

trendwatching.com
FEBRUARY 2014 ASIA TREND BULLETIN

CRAMMING

Why Asian consumers are squeezing *more, more,*
more into every moment.

CRAMMING DEFINITION:

For millions of consumers in the Asian megacities of 2014, time pressure is ever more intense. Enter: the urge to CRAM as much – productivity, connection, value, fun, and more – into every moment.

THIS IS JUST A SHORT EXTRACT. READ THE FULL TREND BULLETIN (FOR FREE!)

www.trendwatching.com/asiapacific/trends/cramming

DRIVING THIS TREND:

1. BUFFET CULTURE

The expectation of endless choice.

2. SMARTPHONE CULTURE

Digital multitasking to the nth degree.

3. SPACES & INTERFACES

Two key axes for the more, more, more mindset.

1

BUFFET CULTURE

The expectation of endless choice.

Like many of their global counterparts, rising numbers of Asian consumers are saturated by choice – and they expect nothing less than this abundance of options: think a 'buffet culture' mindset, applied *everywhere*. In this context, CRAMMING becomes a vital means of coping with intensifying FOMO.



61% of Indian and 53% of Chinese youth consumers admit to currently spreading their schedules thinly to battle the 'fear of missing out'.

- JWT, September 2013

2

SMARTPHONE CULTURE

Digital multitasking to the nth degree.

Meanwhile, the never-ending rush to buy, own and (constantly) use smartphones is both driving the urge to CRAM, and facilitating the satisfaction of that urge. Asians are taking to an abundance of apps, platforms, functions and features to digitally multi-task. The goal? To squeeze as much as humanly possible into every moment.



60% of Chinese consumers access the internet via their mobiles while watching television.

- KPMG Digital Debate, January 2013

3

SPACES & INTERFACES

Two key axes for the more, more, more mindset.

