

# Introduction

**Welcome to "The Future 100," our annual report forecasting what's in store for 2020 in 100 snackable trends.**

The turn of this new decade is proving a key marker for positive change as consumers and companies are desperate to look beyond the latter part of the 2010s, which was filled with political, economic and environmental instability. People are now banding together, resulting in increased global action and the untabooing of social norms. The reign of Big Tech is coming to an end and irresponsible companies and figureheads are being held accountable for wider social and environmental issues.

What's in store for 2020? Ethically motivated consumers have created a new value system for brands, one that protects consumers, preserves culture and provides hope (see optimistic futures, p6). They are also inspiring improvements to existing environmental promises, as leading brands go beyond carbon-neutral initiatives and announce climate-positive plans.

Wellbeing and sustainability now go hand in hand, with consumers caring as much about the health of the planet as about their own health. In food and drink, recipes are being cooked up to futureproof our entire ecosystem, while in hospitality, hotels are cementing WELL standards into their environments.

Companies are also noting the positive health implications of human connectivity, addressing the continuing population and lifespan rises with products and services to build meaningful connections. Loneliness is being tackled as a social and public health issue, new neighborhoods in megacities are being envisioned to foster social wellbeing, and even social media is starting to promote meaningful rather than multiple connections.

Data is under the microscope and this is affecting all industries, with the trustworthiness of a brand now tied to the way it uses consumer data and how transparent its terms and conditions are. Rules and regulations are slowly being implemented to protect consumers, and brands are racing to ensure they are using personal data responsibly (see the privacy era, p45).

Consumers have laid the foundations for change and now forward-thinking brands are working towards building an optimistic and reassuring future for all.



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## The new-age explorer

**In an era of political and economic unease, people are turning to travel as a respite and as a tool for happiness.**

A survey conducted by the Travelzoo members' travel site found that 70% of respondents polled across Australia, Canada, China, France, Germany, Hong Kong, Spain, the United Kingdom and the United States planned on incorporating wellness activities into their travel plans for 2019—and 83% of respondents said that taking a holiday has a positive effect on their mental health.

In response, Travelzoo launched its spring 2019 “May for Me” campaign. The campaign’s online hub offered dedicated travel packages specifically focused on wellness, along with wellness travel tips. Travelzoo defined wellness holidays as breaks tailored to improving mental or physical health, and the May for Me site included packages for yoga in Nepal, health farms in Portugal, and spa days across the United Kingdom and United States, all aiming to meet the growing demand for wellness travel.



LUXURY







**The world can feel like a dark and dreary place; our feeds filled with bad news, uncertainty and stress. Every Cloud goes in search of silver linings.**

**Black Tomato**



In October 2019, luxury travel site Black Tomato kicked off the Every Cloud contest. Acknowledging that “the world can feel like a dark and dreary place; our feeds filled with bad news, uncertainty and stress,” Every Cloud goes “in search of silver linings.” The winner will travel the world over the course of 2020 in search of joyful experiences, while creating content alongside Black Tomato, leaning into the widespread belief that travel experiences are universally uplifting.

According to the Black Tomato site, the traveler will document “encounters with some of the world’s most unique—and unquestionably positive—people, places and experiences” and the year-long campaign will be shared with the Black Tomato audience, turning one person’s individual journey into inspiration for many.

**Why it’s interesting:**

As consumers try to embrace a more optimistic mindset, travel is evolving from an escape into a meditation on positivity and happiness, and a channel for wellbeing.