

 Connecting
the dots

The biggest consumer trends in 2024

GWI.





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An aerial photograph of a white tiled floor with a grid pattern. Several people are walking across the floor, and several bright pink circles are placed on the tiles. The text is overlaid on the center of the image.

We offer the world's largest study on the digital consumer

53

markets

950K+

interviews per year

2.8bn

internet users represented

**The media's got
a trust problem**



**AI excitement is rising,
but so is concern**



**Boomers are doing
more scrolling
and shopping**



**Short-form video
is changing sports**



**Veganism ain't
So hot anymore**



**America's concern
with gun violence
is growing**





How to rewrite consumers' relationship with the news



**The number of Americans
who don't trust the media
has grown 24% since
Q2 2020**

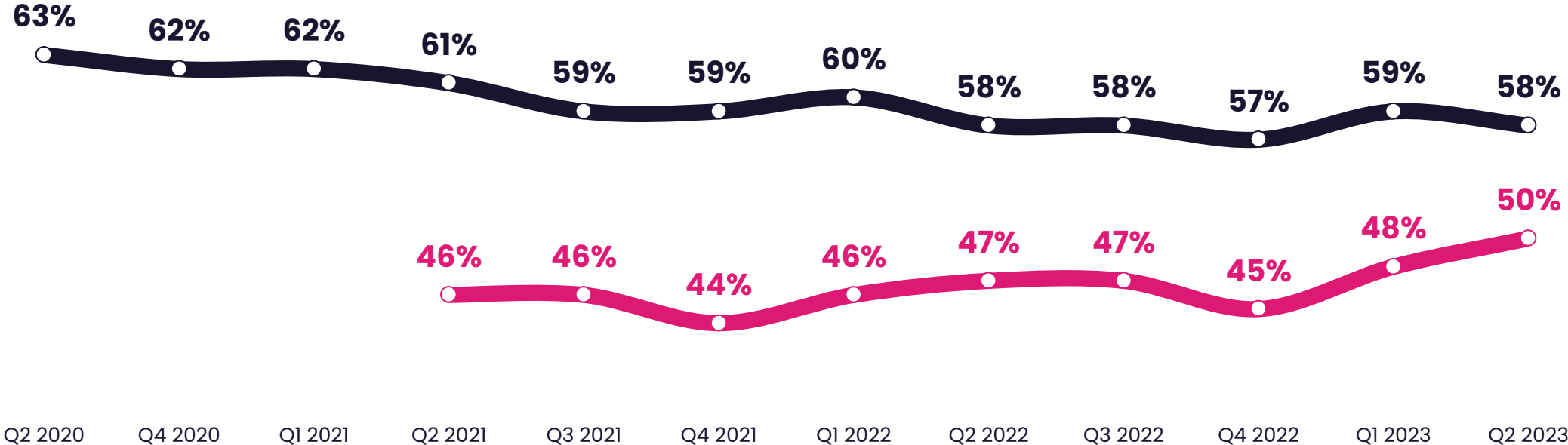


More are turning to social media for news

% of Americans who say they do the following at least monthly

● Read print newspapers, use online news aggregators, or visit news websites

● Watch/read news clips/articles on social media*



Source: GWI USA Q2 2020–Q2 2023

*Added in Q2 2021

The takeaway

Publishers could emphasize quality, and offer some light-hearted material to stand out