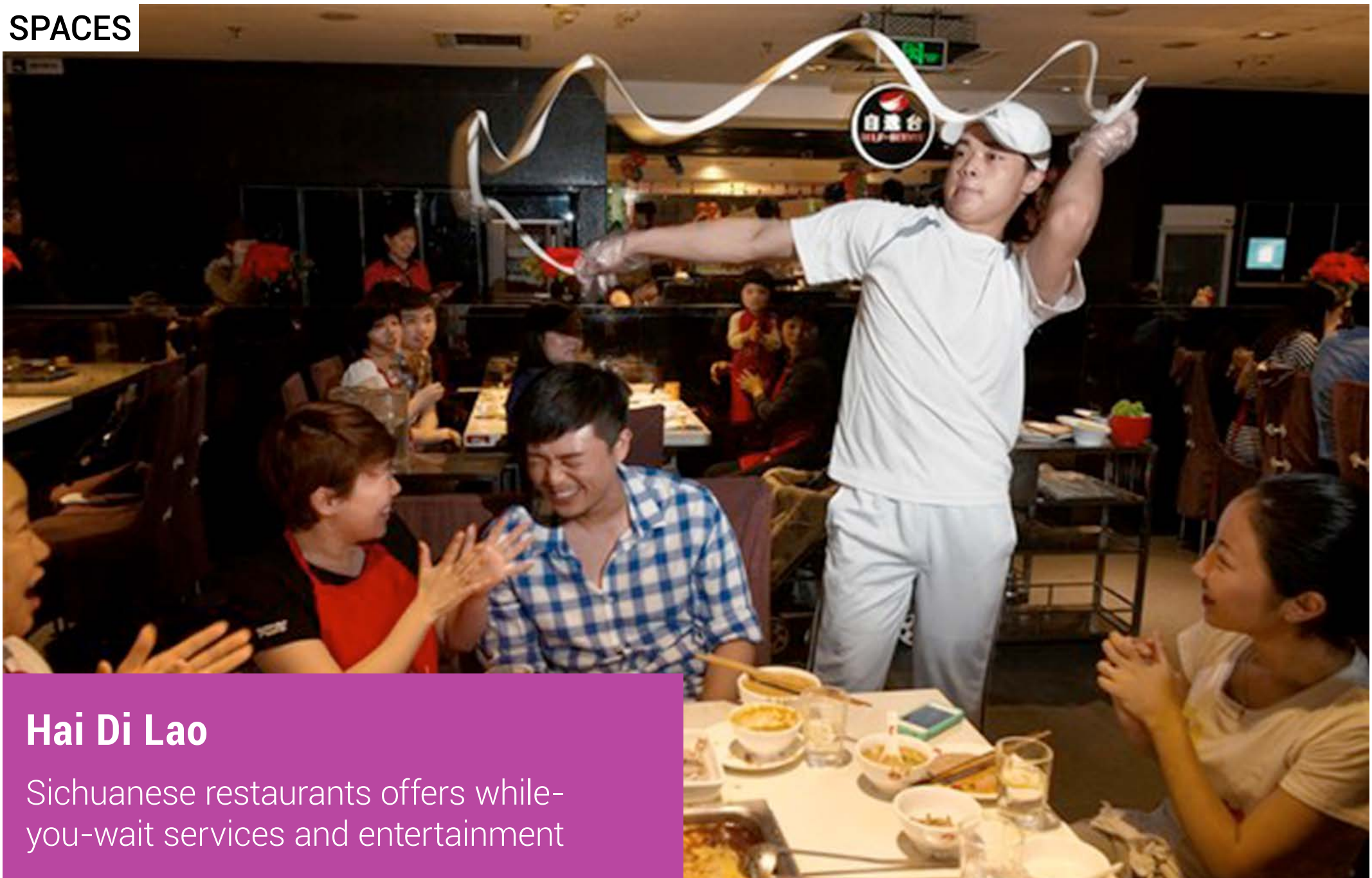
Spaces

In Asia's crowded megacities, moving between different physical locations is often a time killer. The answer? CRAM more into a single space.

Interfaces

