Future research and trendwatching

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Introduction

In this document a steep analyse about emerging trends in a certain (in my case food industry) industry will be explained and out of those results 4 different scenarios will be named.

These 4 scenarios come out of 2 uncertainty factors that are put in different axis from negative to positive, in that way you will get 4 different scenarios which all represent a possible future.

I will start off with an idea that's not going to be in the future scenario, but it was the first thing that popped my mind. That's why we do research on upcoming trends. Because otherwise it would be full with a load of subjective content that is just made up without any research. The first class we had to come up with a possible product that we would be using in ten years from now. I came up with an injection that gives you the perfect amount of supplies you'll need to get through the day. Also by injecting yourself it doesn't hurt your teeth, and dentist's costs are spared. Of course we will not be doing this in 10 years from now, because eating and drinking is still mainly seen as a social and 'relaxed' happening and people are not willing to inject their selves with a needle.

Where would you need a pause for at work if you don't even need to eat a thing? Oh wait, but who says it's likely that we would all still work? So are we becoming an unemployed non-eating society? No, we are not, we still contain to be human and that's just not what human would accept or live like.

Decision focus

At first I had two fellow group members; unfortunately this didn't work out as well as we hoped it would. After the 5th week I decided to do it on my own, because my team members hadn't been to class the last 2 and 3 weeks without letting me know.

I thought this wouldn't be that hard, but without a clear example of what is expected from you it is pretty hard to do this assignment on your own, also because otherwise you are able to spar with your fellow group members about what could be a cool way to present your possible scenario or to discuss whether the document fits the expectations.

In the first two lessons we had to choose a subject of which we were going to make a Trendwatching report, the subject that we chose was the Food Industry. We chose to do an explorative future research; this means that we were going to explore a total industry's future that's not based on a specific company.

After that we split our team up I have decided to make the decision focus a little smaller. The food industry is very large so a little decision focus inside the decision focus won't hurt. It's about the total industry but yet I'm focussing on restaurants more than on personal usage distribution and production of foods.

The time scope that I chose is 2025 (10 years from now). Food-wise a lot can change in only 10 years' time. Ten years back in time almost nobody was consuming sustainable products yet, nowadays it's the most discussed and rising segment of food and you can find it everywhere, from normal supermarkets to specialist shops.

So I would like to find out how the food sector (restaurant like) will be like in 2025 in an explorative way. I will do this by using different Trendwatching models.

Scenario method

The method we used in class is scenario planning. Scenario planning is used to give insight in different possible futures if a certain set of events happen. A lot of future changes are pretty sure to predict, but some segments are not easy to predict for the future because there are signs on both ways. Like for example unemployment is pretty sure for the future, but for the Food Industry it may not be that impactful if for example all people will receive a basic income they will still be able to spend a fear amount of money on food. To make these scenarios the first step is to identify trends and put them in a matrix on a scale of impact on the Food Industry and a Certainty of impact on the Food industry. These trends are social, technological, economic, ecological and political.

Scenario planning is a tool to make us understand how a possible future could look like. Also scenario planning can result in new insights to solve problems from the present. Scenario planning isn't meant as a tool to predict the future but as a tool to go deeper in future possible uncertainties and understand the different factors that come with it. When deepen in different scenarios you are forced to think of all different possibilities of the future within that specific uncertainty, while taking into account all the certain future changes and possible future trends.

