

# Creating futures that matter to people and planet

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New consumer research from InSites Consulting identifies four meaning drivers and 12 trends that represent what matters to people for creating a more meaningful future.



Highlighting 2023 as a moment of cultural and environmental transition, the report explores a collective desire to reimagine, reinvent and transform the world around us.

The report is a call for brands to help create the future that matters for people and planet.

Due for general release by InSites Consulting in January, the report summarises findings from a three-part proprietary study which culminated in quantification with 15,000 consumers in 17 markets in November 2022. Highlights include:

- 'The 'top trend' across the globe was '*Adaptable Essentials*' – reflecting a desire for more purposeful, affordable products and services in a future facing resource constraints
- '*Life Rewilded*' – a trend that focuses on bringing nature and wildness into daily experience – ranks 2nd for guiding everyday behaviour, meaning that many people are acting upon this trend already in their lives
- The cultural conversation around health continues to grow and diversify, with the trends '*Interconnected Well-being*' and '*Social Health*' ranking 2nd and 3rd in terms of importance for providing meaning to our lives
- '*I think we should be thankful for what we have now, instead of what we have lost*' was the most agreed with statement in the study – reflecting a focus on preserving and growing moving forward, rather than getting lost in crises

Lily Charnock, director at Space Doctors (part of InSites Consulting), who led the study, comments:

*"Our aim with this study was to move beyond a standard trend report to something that speaks to our collective imaginations and societal imperatives, while being grounded in what people need."*

*The next step is of course applying this to drive action. Behind the report we have rich & diverse data that we can't wait to explore for specific client challenges, categories and cultural contexts."*

Niels Schillewaert, co-Founder and head of solutions at InSites Consulting explains the value of the report to brands that want to make a positive difference in the world:

*"The trends we've identified should inspire brands to put people – and what matters to them – at the heart of product and service innovation for 2023 and beyond. We hope to inspire brands to explore what their role as a changemaker could be."*

To download a copy of the What Matters Report 2023: A Migration of Meaning, please visit <https://www.insites-consulting.com/reports/what-matters/>

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