

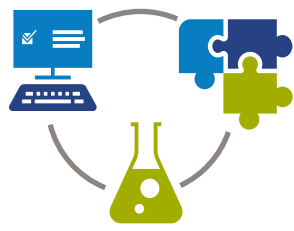
# PREDICT THE TRENDS OF THE MARKET MEET THE LEC'S



The market is moving faster than marketing can keep up with



Consumer expectations are evolving



Factors affecting choice are growing in complexity underpinned by **scientific and technological innovation**



How can you harness the potential of these **emerging ideas** to **develop propositions** more likely to have relevance with your consumers?

## Meet the Leading Edge Consumers (LEC)!



LEC are the consumers who are **most likely to shape the future**.

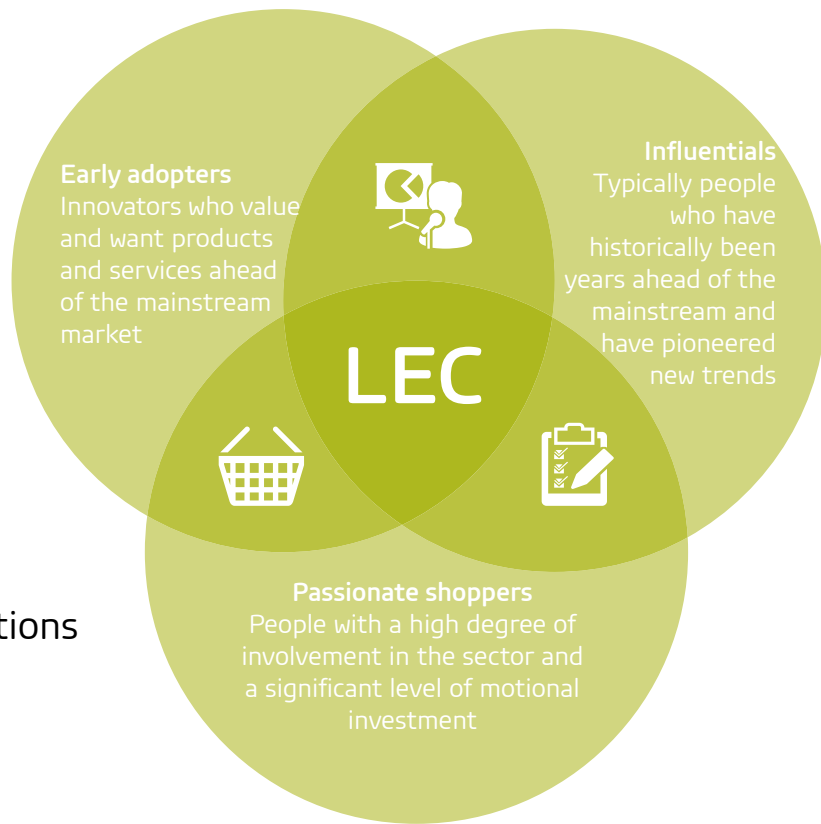
This group of pioneers helps us predict the later direction of the majority



They are more than just early adopters or heavy users.



LEC's identify the **consumer goods fans and fanatics**, who are **ahead of trends** and who **influence others** on adoption.



15% of sample identified via proprietary questions and analytics



## Consumers' innovation needs differ by age



### MILLENNIALS

- Being unique & really different (+6)
- A more fun or exciting way of doing things (+5)
- Harnessing the latest tech (+2)



### GEN X

- Providing a solution to a problem (+2)
- Make you feel safer or more secure (+1)



### BOOMERS

- An easier way of doing something (+8)
- Simplifying something complex (+6)
- Providing a solution to a problem (+4)
- Less expensive (+3)



Do not assume that LEC are all young – even in a category such as technology.

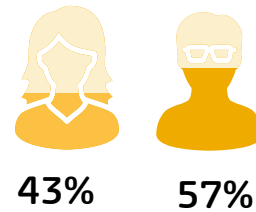
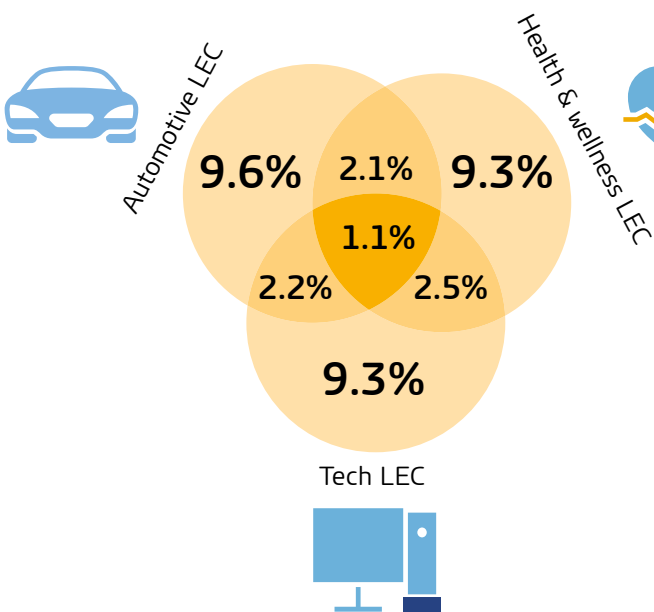
Almost a third of Tech LEC's are aged 50+



## What categories are they interested in?



36% of all UK consumers are a Leading Edge consumer in at least one of these three categories

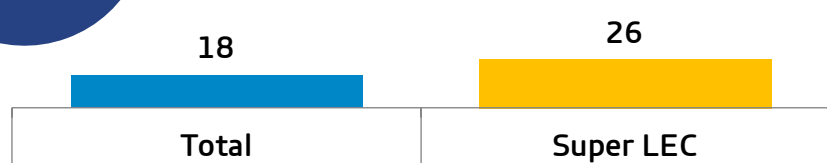


In the UK **57% of men are Health and Wellness LECs**, compared with 52% in the USA and 48% in Germany.

Around 8% are LECs in two or more categories. We call these **Super LECs**

Super LECs tend to fall more into the Achievers Values segment

### Achievers Values Type



Super LECs desire to exhibit their purchases as a mark of their achievement results in greater levels of making recommendations to their peers

By definition this segment **works hard** to attain the lifestyle they desire, **using the things they buy as an expression of their achievement**. They tend to keep on the forefront of innovation in order to **be one of the early adopters**.



## Enable early adoption!



GfK can introduce you to Leading Edge Consumers to learn fast and optimize your innovation process



Meet them **f2f** during a concepting workshop for futureproof concept development



Question them online, or present them your new product ideas and **fine-tune for success development**



Trace their behaviour in data, as we can **integrate LECs in our shopper insights & data dashboards**