

# TREND RESEARCH REPORT

DELIVERED BY SPARKS LAB





# TRENDS REPORT

IN THIS BRIEFING FOUR MAJOR TRENDS ARE PRESENTED THAT WILL SHAPE THE SOCIETY IN THE NEXT FUTURE AND HOW IT WILL AFFECT THE FOOD & BEVERAGE INDUSTRIES.  
HOW CAN MMBB EMBRACE THOSE CHANGES?



## WHAT IS IT?

Living in an era of uncertainty due to the abundance of terror attacks, food scandals and political instability, consumers are looking for balance and certainty. Therefore there is a higher demand for transparency and trust among the society. Consumers want to know what they are buying into, where it comes from and simultaneously invest into something with good purposes. This is reflected in the way brands think, produce, interact and communicate with consumers. They are putting everything into place to offer a transparent and safe shopping experience. From a brands perspective there is no way to spread wrong information because in the era of internet, the consumers are going to find out somehow. They are not going to forgive this kind of behaviour and for example share their bad experience on social media channels, which can heavily destroy the brands' reputation.

# TRUSTWORTHY

## WHICH NEEDS ARE FULFILLED?

The demand for transparency reflects the need of the consumers to choose wisely: information and knowledge let people make conscious choices and by making this kind of choices the consumer feels in **power and control** over his life in adding to feel **secure, protected and stable**. By being able to collect information easily the consumer can fulfill its need for selecting options that are **authentic and conscious**, letting them know the very core personality of a brand. As seen in the previous fieldworks the current customer appreciates when he feels **part of a community** with good values. Above all, **trust and truth** are the main desires that consumers have now, and are the concept of the trustworthy trend.

## EMERGING CONSUMER EXPECTATION?

The availability of as much real-time information as possible at the right time and the right place.

# INDUSTRY 4.0

## WHAT IS IT?

Industry 4.0 Trend is all about living in the latest digital revolution and all the new changes it is coming with. Innovations in the digital world, the introduction of Ai, Internet of Things and Blockchain have set the new standards and normal. Businesses are adapting to be in line with these new market standards. As a results we see the creation of new types of jobs, new business models and new types of transport and logistics. What was used to be on paper, is now only available digitally, often sitting in a cloud.

## WHICH NEEDS ARE FULFILLED?

The fundamental characteristic of this trend is technology coming to help the consumers in order to make them saving time and money. Assuming that the basic need this trend fulfills is **freedom** (especially freedom of choice) which makes customers feel **empowered and confident**. It also adds a secure way of approaching the purchase and a new discovery into the retail and market experience.

## EMERGING CONSUMER EXPECTATION?

Consumers expect quality & stylish products but with a strong focus on the service: they need time-saving options that allow them to gain the maximum at the minimum effort.

# YOUNIVERSE

## WHAT IS IT?

This particular trend is about embracing the new **self-consciousness** that consumers have about themselves and the technological innovations that are helping the industry to embrace this mind shift. Tailored options and products are going to be the new normal and have become essential to increase profitability of a business. The customer wants to feel special, unique and understood by brands. They are seeking for a status, to be recognized by their environment. Brands should therefore increasingly put everything in place to make the experience seem as personal as possible.

## WHICH NEEDS ARE FULFILLED?

The core of this trend is how people are constantly seeking to reach a certain **social status** and an **individual fulfillment**, it's important to make the consumers **feel recognized** as individuals, with their own desires and necessities. They are seeking **unique experience**, possible **funny** and shaped on their taste, in order to improve their **self-esteem**.

## EMERGING CONSUMER EXPECTATION?

Customers now are expecting that all products and services are tailored upon them if they wish so.

