
Trend Forecasting: Primark

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The Trend Funnel

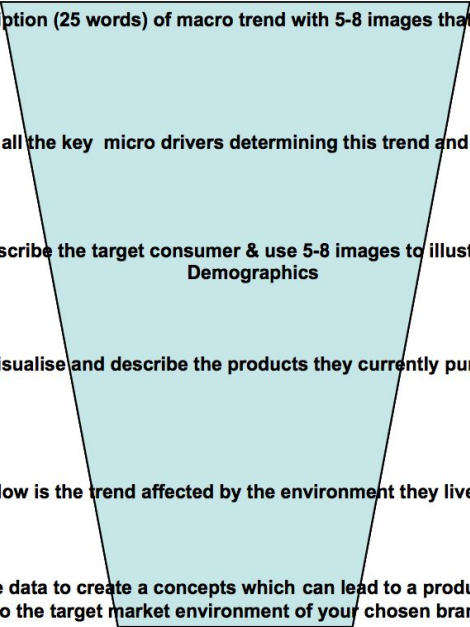
The trend Funnel is a really useful tool used in trend forecasting.

Trend forecasting look at the market now and tries to predict how trends will evolve and develop.

All sort of companies use trend forecasting to evolve in time adapting to changes.

Trend Funnel 6 stages

Ross, F. 2013 adapted from Raymond, M 210, The Trend Forecaster's Handbook, Laurence King

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1. **Short description (25 words) of macro trend with 5-8 images that visually define it.**
 2. **List all the key micro drivers determining this trend and add visual examples.**
 3. **Describe the target consumer & use 5-8 images to illustrate their Demographics**
 4. **Visualise and describe the products they currently purchase (lifestyle)**
 5. **How is the trend affected by the environment they live/work in**
 6. **Use the above data to create a concepts which can lead to a product/service Suited to the target market environment of your chosen brand**

Macro Trend



**GREEN
LIFESTYLE**
SIMPLE SUSTAINABLE LIVING



Macro Trend

- In the last decade a new macro trend emerged; it can be described as the Green Lifestyle
- The “green associations” and Government propaganda raised the issue of waste and pollution increasing levels
- The world population has been asked to change its habits in order to recycle and reuse materials reducing waste and pollution.
- All of this raised the public awareness around these issues.
- The green living has become a lifestyle for many people and companies have to adapt to the preferences of this growing group of people.

Micro Drivers

- A new driver called eco-friendly fashion started



- H&M conscious collection is a clear example of the adaptation of the fashion industry to this new life style

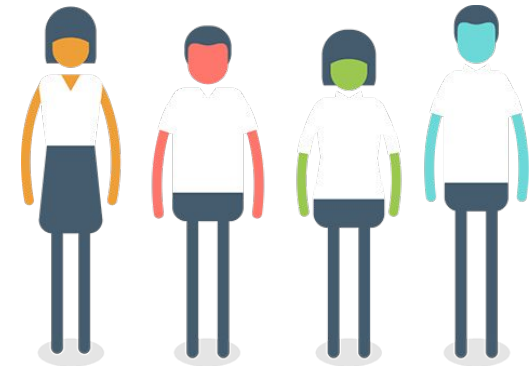
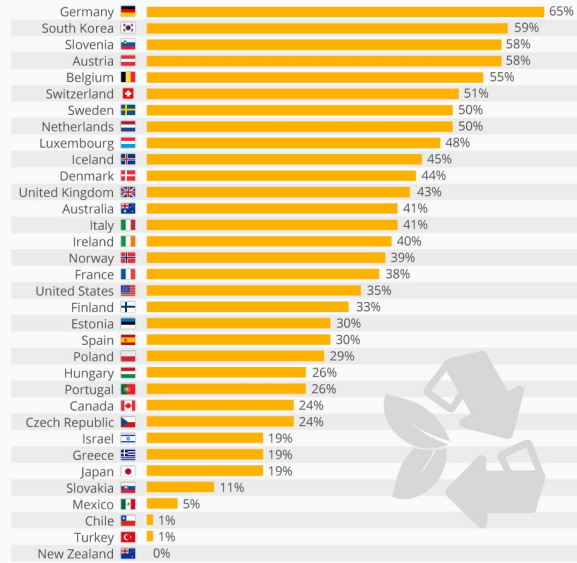
- The competition in eco friendly fashion is increasing



The Target Consumer

The Countries Winning The Recycling Race

Recycled & composted waste as a share of total municipal waste in OECD countries (2013)



The Target Consumer

- In terms of location, the target comes mostly from developed countries.
- In terms of age our target customers are mostly in a range between 20 and 60.
- The majority of the customers that are going to be targeted are well educated.
- Our target customers come from different background in terms of race and gender with no distinction; the environmental awareness is the aspect they have in common
- In terms of income our target customers are medium to high as they will prefer to spend a bit more if this means a better world.

Products that they currently buy

- Recycled products



- Fair-traded products



- Organic products



The consumer's environment

The environment where the target consumers work and live has a really strong impact on their lifestyle.

The country of provenience is important because usually government and regulations can have a strong impact on the community promoting an ecological lifestyle. Moreover a developed country provides higher educational levels where the awareness on the ecological problems is usually raised.

The work environment is also important because in an environment where green alternatives are promoted this lifestyle emerges



The Rana Plaza Disaster



The 24 April 2013 the Rana Plaza, a textile factory located in Bangladesh collapsed and hundred died.

The working conditions in that factory were discovered to be terrible

The Rana Plaza was working with many European fashion companies and between them also Primark.



A Product to Change Route

Primark, as other low cost clothing brands, suffered from critiques related with the way this multinationals produce their products.

The reputation of Primark has been damaged appearing as a company that is abusing of workers and polluting the world.

In order to change this public perception, the company has to create a new collection dedicated to an environmentally aware growing group of people.

This Collection is going to be named The green collection.

The product: The green collection

The green collection is going to be produced exclusively with organic and/or recycled materials.

This collection will be sold in a specific corner in each of the Primark stores.

The prevalent colours will be white, green and sand. Moreover, in order to differentiate it from the rest of the products they will be attached with a specific label indicating the country of production, the materials and the process of production.

It will be produced as close as possible to the stores so to reduce the CO2 emission and once used, products can be returned in store to be recycled

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