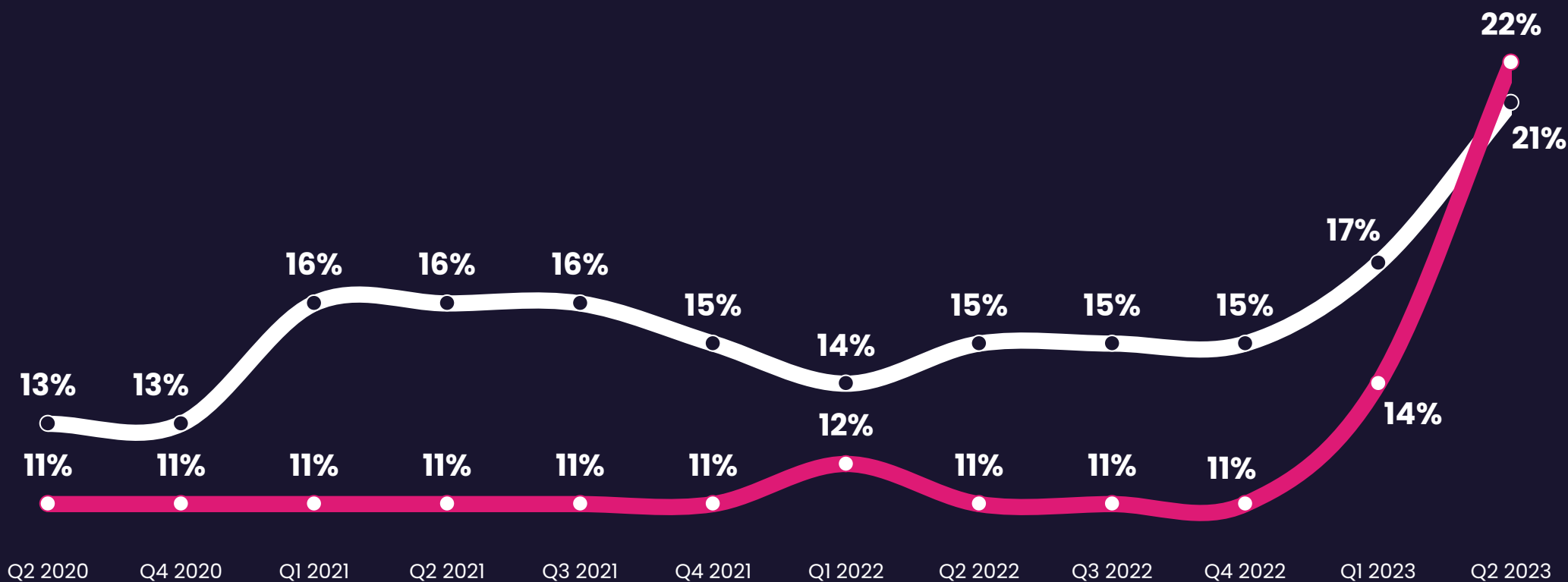
● — ● Navigating the tension between AI fears and opportunities



