with the hope an additional day of leisure would stimulate the country's economy following COVID-19 through additional support for the service and tourism sectors.

For parents and families, more time together means more leisure time spent in the same domestic space, creating the potential for co-consumption of media. We are also likely to see a growth in family driven activities. Our data shows that some of the most favourite family activities include eating out, being outdoors or cooking and baking which means we are likely to see a rise in time spent doing these. Fun, family bonding opportunities and affordable activities are those most sought out when looking for what to do as a family. However, looking globally across our Parents Insights data, the most favoured activity to do as a family is travelling or going on holiday. The flexible future lends itself to allowing families more time to do this, and even take it a step further by relocating abroad, remote working from different locations or having a second home from which to base yourself half of the week. Some places are enticing families to do just this. Croatia is actively encouraging Digital Nomads with the opportunity for a 12 month visa to work from the island, facilitating coworking spaces in the village of Zadar. The island of Mauritius is offering a similar package, using hotels impacted by the pandemic restrictions to house remote workers.

All this sounds exciting but how will the increased flexibility affect children, or will they just learn to adapt?
Stability as we know is immensely important particularly for younger children, and a more nomadic existence could potentially disrupt social connections with friends or families. We know from speaking to psychologists and teachers that missing out on social interactions as schools were closed over the last 2 years has impacted many children in terms of connections and confidence within a peer group setting, so ensuring the flexible future allows for this will be essential. One thing is for certain however and that is the family unit will get closer than ever with everything within the kids and family ecosystem becoming influenced much more by the kids themselves.

The Insights Family predicts that:

Families will seek out brands and products that offer flexibility and spontaneity, so they can adapt to the flexible future. The rental, or buy now, pay later economy will increase for families. A potential growth in second homes; could mean creating a second life, or a more **spontaneous attitude to travel will necessitate the need for financial flexibility**.

"A rise in safe community driven platforms for children who may spend more time away from an established base or school will be needed to ensure they feel connected to all aspects of their lives regardless of where they live."

SARAH RIDING
Senior Research & Trends Director,
THE INSIGHTS FAMILY

COULD WE SEE A NEW WAVE OF FAMILY-FOCUSED EDUCATION EXPERIENCES?

A SCHOOL FOR THE FAMILY

As concerns over employment and money grow, we are heading to a future where kids aren't the only ones learning within the home?

The events of the pandemic have caused many to re-evaluate their role in employment and as the cost of labour increases, businesses are much more likely to invest in automation in the coming years. But this automation is likely to mean people will have to retrain to find work in tomorrow's economy?

Globally, over one-in-ten parents are concerned about employment opportunities. In China, historically a manufacturing economy, concerns over the automation of jobs has increased +29% since the start of the year. In Spain, where the automotive industry is one of the largest employers, these concerns have grown by +32%. It's also clear that there is a generational gap when it comes to these concerns. Gen Z parents in Indonesia are twice as likely to be concerned about the automation of labour than Baby Boomers; in South Korea and the UK, they are 3x as likely, while in Poland this gap widens to over 4x.

As the world continues to adjust post-pandemic, families have become concerned about money. Understandably, family finances are at the forefront of parents' concerns - globally, the economy ranks as the third highest concern, while finances and money rank just behind. Concerns over money amongst parents globally have increased at an average rate of +27% since the start of the year. However, the pandemic also presented an enormous opportunity to parents to enable them to retrain for another role.

96% of parents globally state that they like to learn new things. Mexican parents are the most likely to agree to this, across all parental age groups and across both genders. With more information available to us than ever before, opportunities for retraining or upskilling more broadly have never been more convenient. As well as physical institutions such as universities and evening-classes, the online world has ushered in educational settings that can be tailored around the individual with tools such as YouTube and other online courses. Already, an average of 45% of parents globally believe that the future of education is online. We are likely to see a growth in parental participation in MOOCs (Massive Open Online Courses) and completing degrees from online universities, in addition to parents using free online resources to retrain themselves for the employment opportunities today and in the future.

As career opportunities present themselves in digital industries, it is highly likely that parents retraining for these technologically advanced roles will be learning similar skills to those that their children are being taught. We have covered extensively the means by which kids are utilising online resources to learn online, similar to the means to which we anticipate parents will use to retrain. Could we therefore see a new wave of family-focused education experiences, designed for the whole family to learn together?