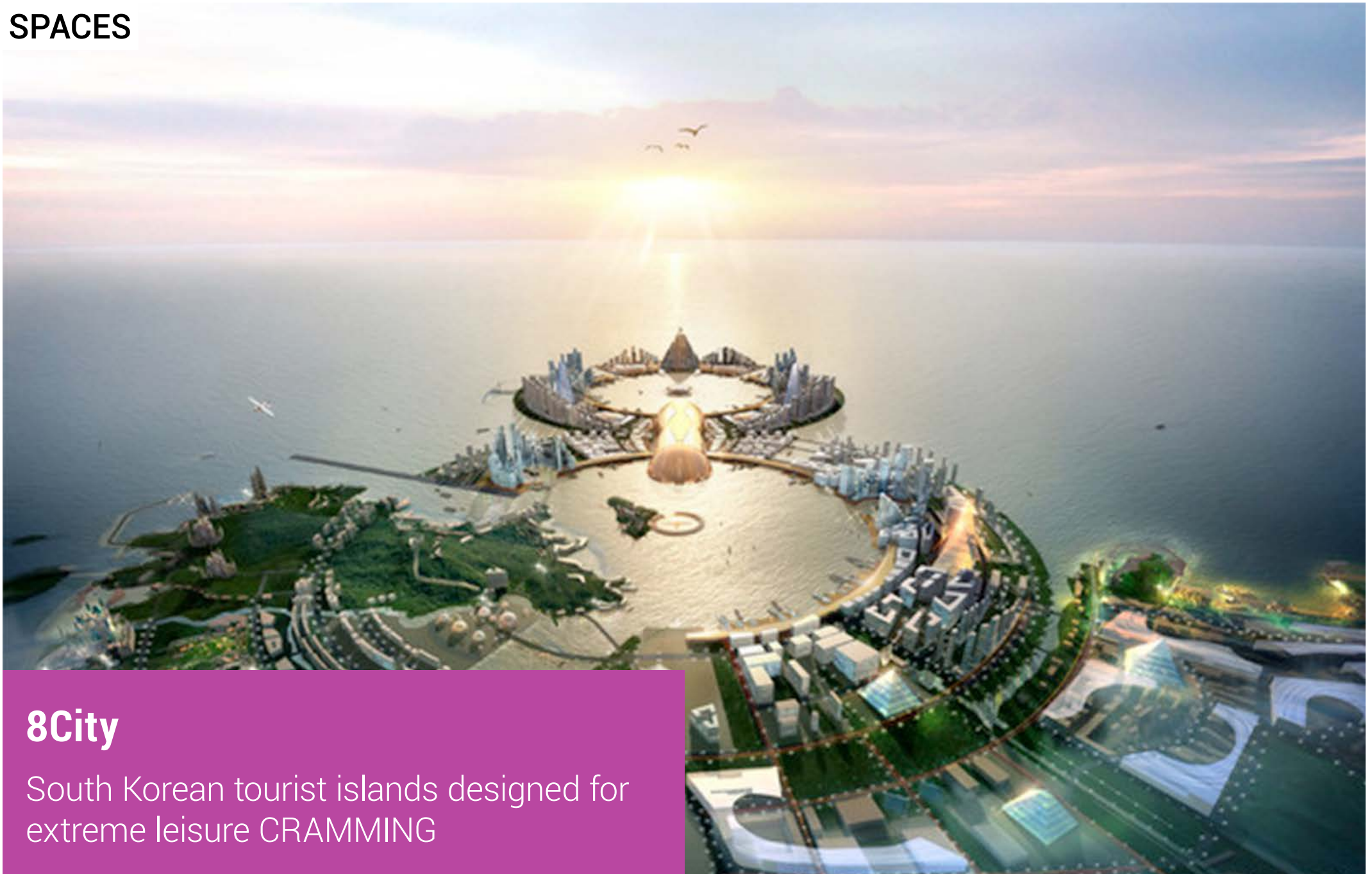
Many Asian consumers are early tech adopters: already moving beyond standard mobile multitasking. Think media experiences, new tools and task facilitators.