AI concerns have reached a tipping point

% of Americans who say they're interested/worried about AI

○ Interested ● Worried

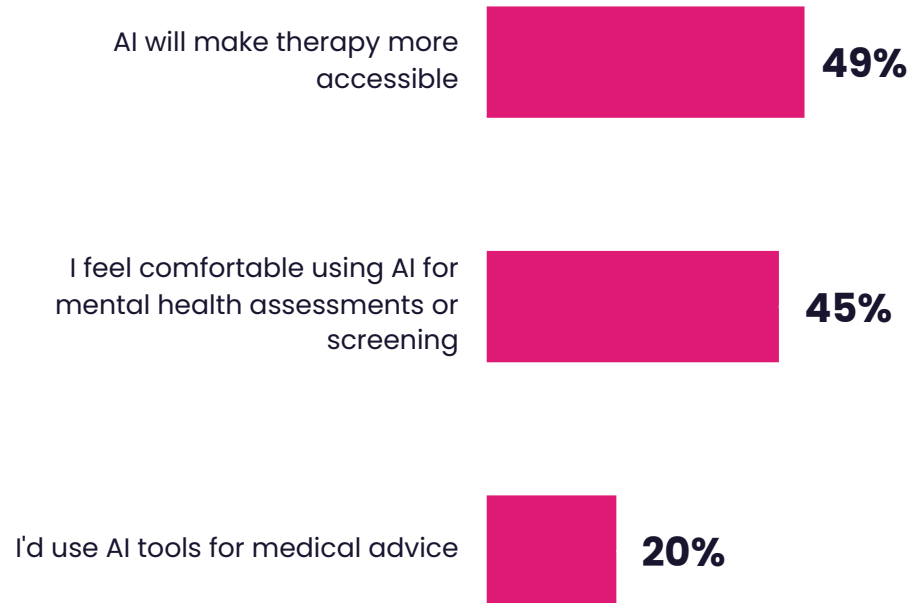


Source: GWI USA Q2 2020–Q2 2023

AI concerns hit differently across consumer groups

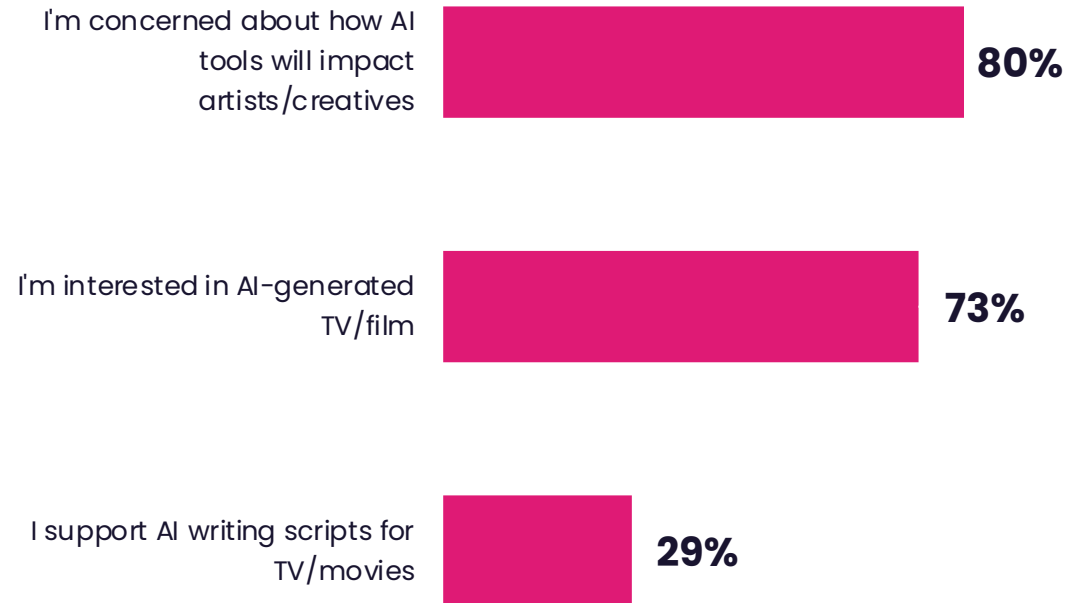
People with a mental health condition

% of people with a mental health condition who say the following



Regular cinema-goers

% of regular cinema-goers who say the following



The takeaway

Brands should focus on three areas: scenario planning, employee training, and communication

Why baby boomers offer brands bang for their buck



Boomers' social media footprint is expanding

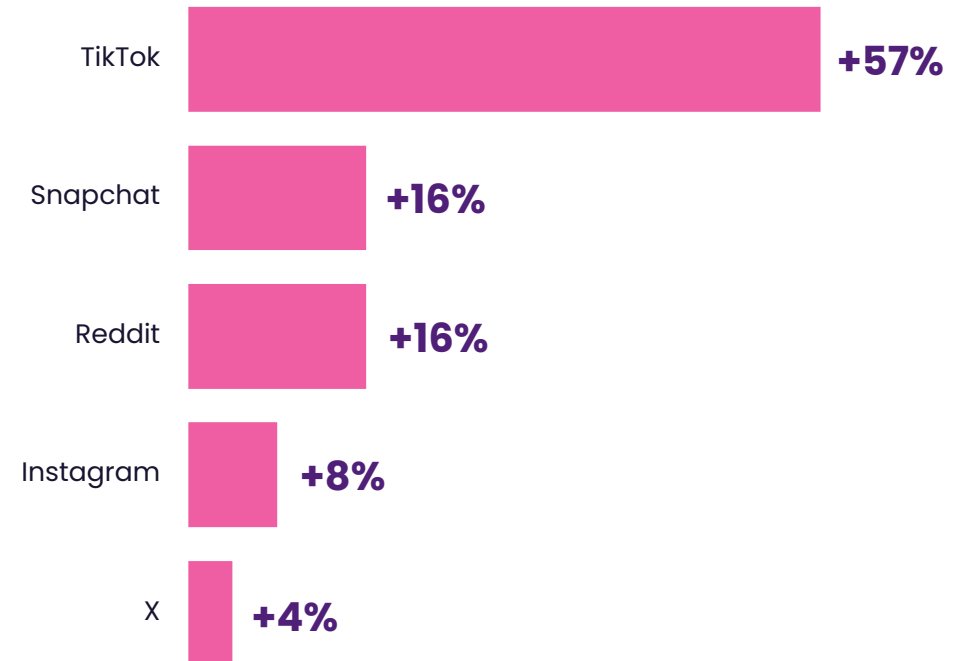
Which social media apps are most popular?