The Insights Family predicts that:

1. Family based educational pursuits will become even more crucial as we move into the future.

2. We will see a **growth in the number of learning experiences curated around educating the entirety of the family unit**. In this sense, learning will become more personalised and modular, as different families desire a greater degree of flexibility to work around their other priorities.

"Brands that can cater for 'family learning', giving the child and parent an opportunity to be educated and learn off each other are likely to be favoured. Today education should be as much about preparing the adult for a future career path as a child."

CLAIRE GARNER
Senior Research & Trends Director,
THE INSIGHTS FAMILY

ESPORTS: THE NEXT FAMILY SPORT?

ESPORTS – THE NEXT FAMILY SPORT?

What can the booming esports industry learn from family influence on traditional sports?

In our previous Parents Future Forecast, we tipped gaming to become the new family hobby. Now, 20% of Millennial parents globally state that playing video games is one of their favourite family activities - the number one in the case of the US. As parents are interacting more with the gaming industry, we believe that it is only a matter of time before esports becomes a family viewing experience also, in the same way that traditional sports unite the family unit.

Sport is a pastime which has the power to connect families around a shared passion for their team. But is this passion influenced by the younger generation, or do parents have the dominant role in this space? When it comes to playing sports, parents are +70% more likely than kids to have influence over this activity. The same is true of attending live sporting events; here we see this influence leans more towards the parent, being +93% more likely than their child to encourage this family activity. In the sporting world, parents are the key decision makers in the family unit.

Traditionally speaking, we can see that kids' sporting habits are generally derived from their parents. Parents get their children involved in playing sports, in addition to watching them together to bond as a family. However, the booming esports industry can arguably displace this traditional model. Whereas in the case of traditional sports, where team fandom is most likely formed on account of physical location and family connection, the digital nature of esports means that support can travel across borders. We can look to the global fandom of K-pop group BTS as a testament to this. Even in traditional sports, the factors that contribute to kids choosing their favoured team are eroding - sports teams are becoming more globally focused in order to attract greater potential commercial revenue from overseas.

On the other hand, we can look to the established influences in the sporting world to understand that parents generally hold the weight in terms of decisions in these matters. As this generation of esports fans become parents themselves, surely it is only a matter of time before we see the same esports organisations supported across the generations. As a result, **we are likely to see the esports industry pivot in order to make their branding, marketing and partnerships reflect more of a family focus in the coming years.**

But this trend will also be accelerated through kids' influence in the household. We are even likely to see esports be handed up the generations, in contrast to traditional sports. Whereas in our previous examples, in which parents have significant influence over sports events, 74% of kids globally have influence over video games in the household, according to parents. More parents are being exposed to the world of esports than ever before, and as such the industry must be prepared for an influx of new audiences to cater for. Does this mean that in addition to disrupting the traditional barriers to entry for sports fandom, esports will in fact displace the tradition of fandom being handed down through generations? In this sense, esports has the potential to overhaul the sporting fandom model completely.

