

Design for — the Future

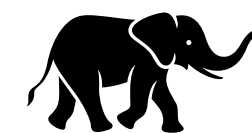
Study summary



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The brands that people find compelling today – and the ones they expect to remain successful tomorrow.

Future

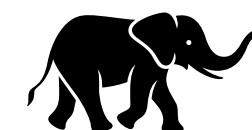


Brands in the age of overlapping change

The effects of war, the climate crisis, and inflation are being felt across all sectors and are of concern to consumers throughout Germany. This is also changing the way they look at brands. Consumers don't expect all of today's brands to play a significant role in the future.

Our representative study **Design for the Future 2023** reveals what people expect from brands, and which ones they trust. In collaboration with the market research institute Quantilope, we surveyed a representative sample of 5016 consumers in Germany. This publication reveals initial insights gleaned from the results.

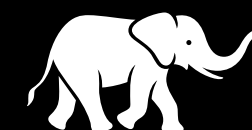
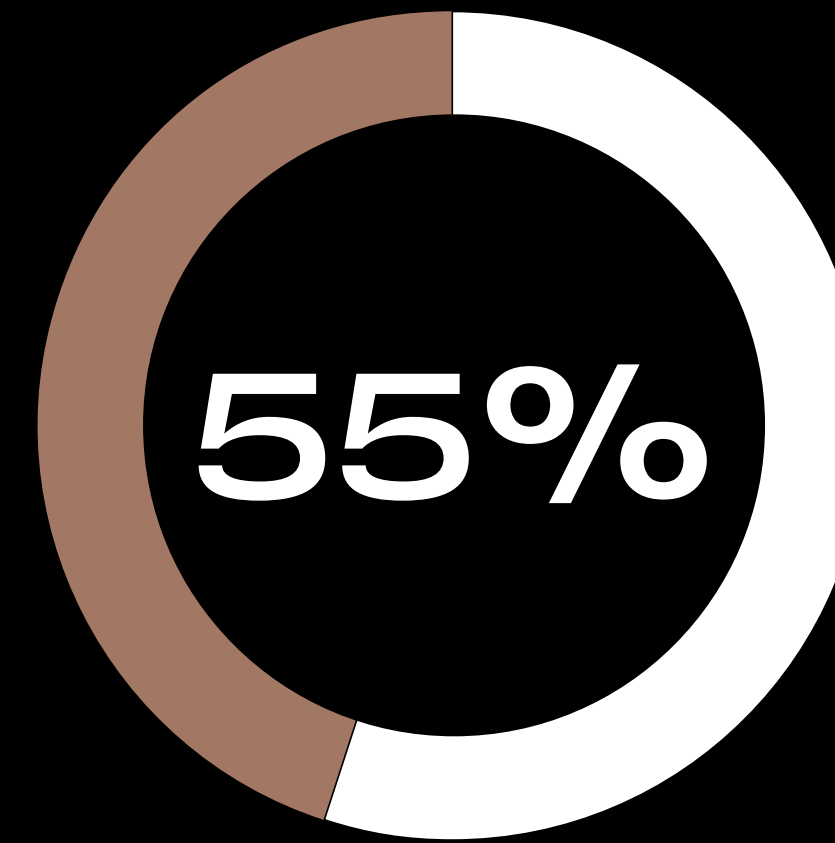
Consumers don't expect every brand to play a significant role in the future.



The expectations

Sensitivity to social issues and price concerns

Brands run the risk of losing customers due to price increases. 70% of respondents believe that some companies take advantage of inflation to raise prices unnecessarily. Yet only 20% say they remain loyal to brands even when they become more expensive during a crisis. At the same time, consumers expect brands to take on social responsibility.