Ranked order of the most popular social media apps used by baby boomers outside China at least monthly

- 1 **Facebook**
- 2 **Instagram**
- 3 **X**
- 4 **TikTok**
- 5 **Pinterest**

Which social media apps are growing in popularity?

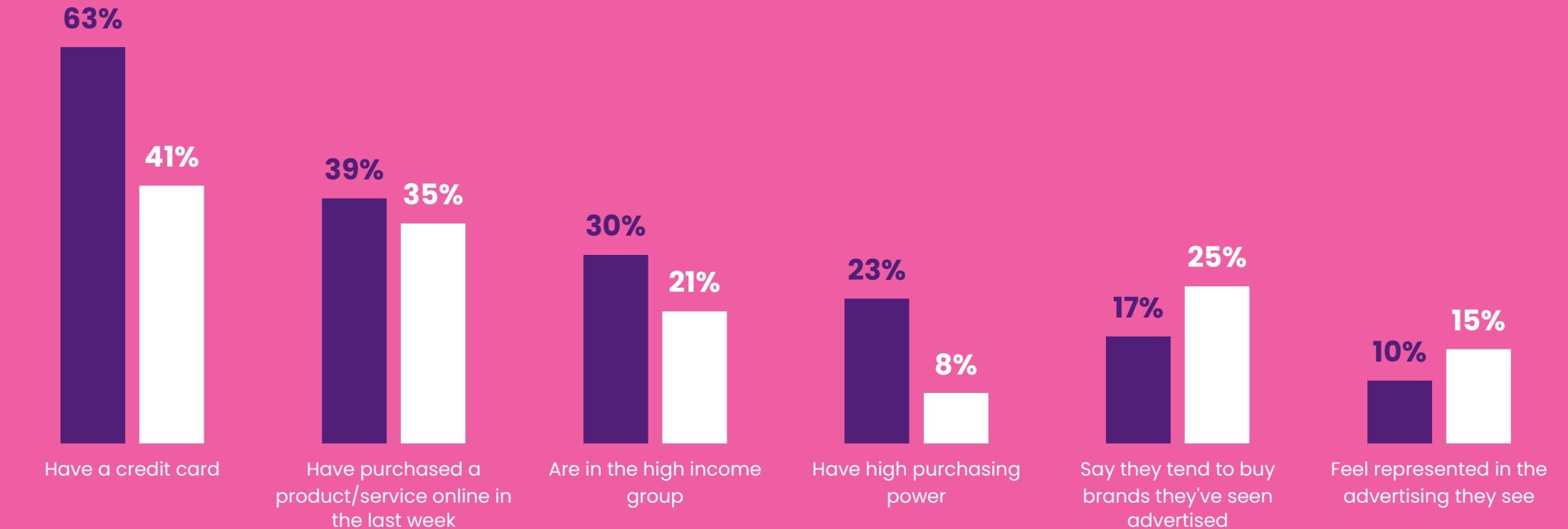
% change in the number of baby boomers outside China who report using the following social media apps at least monthly since Q2 2021



Older consumers have more to spend

% in each generation who...