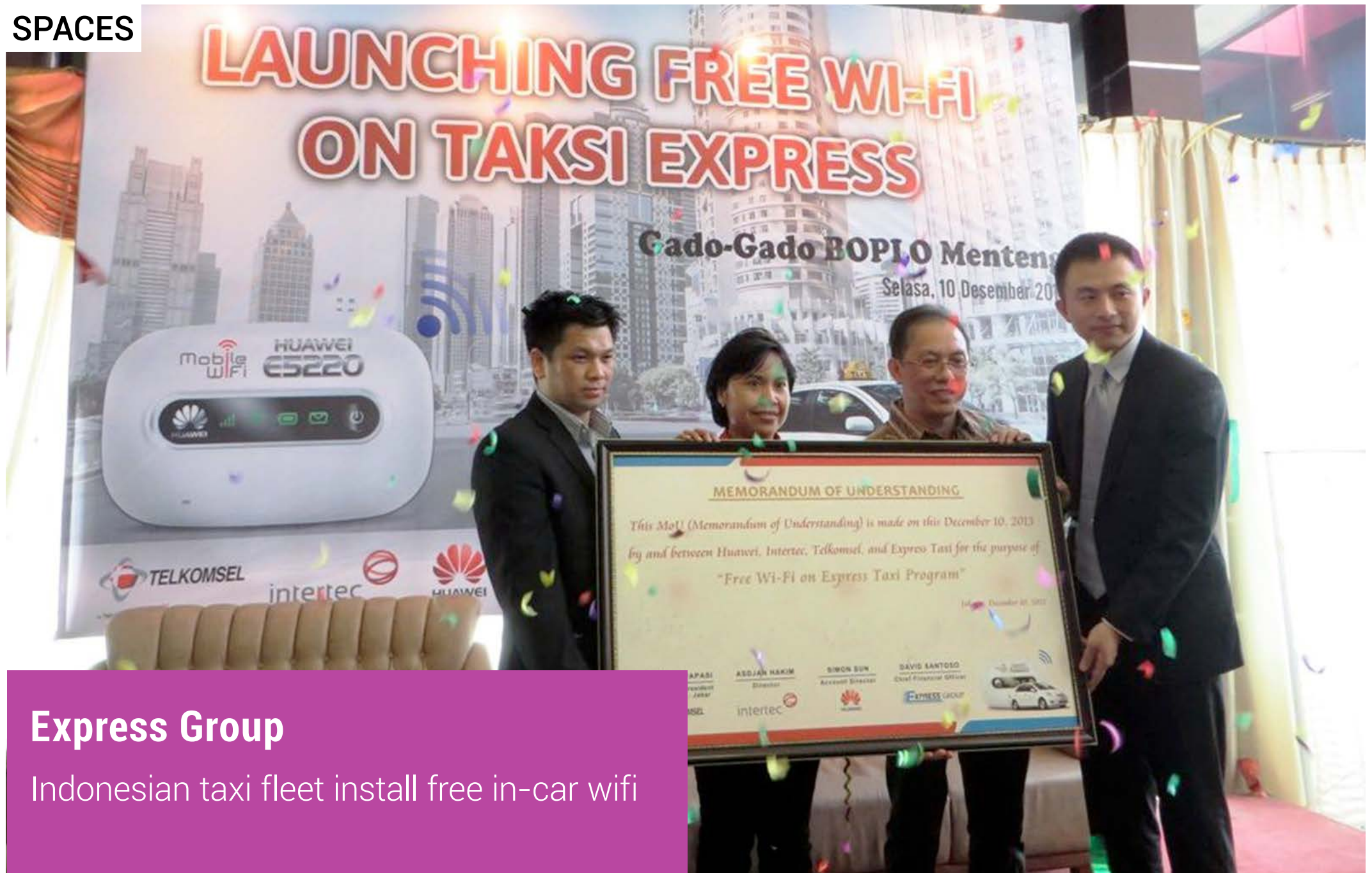
Hai Di Lao

Sichuanese restaurants offers while-you-wait services and entertainment



8City