Underneath a steep analysis is shown about the food industry. From this analysis all factors' positions and future thoughts (shown on image) are briefly explained.
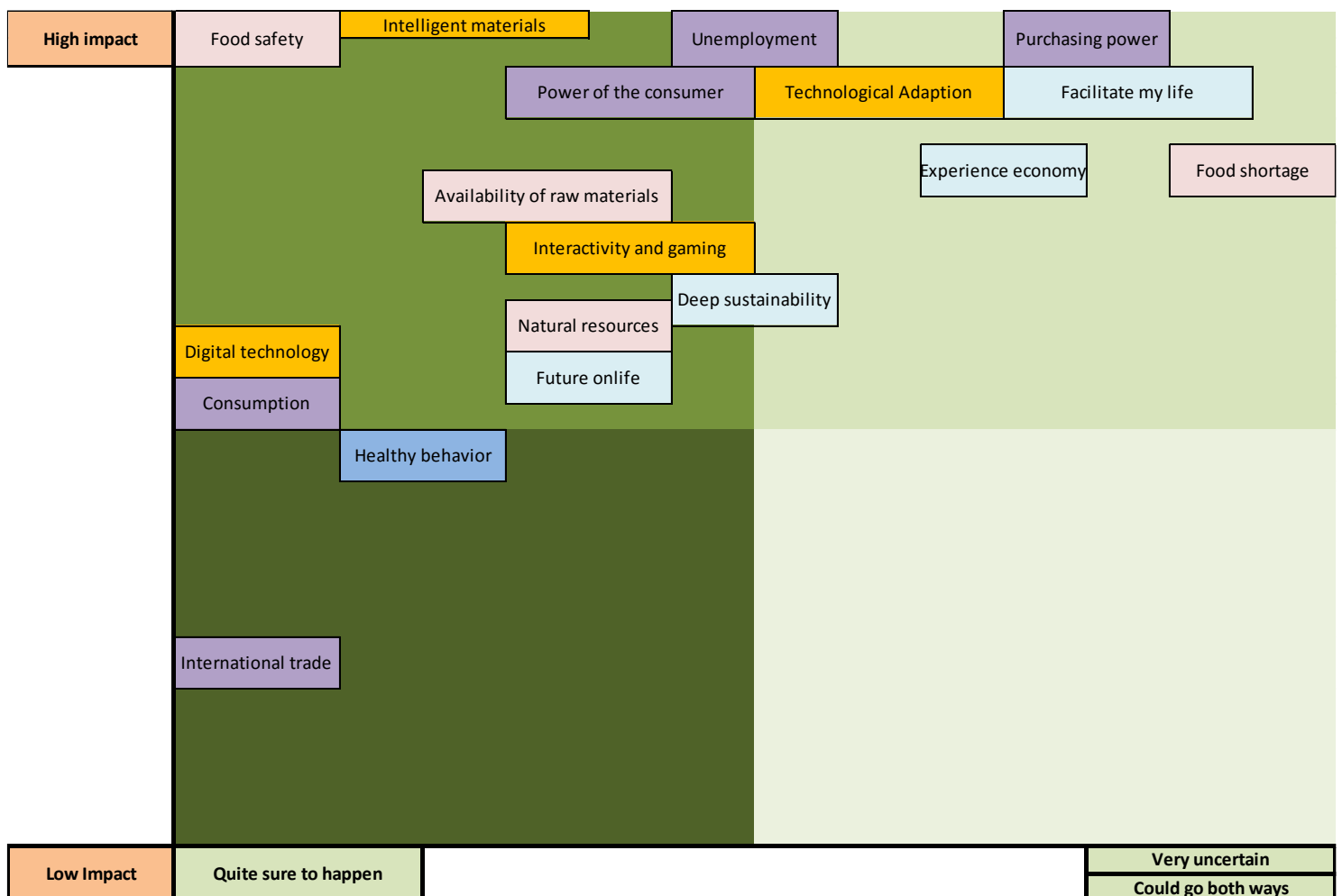
Research and Analysis

Steep Analysis

Food Safety and Intelligent Materials
Food safety is getting more important while time goes by, people are not only more aware of the danger of infected food. New techniques also make it very easy to see If food is still consumable. Furthermore, food safety will be much easier to monitor, because in the future products will carry a chip. The chip can be tapped with a smartphone, by tapping it the user receives information about the freshness of the food (Finley, 2015).

Digital Technology
Digital technology will develop further for sure, even analogue products, such as a fridge or freezer will become more digital. Also information will be shared over the internet twenty-four-seven, it will be totally interwoven into daily life. Furthermore, augmented reality and wearable devices will be implemented in daily life and will give constant feedback (Anderson & Rainie, 2014).

Consumption, Food Shortage, Natural Resources and Availability of raw materials
For a long time, people have wondered how many people the earth could feed and how they should manage it. Now population is rising people have found out that scarcity of water will be catastrophic for the ability to feed the whole world population (Rosegrant, Cai, & Cline, 2002). On the other hand, there are also a lot of technological trends that could help to solve this problem. A lot of water is wasted on for example the production of meat, but scientists have already produced the first laboratory produced hamburger (Reilly, 2015).

International Trade
International trade is able to affect the food industry when trade is limited due to, for example, conflicts between countries. In that way some products may be very scarce, and therefor also get way more expensive. This could eventually kill a lot of food industry companies. On the other hand, as travelling will go faster and become cheaper year by year it will probably become easier to trade with international parties than before. Besides that, we will probably not have to drive the car (if we still travel by car) ourselves anymore because it will drive by itself. This means also trucks can drive by their selves, making it cheaper to transport product from a to b (Google Inc., n.d.).