■ Gen Z ■ Baby boomers



Source: GWI Core Q2 2023

The takeaway

Smart brands will engage with groups who have money now and are shopping online

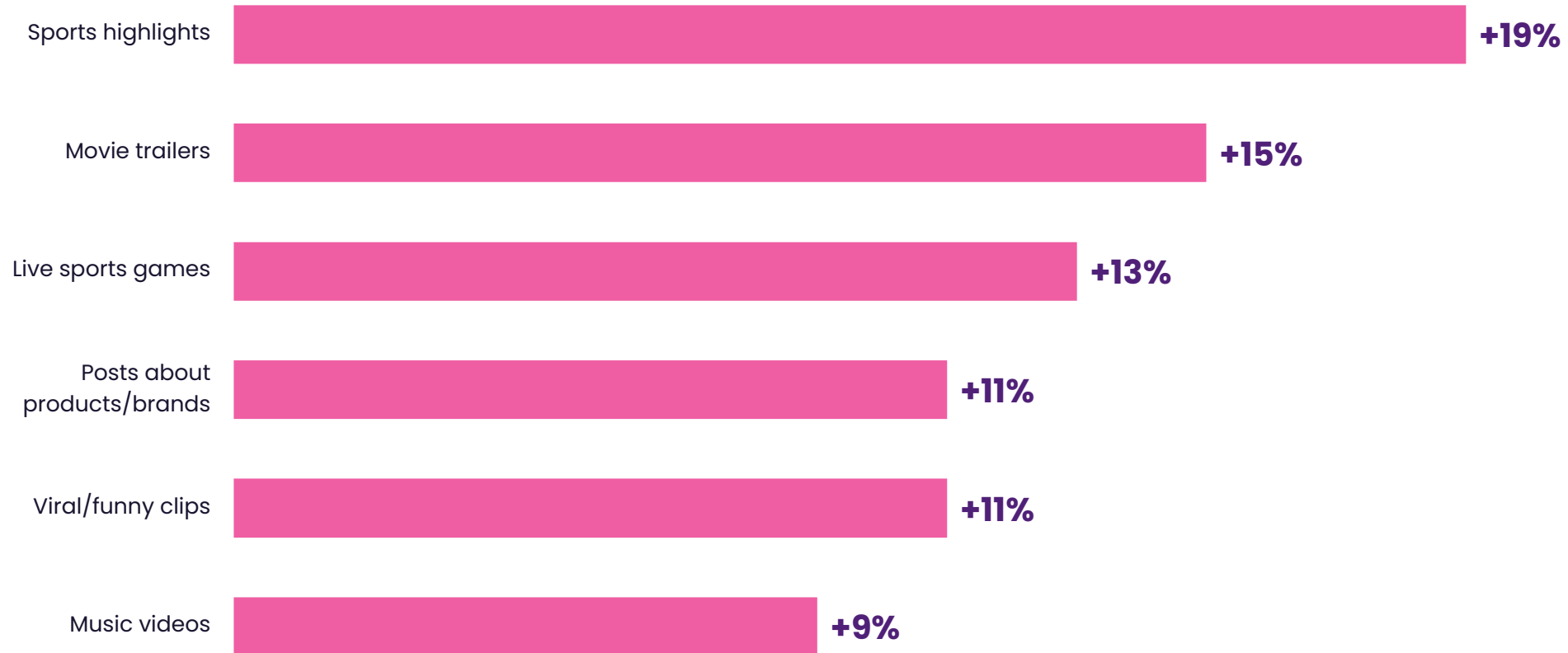


How social media's rewriting the sports playbook



The fastest-growing types of social content

% change in the number of US social media users who say they've viewed the following on social platforms in the last month since Q2 2022



Source: GWI USA Q2 2022 & Q2 2023

The top 5 sports winning the attention fight

% of each category of US sports followers who say they've viewed sports highlights on social media in the last month

43%



MMA

42%



Esports

42%



Boxing

42%



Wrestling

41%



Golf

The takeaway

Sports are finding a second home on social media, and big brands should meet fans there