South Korean tourist islands designed for extreme leisure CRAMMING

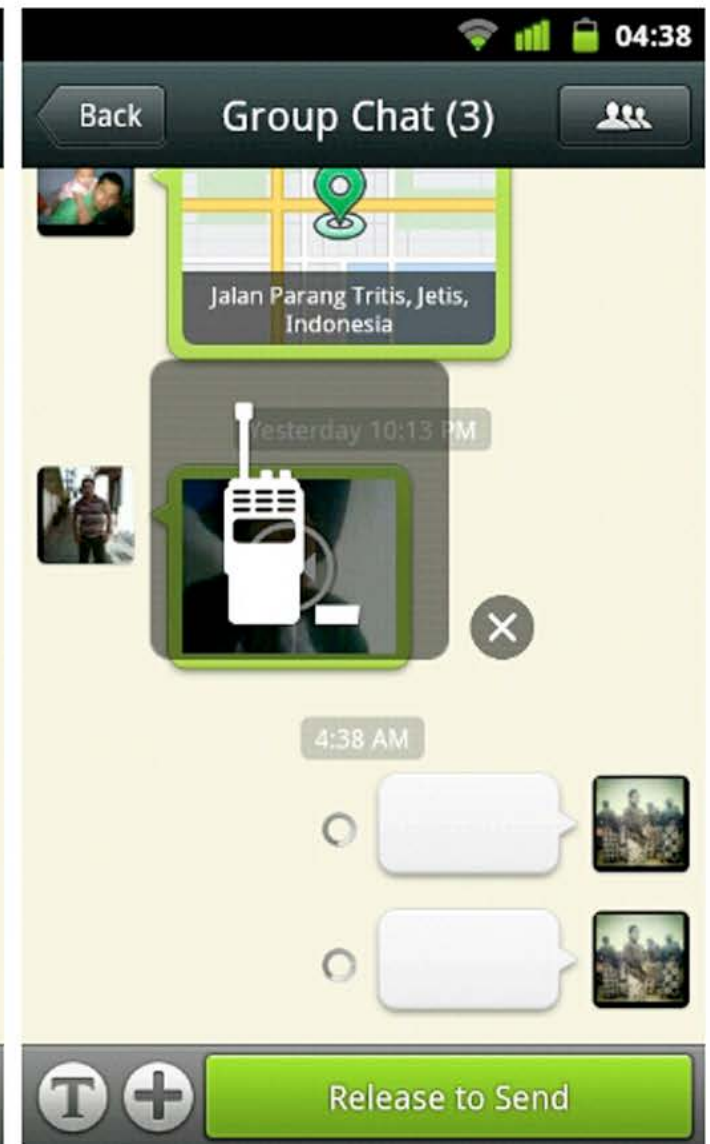
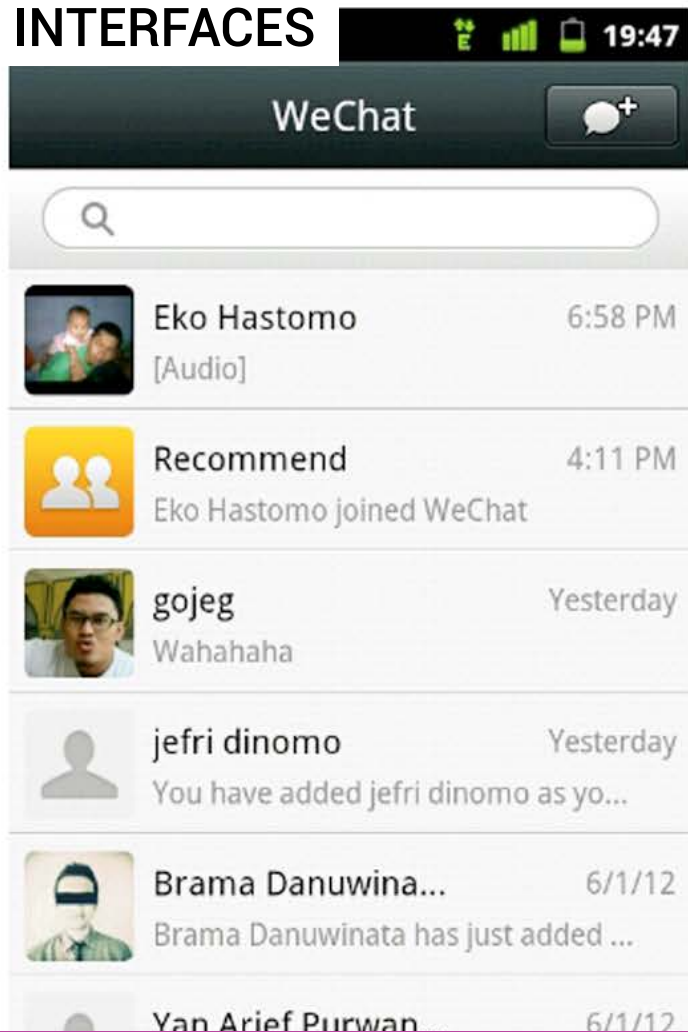




