

# CONSUMER TREND CANVAS

BRAND: IKEA

TREND: Sharing services

## Basic Needs

Which deep consumer needs & desires does this trend address?

- Sharing with friends but also with strangers (the community)
- Only paying for what you use
- Cheap and easy to use

## Drivers of Change

Why is this trend emerging now? What's changing?

Shifts: Long-term, widespread macro changes

- Globalization
- Market hard to enter. Small businesses pop up

Triggers: Recent, short-term changes or technologies

- Sharing economy
- Changing technology
- Everybody connected through internet (apps, websites)
- Online communities

## Innovation Potential

How and where could you apply this trend to your business?

- Use it for the transport of bought products
- Use it for old IKEA furniture

## Emerging Consumer Expectations

What new consumer needs, wants and expectations are created by the changes identified above? Where and how does this trend satisfy them?

- Paying per use, only pay for what you need and use.
- Sharing because there is too much of something (too many empty rooms in your house, rent them on Air BNB

## Inspiration

How are other businesses applying this trend?

- Air BNB, renting a room in someones actual house.
- Car2go, using a car when you need it , and put it back when you don't need it anymore. Only pay for the time you drive.

## Who

Which (new) customer groups could you apply this trend to? What would you have to change?

People who have a small car and shop at IKEA every now and then. They like the fact that things are cheap and they care about the environment. They want to share.

## YOUR INNOVATION(S!)

A rentable IKEA Bus that can be parked everywhere. You only use it when you need it and pay per use. Now you can transport your big products easy and cheap.