The Future of Consumption
A Third Age of Experiences, Relationships and Algorithms

http://thefuturescompany.com/the-future-of-consumption/

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THE THIRD AGE OF CONSUMPTION
LIVE LARGE—CARRY LITTLE IN A POST-OWNERSHIP SOCIETY

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@ jwalkersmith
Live large.
Carry little.
Cognitive Capacity
Cognitive Capacity

Economic Capacity

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The Third Age of Consumption

Experiences  Relationships  Algorithms
Consumer Spending: Goods vs. Services, 1980-2016

Kantar Retail based on BLS Consumer Expenditure Study

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CONSUMERS’ INCREASING WILLINGNESS TO PURCHASE VIA SOCIAL MEDIA OFFERS A POTENTIAL $100B MARKET OPPORTUNITY FOR RETAILERS

$425B
U.S. ONLINE SALES INFLUENCED BY SOCIAL MEDIA

$530B
2020 FORECAST U.S. ONLINE RETAIL SALES

$315B
ONLINE SALES ASSOCIATED WITH CONSUMERS WILLING TO PURCHASE VIA SOCIAL MEDIA

< $15B
CURRENT U.S. SOCIAL COMMERCE REVENUES

$100B
POTENTIAL SOCIAL COMMERCE MARKET OPPORTUNITY


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An uprising of allegiances
Our 'true' selves

Individual authenticity

Communitarian allegiances

Connections with others
Communitarian allegiances

Individual self-expression
Must now also be ... Relationship-Central

Facilitate & Foster Brands

Social Currency
In The Future Of Consumption, growth will be found in “uncomfortable places”
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Thank You!