

# 2022 CONSUMER MACRO TRENDS

**Discover the trends that will impact innovation in 2022.**  
Want more? Wixon customers get exclusive access to the trends that create meaningful connections with consumers.



## IN CONTROL

**Clarity + Transparency**  
Making informed decisions

**Wellness**  
Evolving focus on overall wellbeing

**Mindful Comfort**  
Balancing health and taste



## ENJOYMENT EVERYWHERE

**Tech to Table**  
Connectivity and guidance

**Amplified Experiences**  
Heightened desire for fun and novelty

**Nostalgia**  
Seeking a sense of familiarity and comfort



## ETHICS CHECK

**Reducetarianism**  
Increasing consumption of plant-based products

**Shared Planet**  
Waste-reduction and impact on the environment

**Voice of the Consumer**  
Political, social, and ethical values

**Contact your Account Manager to discuss how Wixon can help your company create targeted innovation in 2022.**  
**NEW TO WIXON?** Reach out to begin your journey to custom taste.