K11

Shanghai luxury mall features communal farming space

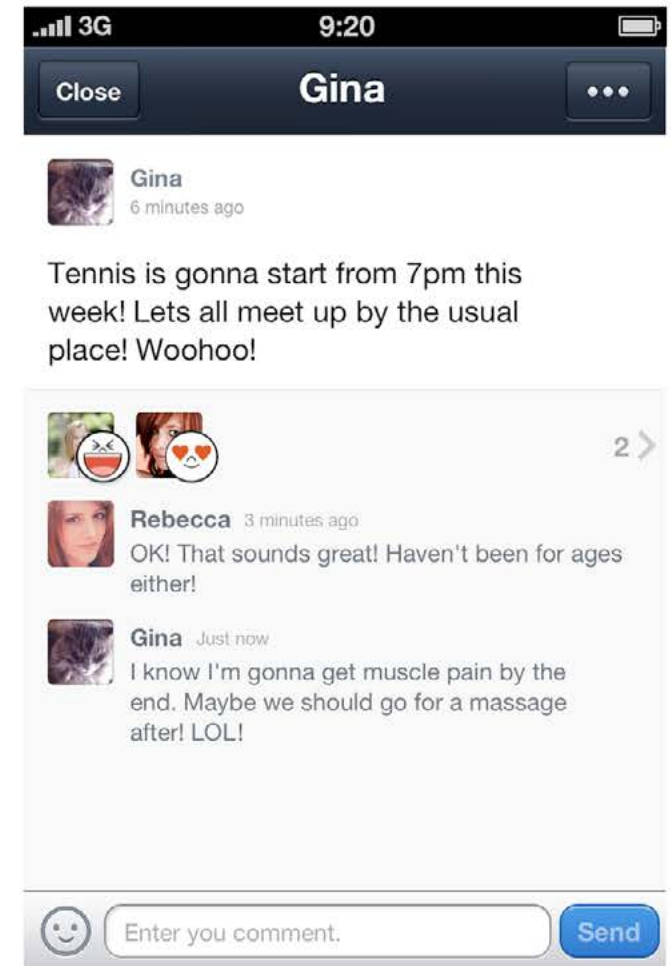
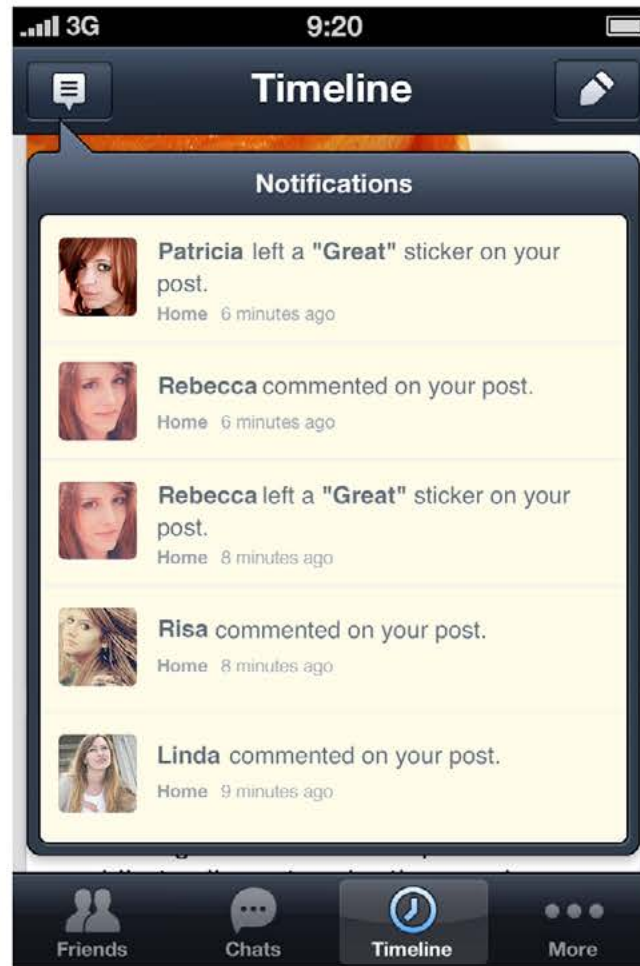
INTERFACES