Healthy Behaviour and Deep Sustainability
The upcoming technological developments provide a foundation to live healthier. Because everything you eat can and will be monitored by the smart kitchen and other developments it makes people more aware of what they eat. Also these technologies can encourage you to stop eating or to pick the healthier alternative. Furthermore, people are now already able to lock certain products for a given time, so that they are not able to consume it. In the future this is most likely to be used more. First of all, because of the willingness to live healthier and second of all to for example have some smartphone free time (KSafe, n.d.). It will be very important for humans to act sustainable, not only in their life but also with the planet. As described before, earth is running out of water. This is expected to affect climate change as well. When water supply gets limited, climate changes drastically and soil moisture is

affected this can lead to crop failure in big parts of the world. Which can then again lead to even more food scarcity. Because of this there will be a lot of people that will take life back to basic. Using urban gardens and turning the city to a green environment (Malik, Yawson, & Hensel, 2009).
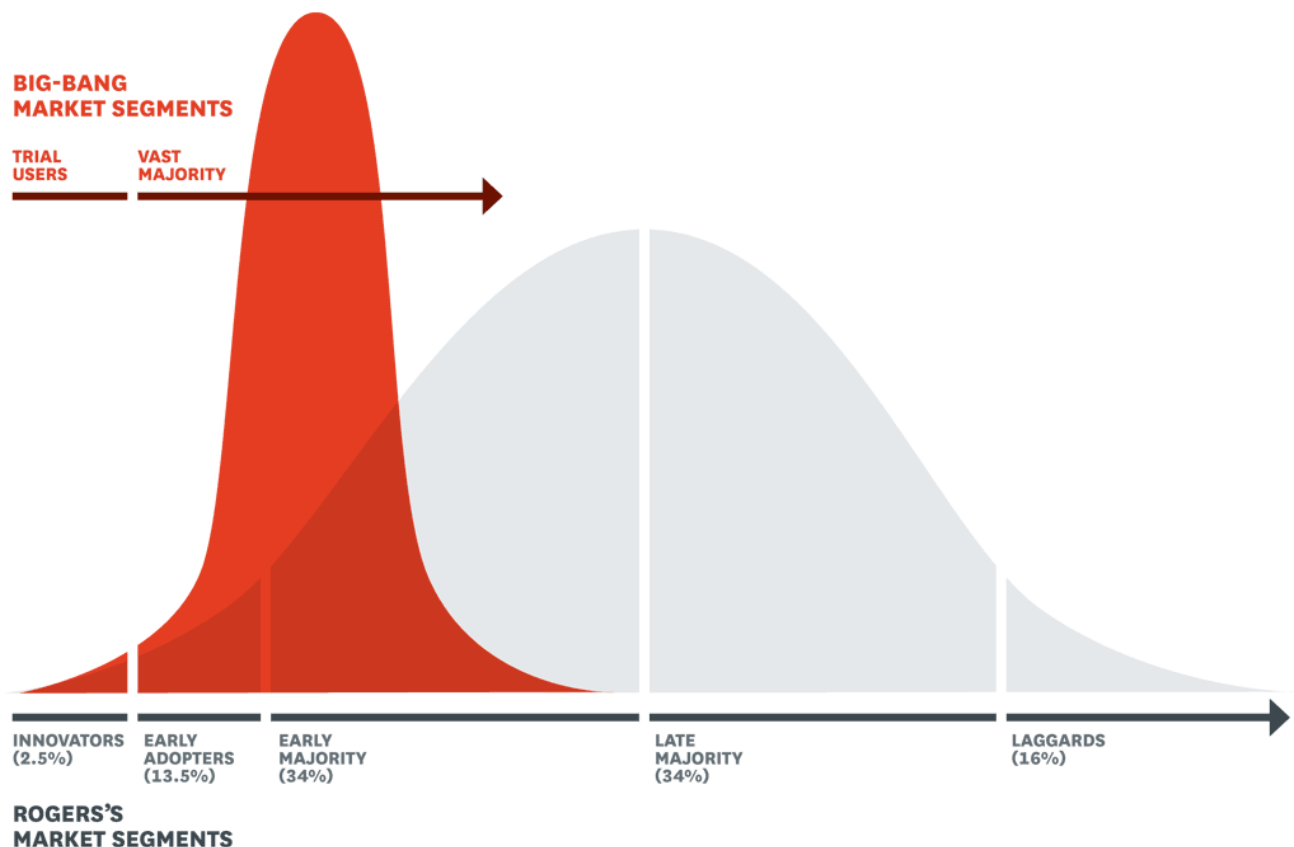
Power of the consumer