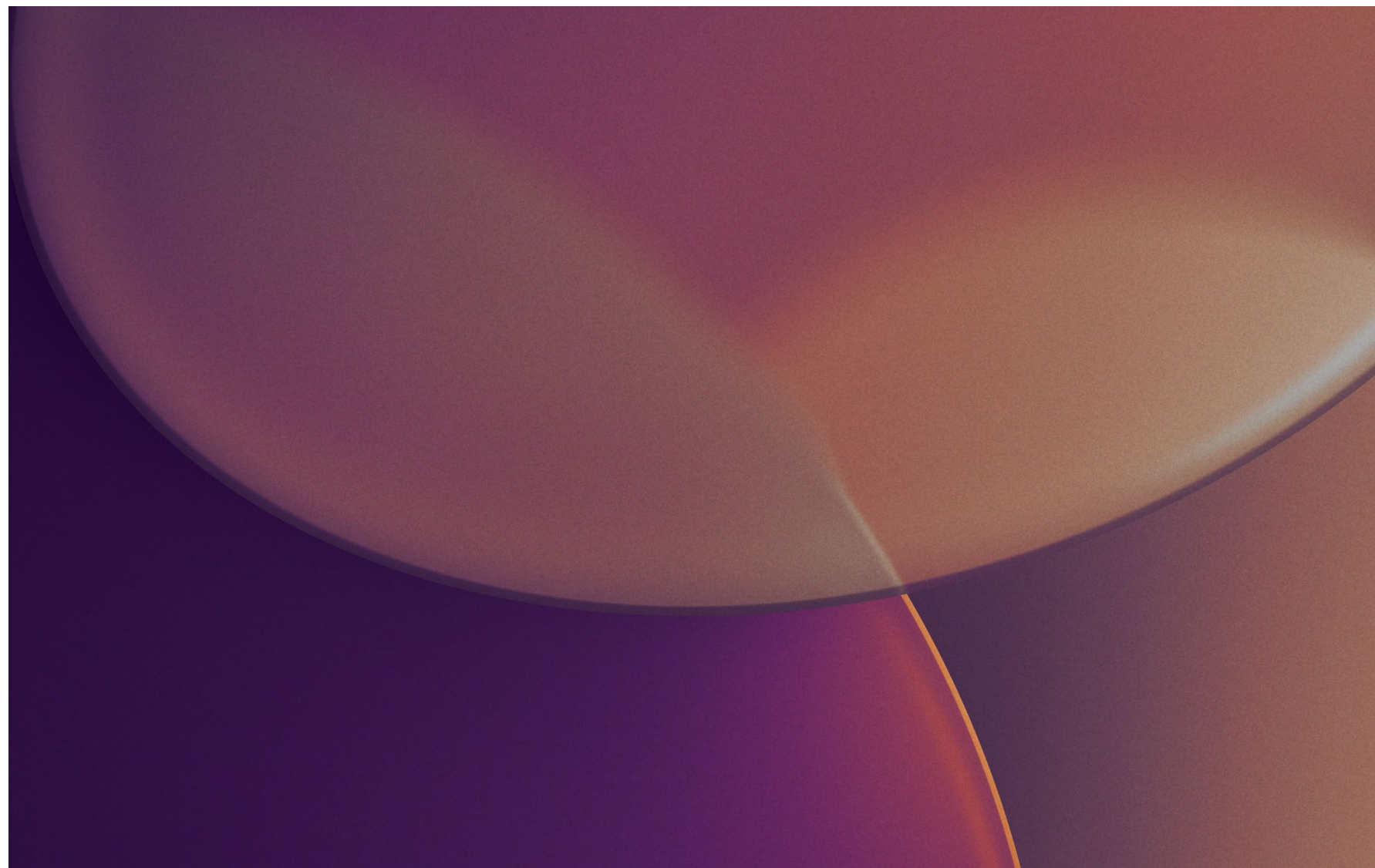


The brands: Traditional and challenger brands

The study covered 20 brands each from the food, beverage, finance, health care, and retail sectors – including brands people have been familiar with for decades as well as new, challenger brands.

100 brands

5 industries



1 FOOD:

Dr. Oetker, Duplo, Frosta, Gutfried, Iglo, Kinder Riegel, Knorr, Leibnitz, Maggi, Milka, Nutella, Oatly, Pringles, Ritter Sport, Rügenwalder Mühle, Müller, Veganz, Wagner, Weihenstephan, Wiesenhof **N = 1003 respondents**

2 BEVERAGE:

Becks, Bionade, Bitburger, Coca-Cola, Freixenet, Fürst von Metternich, Gerolsteiner, Granini, hohes C, Innocent, Krombacher, Monster, Pepsi, Red Bull, Rotkäppchen, Share, Sodastream, True Fruits, Volvic, Warsteiner **N = 1002 respondents**

3 FINANCE:

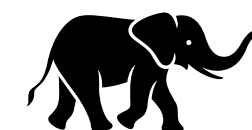
Allianz, American Express, AXA, Barmer, Commerzbank, Deutsche Bank, ERGO, HDI, MasterCard, Munich Re, N26, Paypal, Postbank, R+V Versicherung, Revolut, Sparkasse, Techniker Krankenkasse, Trade Republic, Visa, Volksbanken Raiffeisenbanken **N = 1002 respondents**

4 HEALTHCARE:

alverde, Aspirin, Axe, Balea, Blendamed, Colgate, Dove, Dr. Best, Durex, Elmex, Klosterfrau, Kneipp, L'Oreal, Nivea, Oral-B, Sebamed, Tempo, Tetesept, Weleda, Zewa
N = 1004 respondents