# CO-CONSCIOUSNESS

## WHAT IS IT?

This trend refers to the rising awareness around the wellbeing of the environment, the society and the individual: sharing economy, local love and (co)modern family models. Individuals like to contribute to the society, and moreover, sharing experiences or daily routines with strangers is not strange anymore. We live in an era with many uncertainties: terrorism, high costs, low pay, food scandals. Therefore people are collectively coming with initiatives to make these uncertainties more bearable: living in modern co-housing buildings with other families, co-working spaces, sharing cardrives with Blablacar, swapping homes as a holiday destination, apps for volunteer dog-sitting, bringing your kids to work, etc... We can speak of the rise of the new modern family or the individuals from Generation Z: their needs are being translated by a rise of new business concepts and models.

## WHICH NEEDS ARE FULFILLED?

This trend intends to fulfill the need for safety and health that every consumer has, but it moves forward to actual helping the environment, society and other people into creating a common consciousness. It helps the community and the environment, but it's also seen as a status symbol since nowadays "being healthy and eco" is a distinctive sign that make people feel responsible.

## EMERGING CONSUMER EXPECTATION?

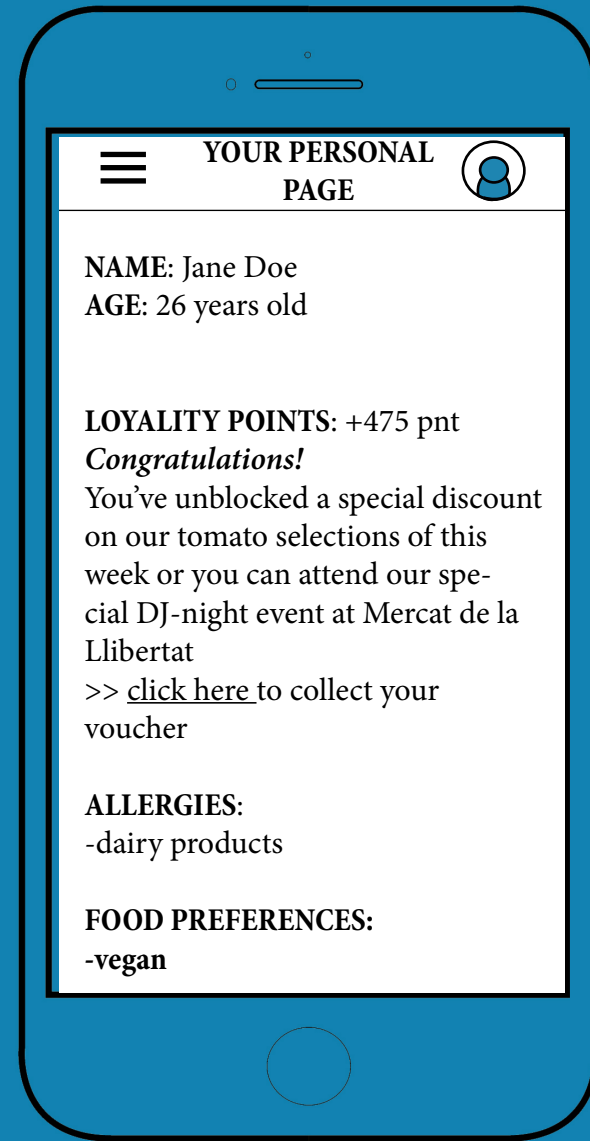
The main expectation of the consumers is that their purchases or investments have to indirectly contribute to improving certain aspects in the society and environment.

# THE MMBB OF THE FUTURE

How will Mercats de Barcelona of the future look like? How can the previous trends be translated into tangible actions for MMBB? What can be implemented on the short-term? What on the long-term? In the next pages you can find suggestions exploring various futures to inspire the reader.



# MB-ID



## WHAT IS IT?

MB-ID is a digital identification e-card that is available via Android or iOS application. This app is an easy option to have all the user's data in one place such as personal food restrictions, allergies, meal preferences, family composition and budget.