Since we are living in a new review economy (already happened before), but this time the online review economy, the consumer is having more power than ever before. Because of the internet everyone can get themselves heard. While in the past somebody's opinion wouldn't reach a lot of people, now the opinion can be spread all over the world in hours. Maybe this will even become faster in the near future. Besides the review economy the trend power to the people is still growing. Expected is that this will continue for the upcoming years. Power to the people means that there has been a switch from companies that ruled the market to people who rule the market. Individuals are now leading and companies need to follow (Extend Limits, n.d.).

Unemployment and Purchasing Power

Unemployment can rise, depending on if people allow robots to take over. If this happens, purchasing power will get lower. Around 2025 people's job will probably be replaced by robots. A minority is able to stay working, but most jobs are taken by robots. People will probably receive a basic income. This will lower the gap between lower class and middle class, since they all receive the same amount of money. But it will widen the gap between middle class and high class significantly. This does not mean it has to have a great impact on the restaurant sector. If the restaurant sector doesn't need as much staff as they normally would have they are able to lower the price, which enables people to still go out for dinner (Futuretimeline.net, n.d.).

Technological Adoption and Facilitate my life

It is unsure how these 2 will pan out the upcoming years. Of course the technology is fast increasing and there are new technologies to be found almost daily. Also the last few years, technological adoption had a transformation. A new adoption lifecycle has been developed due to the decreasing time of adoption (Van Leeuwen, 2014).

BIG-BANG MARKET SEGMENTS

TRIAL USERS — VAST MAJORITY

INNOVATORS (2.5%) — EARLY ADOPTERS (13.5%) — EARLY MAJORITY (34%) — LATE MAJORITY (34%) — LAGGARDS (16%)

ROGERS'S MARKET SEGMENTS

Nevertheless, the last few years a counter flow is visible, people are protesting against all these new features and seem to want a more relaxed and interactive life. A Dutch restaurant even rewards the customer for the amount of time that they do not touch their smartphone (Telegraaf, 2015).

All these new technologies make life a lot easier, that's from where the future mentality trend 'Facilitate my life' has grown. People want to get their mind of their daily stress portion, they want things to be easy. Things have to be done as easy as possible without arranging a lot themselves. For example, think of products as: Netflix, Uber or smartphone as your debit card. Moreover, facilitate my life is about getting everything (food included) offered on a silver platter. This will mean that food will be made by a 3D printer or that fast food is ordered (Science of the time, n.d.).