WeChat

Chinese chat app introduces e-commerce, gaming and taxi-booking functionality

INTERFACES



Line

Chat app multiplies in-app functionality

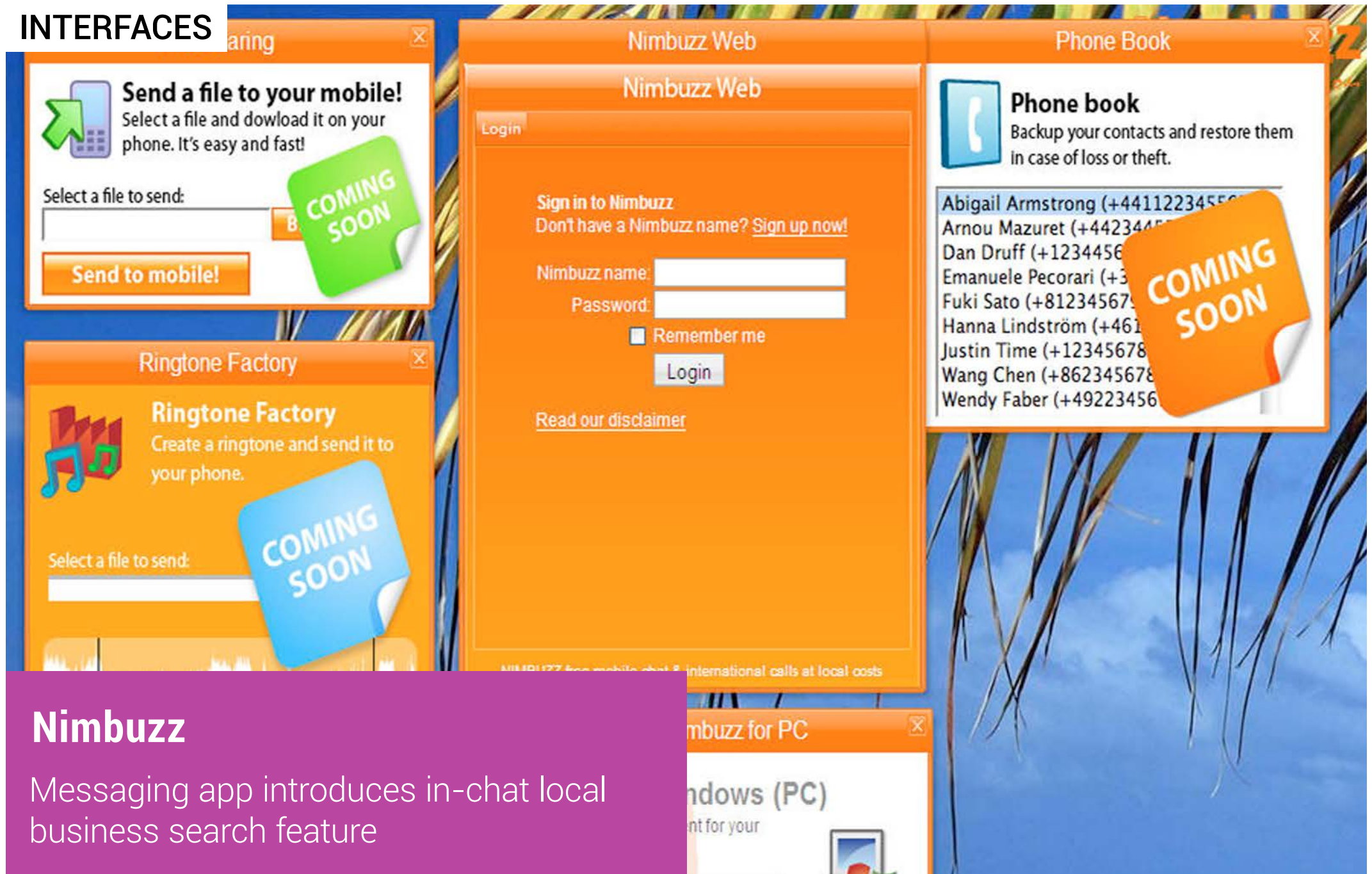
INTERFACES



Feecha

Hyperlocal news app gives Singapore residents information about neighborhood

INTERFACES



Nimbuzz

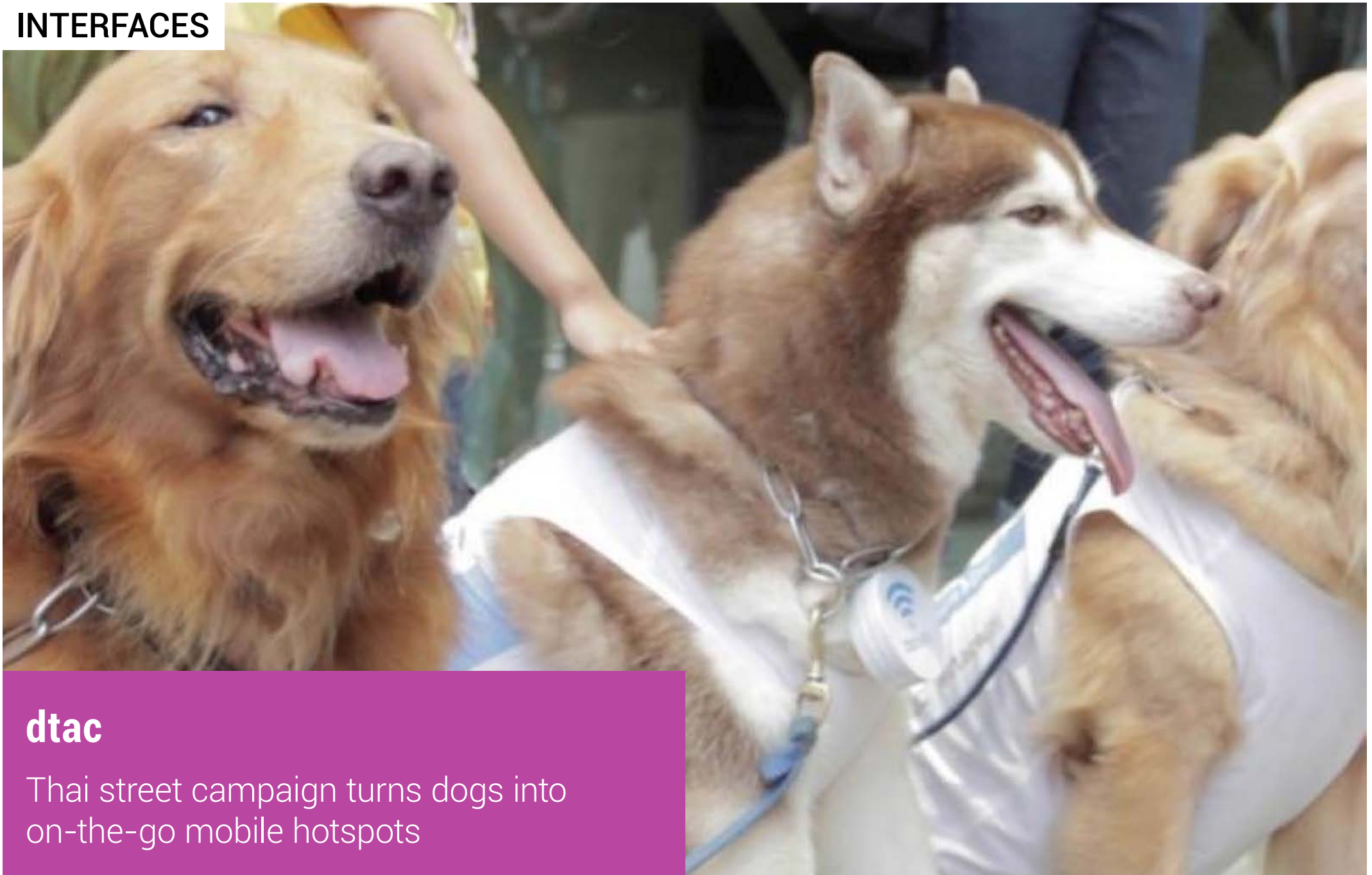
Messaging app introduces in-chat local business search feature



Smart TXTBKS

Textbook materials on SIM cards
distributed to pupils in the Philippines

INTERFACES



dtac

Thai street campaign turns dogs into on-the-go mobile hotspots

NEXT

The areas of life amenable to a CRAMMING mindset are truly endless: from leisure and health, to work, to travel, to media and entertainment. The desire to extract maximum value from every moment is reshaping consumer expectations.

Fertile ground for innovation, indeed. Don't know where to start? Check out our [Consumer Trend Canvas](#) section, which contains tips on how to unpack and apply trends step by step. Ideally, you'll end up driving the evolution of an Asian trend, too.

In the meantime, we'll be CRAMMING a ton of analysis, insight and must-see innovations into our next Asia Trend Bulletin, so make sure you're [subscribed](#)!



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