Vanishing Point

Innovation Opportunity Spaces at the Turn from More to Less

J. Walker Smith
Executive Chairman
Looking for Weak

Next Big Thing
approach
Looking for **Weakening**

Vanishing Point approach

Next Big Thing approach
The Marriage Milestone

Illustration: Household Structure

Next Big Thing approach

Solo living

Single households
The Marriage Milestone

Illustration: Household Structure

Vanishing Point approach

Marry early

Marry later
The Marriage Milestone

Rising Age of First Marriage for Women

- **U.S.**: + 6.7 yrs. from 1960 to 2014
- **China**: + 1.2 yrs. from 1980 to 2005
- **Russia**: + 2.2 yrs. from 1979 to 2002
- **India**: + 2.5 yrs. from 1970 to 2000

Sources:
- [www.census.gov/hhes/families/files/ms2.xls](http://www.census.gov/hhes/families/files/ms2.xls)
The Marriage Milestone

Rising Age of First Marriage for Women

- **U.S.** + 6.7 yrs.
  - 1960-2014

- **U.K.** + 5.0 yrs.
  - 1971-2001

- **France** + 9.3 yrs.
  - 1970-2006

- **China** + 1.2 yrs.
  - 1980-2005

- **Germany** + 4.9 yrs.
  - 1990-2006

- **Mexico** + 1.5 yrs.
  - 1970-2000

- **Russia** + 2.2 yrs.
  - 1979-2002

- **Spain** + 4.2 yrs.
  - 1971-2006

- **Canada** + 4.2 yrs.
  - 1971-2006

- **Hungary** + 8.8 yrs.
  - 1970-2007

- **Chile** + 1.2 yrs.
  - 1970-2002

- **Peru** + 2.9 yrs.
  - 1972-2004

- **Argentina** + 1.5 yrs.
  - 1970-2001

- **Lebanon** + 4.2 yrs.
  - 1970-2004

- **Morocco** + 7.3 yrs.
  - 1971-2004

- **Saudi Arabia** + 2.9 yrs.
  - 1967-2007

- **U.K.** + 5.0 yrs.
  - 1971-2001

- **France** + 9.3 yrs.
  - 1970-2006

- **Kenya** + 2.2 yrs.
  - 1969-2003

- **S. Africa** + 2.3 yrs.
  - 1980-2003

- **Uganda** + 2.7 yrs.
  - 1969-2006

- **S. Korea** + 5.5 yrs.
  - 1970-2000

- **Malaysia** + 2.8 yrs.
  - 1970-2005

- **Pakistan** + 2.0 yrs.
  - 1970-1990

- **Indonesia** + 4.1 yrs.
  - 1970-2005

- **India** + 2.5 yrs.
  - 1970-2000

- **Thailand** + 2.1 yrs.
  - 1970-2000

- **Philippines** + 1.0 yrs.
  - 1970-1990
The Marriage Milestone

Connection
The Marriage Milestone

For example, South Korea

Zipbob

Mokbang
The Marriage Milestone

Connection

Digital

© The Futures Company 2015  @ futuresco  # VanishingPoint  @ jwalkersmith
The Kinship Economy
The Kinship Economy

Used to be…

Brand-Centric

Brands

Engage

Consumers
The Kinship Economy

Used to be…
Brand-Centric

Brands

Engage

Consumers

Must also be…
Relationship-Central

People

Facilitate and Foster

People

Brands
The Vanishing Point Insight

The bigger innovation opportunity space is togetherness, not single-ness.
Looking for **Weakening**

Vanishing Point

Innovation opportunity spaces at the turn from more to less
Vanishing Point

Innovation Opportunity Spaces at the Turn from More to Less

Thank You!

J. Walker Smith
Executive Chairman

jwalker.smith@thefuturescompany.com