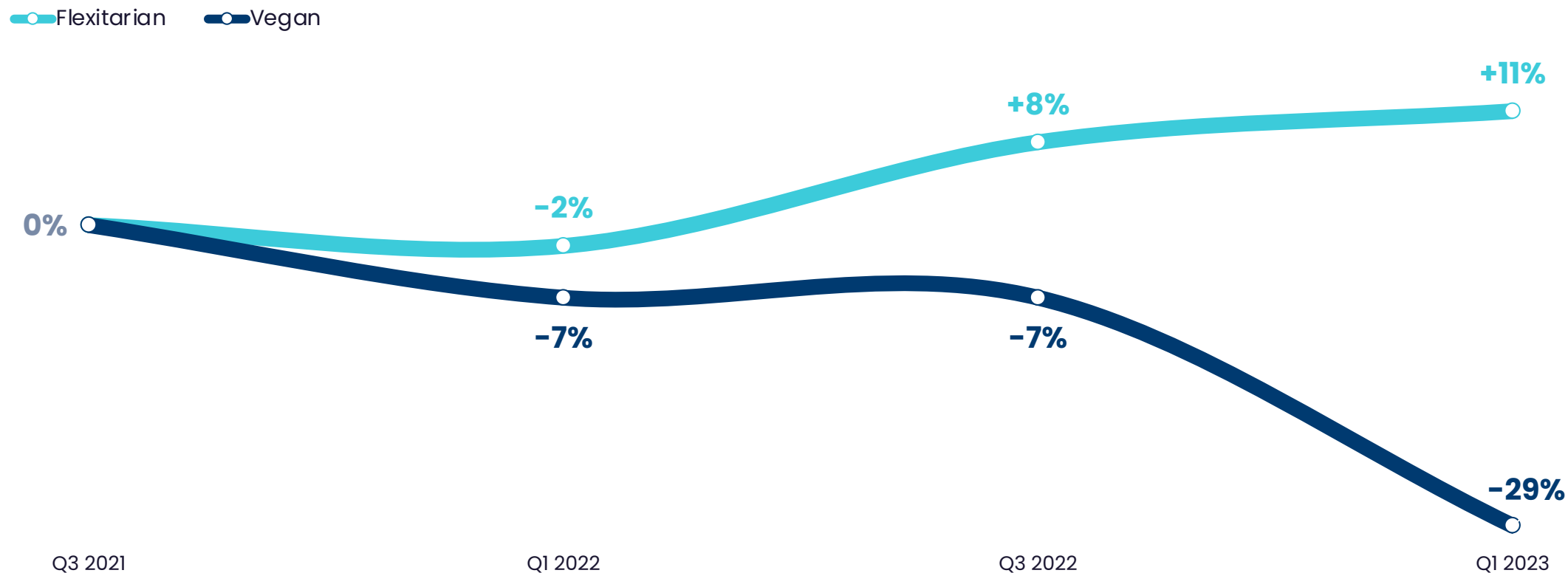


How to make plant-based diets tasty again



Appetite for veganism is waning

% change in the number of Europeans who describe themselves as flexitarian/vegan (compared to Q3 2021)



Source: GWI Core Plus Q3 2021–Q1 2023

**In the US, flexitarians
are 53% more likely to
diet to improve fitness
than average**



The takeaway

Brands can keep the meat-free conversation going by addressing a wider audience, and shouting about nutrition more

