

Some of this might just work...

Welcome to the second issue of the TRENDWATCHING.COM newsletter! Our [previous issue](#) attracted subscribers from Iceland to Taiwan, making this a truly global affair.

We will continue to scan the globe for consumer trends and related new business opportunities. None of the chihuahuas are the pets of choice for 2004, but broad developments applicable to many business disciplines. If you like what you read, please forward this issue to your friends and co-workers, or send your comments to info@trendwatching.com.

"AFTER SPOILING DATE"

Confronted with growing media pressure on children to expect (if not demand) continuous consumption*, and the potential means necessary to actually fulfill their children's material wishes, well-off parents will increasingly establish an **AFTER SPOILING DATE**: that moment in time at which they will start donating money, assets and/or luxury goods to children, without fear of spoiling their offspring too much. Ideally occurs when young adults have shown to be responsible and down-to-earth individuals, and therefore should be able to handle a bigger share of the ever-increasing wealth of their parents.

By appealing to the **AFTER SPOILING DATE** of children instead of concentrating their energy on turning even toddlers into professional consumers, marketers may succeed in deferring certain purchases where they would otherwise lose the purchase all together due to parents' unease. Savvy marketers will work with (instead of against) parents on giving the green light for certain purchases, explaining how the purchase does NOT stand in the way of responsible parenthood. From banks to car manufacturers, many business sectors could benefit from anticipating this trend. >> [Email this trend to a friend.](#)

* US teenagers ages twelve to nineteen spent \$172 billion in 2001 (an average of \$104 per teen per week), up 11 percent from \$155 billion in 2000. German teens had even more to spend (Teen Research Unlimited, 2002).

"GLOBAL GARAGE SALES"

As witnessed by the turbulent, yet unstoppable spread of capitalism around the world, many in the newly capitalist areas are anxious to gain access to goods enjoyed by their privileged first world cousins. This material desire combined with modest purchasing power has spawned **GLOBAL GARAGE SALES**: rich countries selling off excess, second-hand goods to newly capitalist neighbours.

Poland is a good example: in 1991, immediately after shedding its communist past, Poles bought more than 300,000 used cars in nearby Western European countries (source: Warsaw Voice). Most of the cars were more than 10 years old, often damaged and recycled from accidents. Another popular practice was importing Western European vehicles in parts.

How long will such **GLOBAL GARAGE SALES** last? Well, 10 years later, in 2001, Poland came seventh in Europe in new car sales, ahead of more affluent countries such as Switzerland, Sweden and Belgium. And with Poland likely to join the EU in 2004, Poles may soon be holding their own garage sales for nearby Ukrainians, Bulgarians and Romanians looking for affordable Western goods.

Opportunities exist everywhere: China, Mexico, and second phase EU-hopefuls are more than likely to be happy garage sale shoppers for cars, electronics, furniture, CDs, toys... Until they start hosting their own sales in 5 to 10 years time. >> [Email this trend to a friend.](#)

Also see **RESORT REBIRTH** below.

"FLORIDASATION"

NEWSLETTER

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Aging, wealthy baby boomers from cold and Northern climates will increasingly want to spend large parts of their working/non-working lives in warmer regions, longing for an abundance of sun, comfort and companionship.

In the US, Florida has long established itself as such a region for America's senior citizens. Now it is Southern Europe's turn to accommodate hundreds of thousands of soon to be retired citizens from Sweden, Denmark, Finland, Holland, Germany, Belgium, Switzerland, the United Kingdom and Austria.

The European Union's rapid financial and legal integration, a massive increase in prosperity and comfort levels in Spain and Portugal, and ever expanding transportation (Easy Jet!) and communication links have spurred the **FLORIDASATION** of the sunny regions of the EU.

Vast opportunities still exist in real-estate in Spain and Portugal. Europe's next silver haired crowd will be richer, more sophisticated and above all more demanding when it comes to housing in Europe's Florida. Child-friendly guest rooms and entertainment sections score high, in hope of frequent visits from children and grandchildren. Costa Brave-like sky scrapers are a no-go. Ditto for slick, gold-chained real estate agents.