Future Onlife, Experience Economy and Interactivity and gaming
There are signs that interactivity is becoming less important, because people are mainly busy on their smartphones or other devices. But that just created a new way of interactivity, online interactivity. People are interacting with each other almost 24/7 via several platforms.
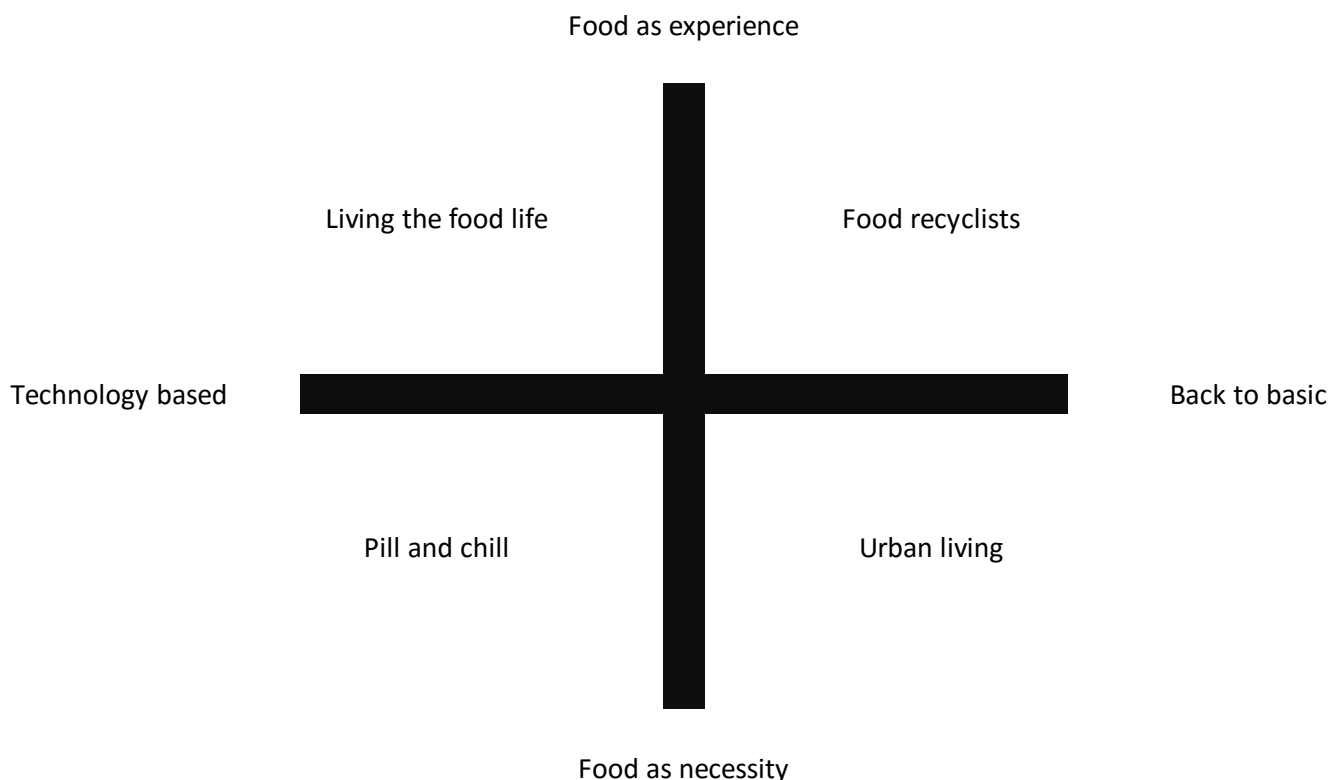
The experience economy is seemingly growing. In the food industry this can mean that food will be made a show of, or that restaurant tables are smart tables on which you can communicate and play games with other guests. Experiences can't be extreme enough, people want to be entertained. Also think of virtual experiences (Marketing online, 2013).

With Future Onlife, online and offline get blurred together. Imagine products that are not digital to be online and to be communicated with by for example your smartphone. A good example is 'Smart Pyjamas', a Smart Pyjama is a pyjama for a child with all kinds of dots on it. When the dot is tapped by the smartphone a story starts to play on the smartphone. All dots have their own story. Things like this will probably be everywhere around us in ten years from now (Science of the time, n.d.).

Key uncertainty axes

As seen in the matrix in the scenario method chapter the biggest uncertainties with the highest impact are Unemployment and Purchasing power, Technical adoption, Facilitate my life, Experience economy, Food Shortage, Interactivity and gaming, Deep Sustainability. Increasing unemployment and decreasing purchasing power are not certain because people may say no to robots taking over. Technical adoption depends on how far the countermovement reaches. Facilitate my life has all to do with the experience economy. Facilitate my life is focussed on easy and not on experience while Experience Economy is obviously all about the experience. This makes them uncertain. Food Shortage and Deep Sustainability are dependent on each other. If Deep Sustainability comes true, then there will most likely not be a big food shortage. Also with the technological adoption, they are able to produce meat in a laboratorial.

The key uncertainty axes that I chose are based on most of the above explained uncertainties.

Food as experience

Living the food life   Food recyclists

Technology based   Back to basic

Pill and chill   Urban living

Food as necessity

Living the food life
All life is based on experiences, also food is supposed to be a total experience. Expecially when going out for dinner, it should be an op and top experience. Of course it is about the food, but people are not pleased when they are not entertained.

Pill and chill
Food is not an experience, everything we consume is been done because it is necessary. We don't even swallow and chew anything because this will make us to have to go to the dentist. If we don't use our teeth we at least don't have to sit in that chair again. In the morning we take a pill with all nutrients for the day. Sometimes during the day, we drink a glass of Soylent and in the weekend we can eat a piece of laboratorial produced hamburger.

Urban Living
Food is seen as a necessity, therefor people have their own gardens in which they produce their vegetables. People live as healthy as possible and do not consume any factory farmed products.

Food Recyclists
In the city there are lots of big Urban Gardens from which people can pick fresh fruits and vegetables for free. Food is not only used to eat, but also to use in different ways. Leftovers are used to make care products with.

I am going to tell about a future day in 2025 in the 'Living the food life' scenario.