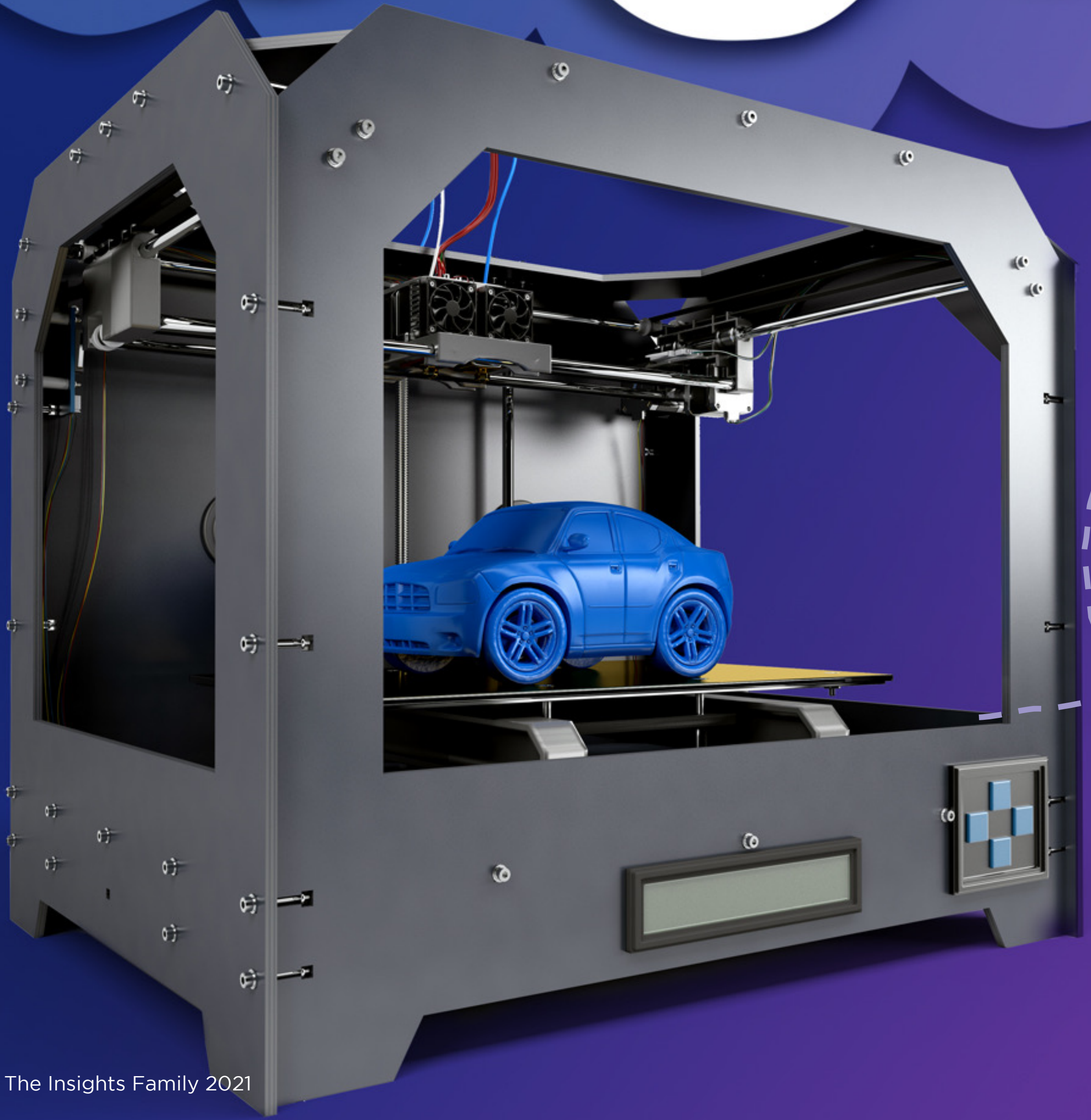
The Insights Family predicts that:

1. Increasingly, **parents will recognise the appeal and legitimacy of esports as an activity worth spending time on**, particularly as it moves increasingly into the family space. Whether this is passively through watching competitions or encouraging kids to spend more time pursuing their esports related talents.

2. There will be an **increase in family brands advertising to the growing esports audience**, plus an adjustment to the marketing of the incumbent brands associated with the industry.

"More kids will influence family based activities around video-gaming and esports. We will see brands utilising the power of family-oriented marketing to drive sales and brand advocacy.

MATT SMITH
Insights Manager,
THE INSIGHTS FAMILY



WILL 3D PRINTING ENABLE MORE PERSONALISED EXPERIENCE?

3D PRINTING: ULTIMATE PERSONALISATION

3D printing has long been heralded for its potential application. But with the relentless march of tech innovation, it's only a matter of time before the devices become affordable, accessible and adapted by the average consumer.

For the majority of time, 3D printing has been too expensive or inaccessible for the average person to harness. However, investment surrounding the industry continues to grow. The market was valued at approximately $13.7bn in 2020, and it's expected to surpass $63.46bn by 2026 – an annual growth rate of 29%. This technology brings around the possibility to provide families the ultimate level of personalisation.

Globally, the average tween considers the ability to personalise a product important to their purchase decision and the ability to customise products and experiences is highly valued, integrating 3D printing into the customer journey has the potential to offer product manufacturers a significant competitive advantage over their competitors.