However, **FLORIDASATION** reaches well beyond real estate. There'll be an endless need for insurance and tax specialists, health care centers, cheap airlines, car dealers, decorators, language and art teachers, childcare centers, gardeners, cleaners, security systems, easy online access systems, etc. A venture that can organise ALL of the above, from accommodation to arranging the purchase of a tax-friendly car, will be the ultimate winner. A ticket to Florida to study local success stories sounds like a sensible investment. ;-) >> [Email this trend to a friend.](#)

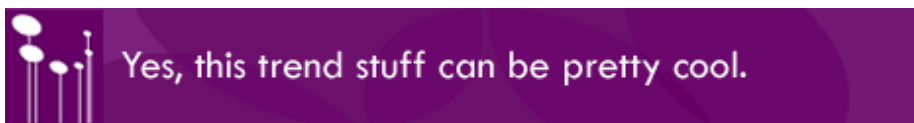
Possibly next: Tropical South East Asian regions catering to senior Japanese and Taiwanese citizens; and Australia's East and West Coast catering to the more global senior citizens who really want to get away from it all.

"THE NON-CYCLICAL RICH"

As unfair as it may seem, the world counts a growing number of individuals who couldn't care less about a 0.2% drop in economic growth or even a full-blown recession.

According to a June 2002 Merrill Lynch/Cap Gemini report, more than 7,000,000 people worldwide possess investable assets of at least US\$1 million. Excluding real estate, thank you very much. The assets of **THE NON-CYCLICAL RICH** grew by 3% last year, which, by the way, was the smallest(!) increase since 1997.

The opportunities are endless: from selling new ludicrously luxurious goods (with equally ludicrous margins) to adjusting advertising lingo (for example by acknowledging their purchasing power and ignoring any talk of discounts), to setting up exclusive media channels (non-cyclical rich magazines) on a global scale, enabling other marketers to engage with **THE NON-CYCLICAL RICH** in trusted environments. >> [Email this trend to a friend.](#)



"SYMPVERTISING"

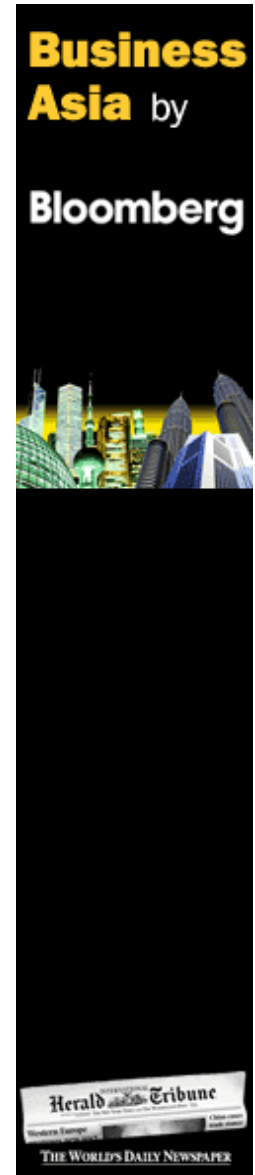
Back to earth: when catering to the rest of us, i.e. the less glamorous 'cyclical rich', the 'cyclical poor' and the 'non-cyclical poor', TRENDWATCHING.COM recommends infusing consumer advertising with a pinch of sympathy that acknowledges the tougher times most consumers are currently experiencing.

SYMPVERTISING works well with both commodities and luxury services: the latter can be promoted as small indulgences to ease the pain (see 'PROSPERITY GAP' in our [November 2002 newsletter](#)), while commodities can appeal to a need for savings and discounts. New York institution Gray's Papaya advertises with a Recession Special (2 franks and 1 drink for \$1.95) in its brightly coloured stores, thereby nicely catering to the concerns of their customers. >> [Email this trend to a friend.](#)

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"RESORT REBIRTH"

Europeans who previously favoured the Spanish Costas can now snap up ten-day package deals to the Dominican Republic for EUR/USD 600, including flight, accommodation and free food and drinks. Once-popular hotels in Phuket are outdone by prettier, more exotic boutique resorts on even remoter islands. In such a radically changing market, many traditional resorts and hotels around the world find themselves desperately seeking new customers.

How convenient therefore, that citizens of quickly developing nations like China and Russia are now following in the footsteps of millions of Germans and Brits who invented mass tourism in the late sixties and early seventies.

Witness a true **RESORT REBIRTH**: 'forgotten' holiday destinations finding favour with new nations of tourists. Up to 1 million Chinese may spend their holiday in Thailand in 2003, often staying in low-cost hotels, while in 2001, about 850,000 Russians spent their summer holidays in Turkey and Spain.

As pointed out by 'GLOBAL GARAGE SALES' above, the ongoing expansion of the world's semi-middle classes offers the chance of a second youth for many established services and products in the industrialised world. >> [Email this trend to a friend.](#)

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