Why brands should shift from silence to taking a stand on gun violence

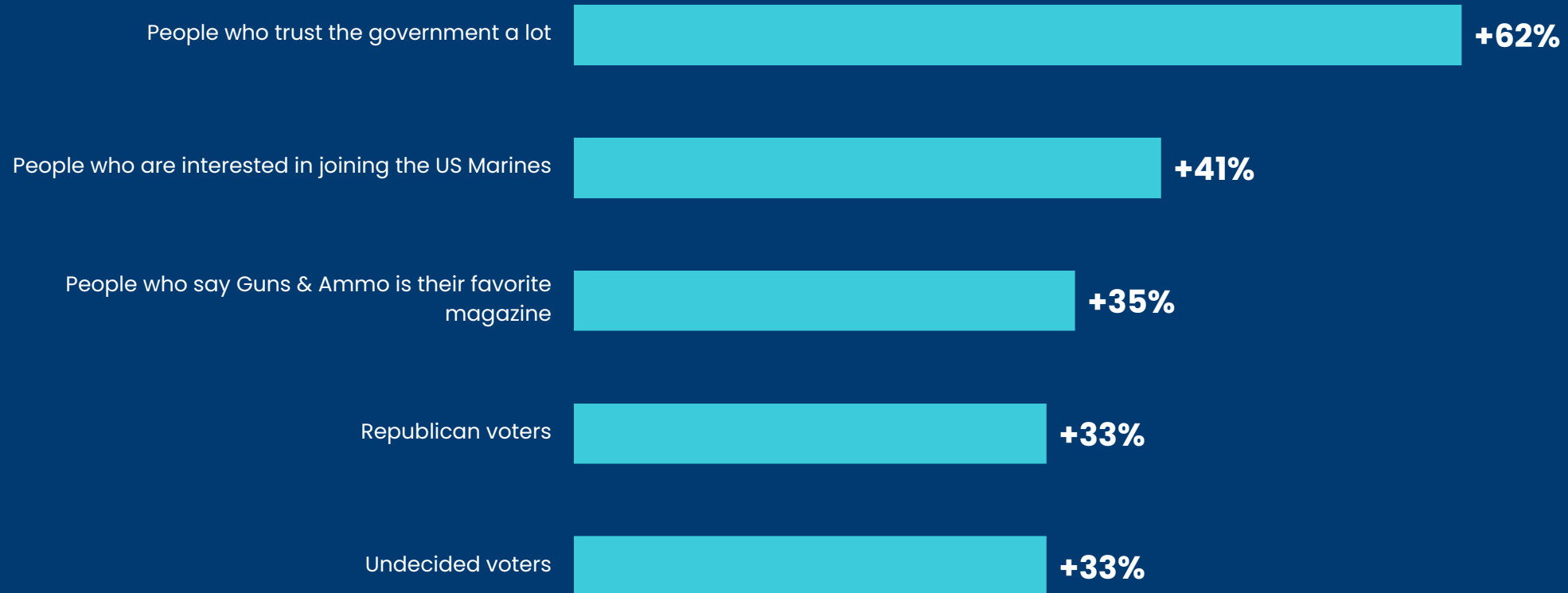


**In 2020, gun violence was
6th on Americans list of
worries. Now, it's 1st.**



Some unlikely groups are driving this change

% change in the number of Americans in each group who say they're worried about gun violence since 2020



The takeaway

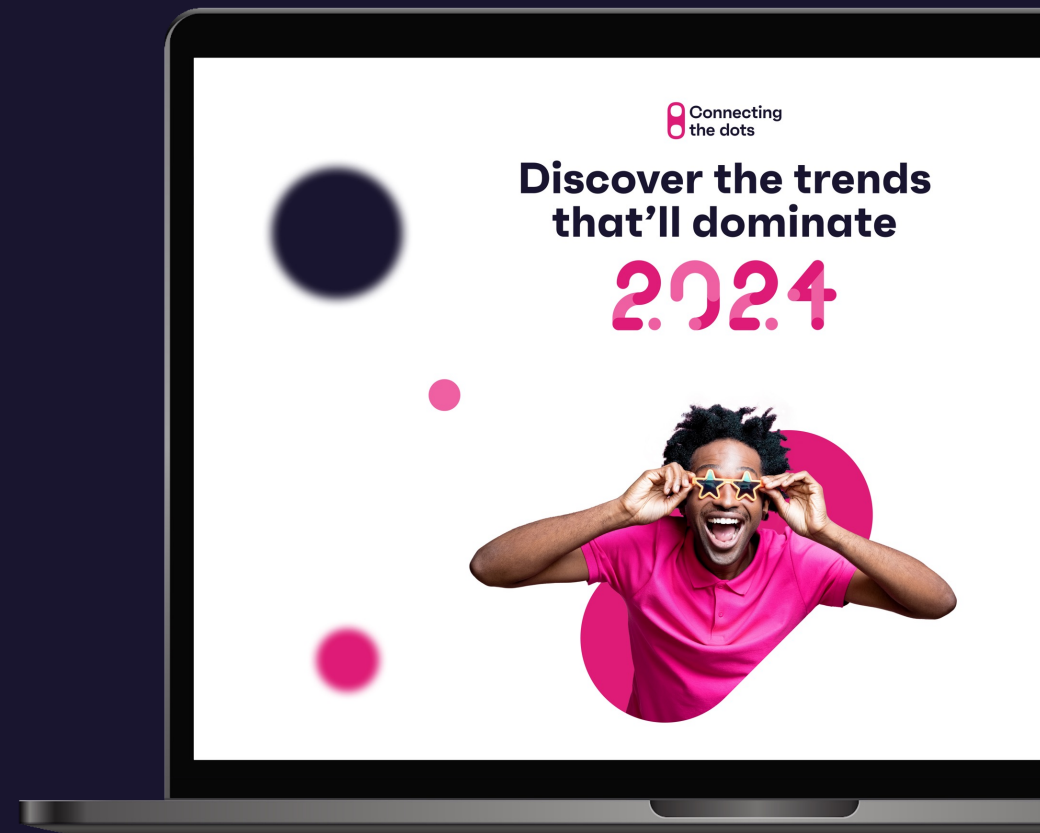
**Gun violence is too big
of an issue to ignore, and
brands can stand out by
taking a stance**

Talking points

- **Media orgs can rebuild trust by prioritizing accuracy and authenticity**
- **Addressing consumer concerns will help brands' transition to AI technology**
- **Baby boomers are taking to new social platforms – a lucrative opportunity**
- **Short-form content gives sports fans what they want**
- **Plant-based food's addressable market is evolving**
- **US brands can take a stance on gun violence**

Looking for more?

gwi.com/connecting-the-dots



Got questions?

Reach out:
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Thank you