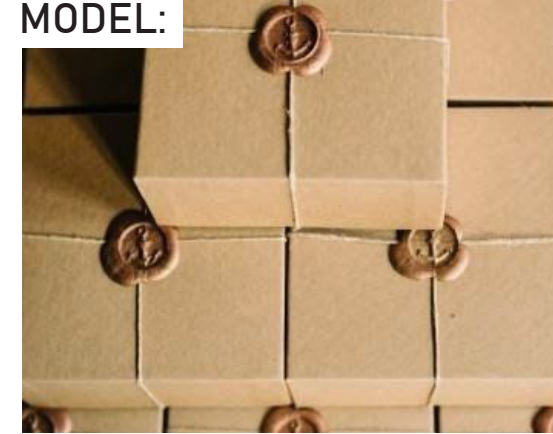
### TRENDS

The main trends that this recommendation wants to follow are Youniverse and Trustworthy. It's a perfect way to tailor the MMBB experience upon every customer's needs and desires.

In the following pages we will explain every aspect of the MB-ID and how it all interacts with each other

## FUNCTIONALITIES:

### SUBSCRIPTION BUSINESS MODEL:



The success of the subscription model is undeniable, but how can it suit the MMBB business?

Think about a personalized option for users in which they can select basic needs they know they purchase every week - such as milk, fresh vegetables, fruits or bakery - and the app automatically purchase them every week or month, in a predefined day and delivers it at the consumer's home. In the weekly box there's also a "surprise" element, to make them try new things.

The perfect option for busy consumer!

### ZERO-WASTE ACTIONS:

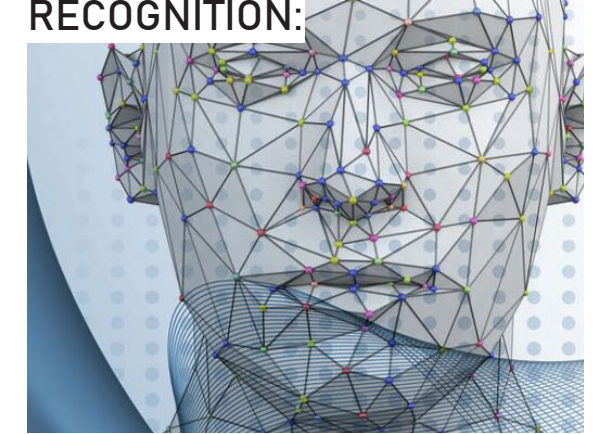


One of the main challenges that MMBB is facing now is how to be more sustainable and try to eliminate the usage of plastic.

To motivate consumers to avoid the usage of packaging it can be introduced as a reward system within the MB-ID, in which users who bring their own Tupperware to purchase the foods are rewarded with loyalty points that can lead to discounts or invitations to certain events.

It will be also recommendable to promote the second-life of the traders' leftovers by bringing them to the market to fertilize the Urban Farming - check the related chapter - another way of being rewarded.

### FACIAL RECOGNITION:



Since the research has highlighted that this technology will be improved in many ways in the near future is important to incorporate it in the consumer's journey through MB-ID. When installing the MB-ID, the user will be requested to take a selfie linked to their profile. Thanks to this image it will be possible to use the facial recognition to make payments, gaining information, accessing to services and being identified. This will engage the consumer by providing an easy and convenient experience while purchasing at the markets.



## FUNCTIONALITIES:

### DRIVE-TROUGH:



Another option that could increase the consumers affluence is the drive-trough service: users can make their order online via APP and come to pick the grocery by car –as a fast-food take-away option. This recommendation is linked to the MB-ID in order to purchasing the best items for their diet, option or budget. It is accessible to cars, motorbikes and bicycles.

INDUSTRY 4.0

### QR CODE ON PRODUCTS AND SHOPS:



In order to make the purchasing process more transparent and convenient every product is provided with a QR code that users can use to gain every information about it: ingredients, allergies, supply chain, nutritional value and some recipes. It will be linked to the MB-ID to know in real-time if the product can suit the consumer's current diet, if it can harm the consumer's allergies or diseases and which other products they can buy to implement the global grocery to have a balanced diet.

The user can also save their favorite trader at the top to purchase easily from their APP and being informed quickly about their offers.