Future scenario

"Wake up! Come and get me!" Argh, is it already that time again Rick thinks. "Are you coming or what, I'm still here!" Pf, let's just sleep a few more minutes. "Whohoho! You can't sleep any longer you have got class in 40 minutes and it takes you about 30 minutes to get there!". A shrill beep is heard. Okay he is right, let's find that alarm to turn it off. Rick quickly turns of the alarm and the beep stops. Nice, an alarm screaming at you early in the morning. Nevertheless, that creepy thing does get me out of bed.
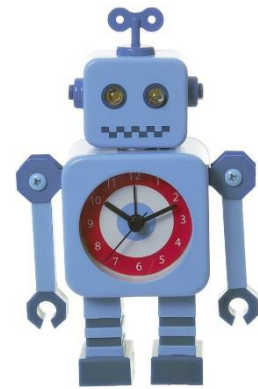
Rick walks down the stairs to the kitchen to quickly make himself some breakfast. He taps the fridge with his thumb, leaving his fingerprint. The fridge notices that he didn't eat anything yet and knows his schedule. "You have a long day in front of you and your first break is only after 5 hours of class to keep, concentrated this is the perfect amount of nutrients." The fridge shows Rick three different options with the available products. Rick choses for the baked eggs with tomato and bread. The fridge shows him how to prepare it and what he needs for it. This makes It a lot easier for him. Although he doesn't really like cooking it himself. He rather let the 3D printer make its dish, but unfortunately it doesn't cook eggs. It only operates as a device to beautify a dish. Unfortunately we don't have money for a personal robot, but they will get cheaper eventually and then we will buy one for sure. Relax and lay back, it can do almost everything for you! Rick notifies that the fridge contains an error, he taps it to see what is says. It says: 'Rough hands detected, Rick use some lotion to prevent your hands from drying out".

Rick leaves home for school and taps the lock with his mobile phone, the mobile phone locks the door. Didn't I forget anything? Hehe, of course not, the only thing I need is my mobile phone, everything is stored right on it.

At school he sits down at his smart table and opens the articles that they are going to discuss in class, also he quickly played a multiplayer game with one of his fellow students. During the break Rick goes to the cantina. At the cantina there are different culture rooms where you can eat. Each room has their own menu and virtual reality room; in that way it really feels like you are eating the dish in the country it is from. Rick goes for the South African Bobotie and a bottle of milk and sits around a campfire in the middle of the jungle enjoying his meal. "Ohw wait, this chip says that the milk is probably not good anymore, let's switch it for another one. It does me think of my mom, she always says: Don't forget to check the chip when you buy something." He tells his friend Max. "But I have to admit, she is right about that". When leaving Rick and Max just pay by tapping his phone on the cash desk. Rick feels fully restored and feels like he has enough energy to focus for the entire day again.

When Rick's day at school is over he comes home and gets called by Max. Max asks him if he wants to go auction dining tonight. Of course Rick would like to do that, but he still has a lot of food in the fridge that is almost over dated. They agreed to meet at the restaurant at 20.00. Rick taps the fridge and touches the donate button. "Hi Rick, what would you like to donate?", asks the fridge. Rick taps all products that need to be consumed today or tomorrow, except for the slice of bacon, which he quickly eats. Pick up will be at 19.00, the fridge shows. After giving the food to go with the pick-up truck, these products will be fed to homeless people and given to people that do not have enough money.

At 20.00 Rick and Max meet at the auction restaurant. This is a cheap restaurant which buys leftovers from other restaurants, not leftovers from dishes but from plain vegetables and other products. Rick and Max absolutely love it, they love how it looks, they love the experience. Also the cooks are very good, it always tastes absolutely delicious. And the dishes are always different. They just cook whatever they can think off with the ingredients that show up. You are all just sitting at a table, but there is an assembly line running through the whole restaurant and showing up at every table. Every dish is packed under a plastic box. On the box info about the dish can be found, like the ingredients and the amount of grams. But the best part is: every dish has its unique price, and the price varies. The price is always moving, so you have to be lucky to find a cheap plate. For example, you can buy the same plate for 5 euro, but also for 3 euro. There is not really a rule for when to buy it, it always differs. But it is so cool, if a plate passes by that you want. If you like the price of it then you tap the top of the plastic box with your phone. If you did so, the meal is payed, the box opens and the plate is yours, bon appetite!

Own future concept

The auction restaurant as described above is also my own future concept for this scenario.

Impression of how the 'Auction Restaurant' will look like