This year, we have seen examples in the fashion world where 3D printing has enabled a more personal experience. In 2021, Heron Preston's entirely 3D printed shoe used a photo of the sole of the wearer's feet in order to have the inside mould to the contour of their foot. The technology in the manufacturing process meant that there was no additional production time for different people. Adidas, the second most popular global footwear brand amongst 6-9s have integrated the technology into their Futurecraft 4D shoes, enabling not just a greater degree of personalisation but a data-driven approach to enhancing athlete performance.

In physical stores and on the high street, 3D printing could drive footfall in the experience economy, offering an on-demand personalised service as part of the live fan experience. To create an event which enables attendees the ability to leave with a personalised product created before their eyes creates a new level of engagement with a brand event.

But, as the price of 3D printers for personal use decreases, there is a new layer of convenience added to the list of potential benefits. The technology could be adopted in line with the growing demand for sustainability – by 3D printing products, consumers reduce their carbon footprint through the removal of shipping. 6-9-year-olds in Germany, the UK and the US are at least +20% more concerned about climate change and the environment than last year. Additionally, this method of manufacturing would reduce costs by employing a self-service direct-to-consumer model, in theory passing these savings on to the consumer. Additionally, advertisers can offer a greater degree of convenience, providing a link to immediately print a product, a growing demand in instant gratification we have identified with Generation Now.

Already, we have seen the application of 3D printing in the toy market. In 2021, Warner Bros. collaborated with Toybox to enable fans the opportunity to print licensed toys based on their IPs, including Batman – a top five character amongst 6-9 boys globally.

These foundations can only be enhanced in this space, **offering a new way for kids to connect with their favourite toy brands.** Globally, Barbie is already the favourite toy of 6-9-year-old girls, providing opportunities for customisation of their toys through attire choices. However, if 3D printing means that there is no additional production time, why not allow customisation of the product at its core – a Barbie built around the appearance of the doll's owner?

The Insights Family predicts that:

1. Will we see digital-first products replicated in the offline world. In an era of in-game customisation, kids could be empowered to not only design an item for their virtual characters, but then 3D print it.

2. This technology can be adapted by retail in toy stores - customisation in-masse available for dolls and action figures.

3. The future of **licensing will be influenced by branding that can be added to a kid's customised product**, rather than putting a name to an existing product line, giving a whole new dimension to the co-creator future.

"As 3D printing gets cheaper, faster and better – the number of opportunities increases, and brands should experiment to stay ahead of the curve. We could well see a 3D printer at the top of the Holiday/Christmas wishlist list this time next year."

NICK RICHARDSON
Founder & CEO,
THE INSIGHTS FAMILY

TOP 15 STRATEGIC PREDICTIONS FOR 2022 AND BEYOND

1. To meet the demands of Generation Now, direct-to-consumer models will become even more commonplace

2. More brands will focus on shaping marketing strategies towards building anticipation for product releases

3. Artificial intelligence will allow influencers to have a one-to-one connection with the end user

4. There will be increased discussion around the ethics of influencer marketing towards younger generations, particularly when it comes to virtual influencers

5. Integrated metaverse experiences within formal learning environments will become much more commonplace

6. The education system will evolve to offer more choice via a modular and flexible approach

7. Brands will increasingly place genuine importance on their 'purpose' and value-led marketing

8. More 'transparent' messaging included on packaging, so consumers can see what they are buying at face value

9. A rise in the creator economy will see the concept of a 'family business' be reimagined in the digital world

10. Brands will create alternate iterations of their products or experiences to allow all age groups a point of reference, enabling kids, parents and families to all be part of the cultural conversation

11. We will see a debate over kids' rights in the ownership of their own digital IP

12. Families will seek out brands and products that offer flexibility and spontaneity, so they can adapt to the flexible future

13. Family based education pursuits will become even more crucial and we will see a growth in the number of learning experiences curated around educating the entire family unit

14. Parents will recognise the appeal and legitimacy of esports as an activity worth spending time on, and there will be an increase in family brands advertising to the growing esports audience

15. 3D printing will see the future of licensing influenced by branding that can be added to a kid's customised product, giving a whole new dimension to the co-creator future

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