TRUSTWORTHY | YOUNIVERSE

### BLOCKCHAIN FOOD'S TRACEABILITY:



It's important that all information gained by the user through the previous recommendation (QR codes, facial recognition), are based on the block chain technology in order to provide a true, transparent and secure information to all the clients. Since this technology has been used largely in other industries, especially in the financial sector, consumers expect it to be expanded to other sectors and in particular to the food industries . It can be a focus point on which MMBB can base their love for quality products.

TRUSTWORTHY | INDUSTRY 4.0

# NOT JUST A MARKET



## WHAT IS IT?

The market is a great place where people can do their groceries, browse around, enjoy the fresh smells and get inspired. But these are not the only functions a market has. With the rise of the online shopping, brick-and-mortar stores had to change the way they approach the client.

Moving towards a fast-paced Sharing Economy and taking into consideration the Youniverse and Co-consciousness trends, the concept Not Just a Market outlines a great opportunity for integrating different actions that will engage new consumers, increasing their frequency in coming to the markets.



## FUNCTIONALITIES:

### POP UP MONDAYS:



MMBB can partner up with new local designer and food entrepreneurs and offer them to use the empty stalls for a day free of charge: like the fish shops that are usually closed on Monday. This will allow the market to use its spaces for multiple functions, engage with new consumer clusters, promote the market as a meeting place in the neighbourhood as well as helping small and new entrepreneurs in the food sector. It's an opportunity for them to test their ideas and concepts, and get feedback.

CO-CONSCIOUSNESS

### EVENT NIGHTS:



Another way to engage a younger audience of consumers, who are the future consumers of MMBB, is to create special events with music, DJs and barmen creating cocktails using ingredients from the market's produce. The longer evening opening hours every now and then will attract people who usually don't go to the market or never heard of it. Having cool and trendy events at night could raise awareness amongst the younger crowds and making it become the "new place to be".

CO-CONSCIOUSNESS

### DINNER EVENINGS:



Another example of gaining more younger customers is by organizing social eating experiences in the evenings joining up with companies that offer this kind of cultural culinary experiences in special locations throughout the city. This Foodie community is likely to return to the market after this experience and buy ingredients for their next meal.

CO-CONSCIOUSNESS

# TO KEEP AN EYE ON



## WHAT IS IT?

The next page shows the recommendations to "keep an eye" on: ideas that are just born in the industry but that are likely to spread in a near future.

These suggestions are likely to be relevant to MMBB and therefore to keep in mind.

## 3 SMART INNOVATIONS:

### URBAN FARMING:



With the rise of technology, people crave experiences in which they can “have their hands dirty” and a good way to face this consumer desire is to create an urban garden in which users can grow their own vegetables, plants and herbs. This will help persons that don’t have the space in their home to do gardening and it will also implement the sense of community along neighbourhoods, enjoying their time together. It can also have a strong focus on educational purposes by engaging students from the near schools and at the same time introducing MMBB in the life of the future consumers, involving them as early as possible.

CO-CONSCIOUSNESS

### HOME DELIVERY DRONES:



Receiving your carrots and 1KG Beef meat via a small drone that drops it at your doorstep would not only be timesaving for the customer, but it would also help to reduce the overall footprint of home delivery on the environment. In hand with this goes that customers today have become very lazy and want everything right away just by clicking on something. The idea is that customers place their order via the MMBB-Id and that the drone will deliver it to them. This could replace or complement the already existing home delivery offered by MMBB.

INDUSTRY 4.0

### UNDERGORUND LOGISTICAL NETWORK:



Already seen and being developed in Switzerland, the idea is to have an underground network of automated and driverless cars and trolleys that will connect warehouses with stores for stock replenishment. As a result this will decrease the amount of vans and traffic on highways and in cities. For MMBB this could mean that every market is connected to Mercabarna. Ultimately this would be part of a large project in collaboration with the city of Barcelona, and therefore will not happen in the near future, but it is advised to keep this in mind.

INDUSTRY 4.0

# NOTES:





# TRENDS RESEARCH REPORT

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