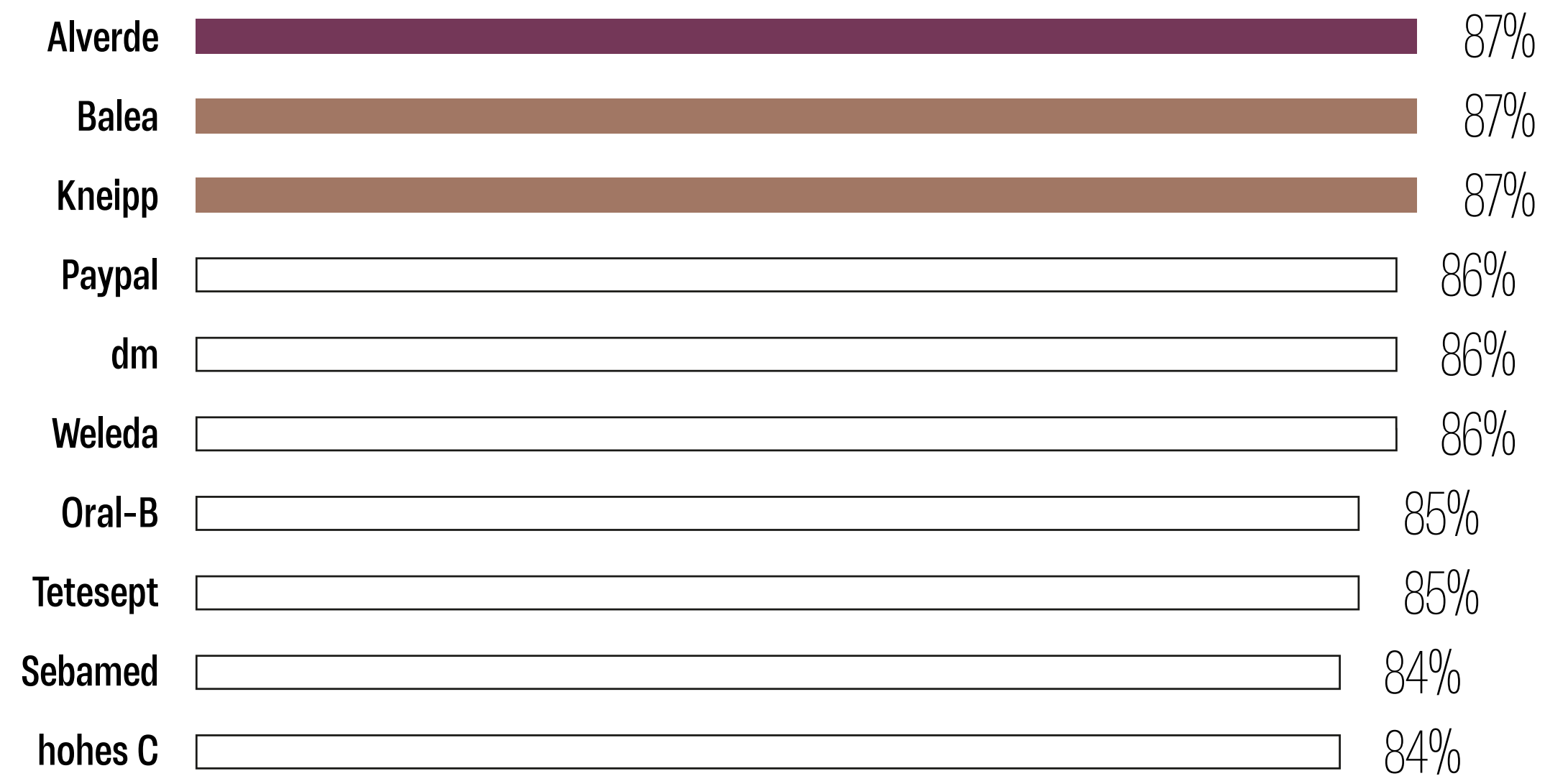
5 RETAIL:

About You, Aldi, Amazon, C&A, dm, Douglas, Edeka, H&M, Hornbach, IKEA, Lidl, Müller, Netto, Obi, Otto, Primark, REWE, Rossmann, Tegut, Zalando **N = 1005 respondents**



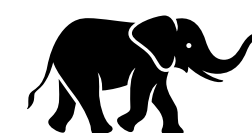
The role models today

Among the brands that are especially good at fulfilling consumers' desires are the drug-store chain **dm** and its house brands **Alverde** and **Balea**. The list of top brands also includes other healthcare brands as well as the digital payment company **PayPal**.



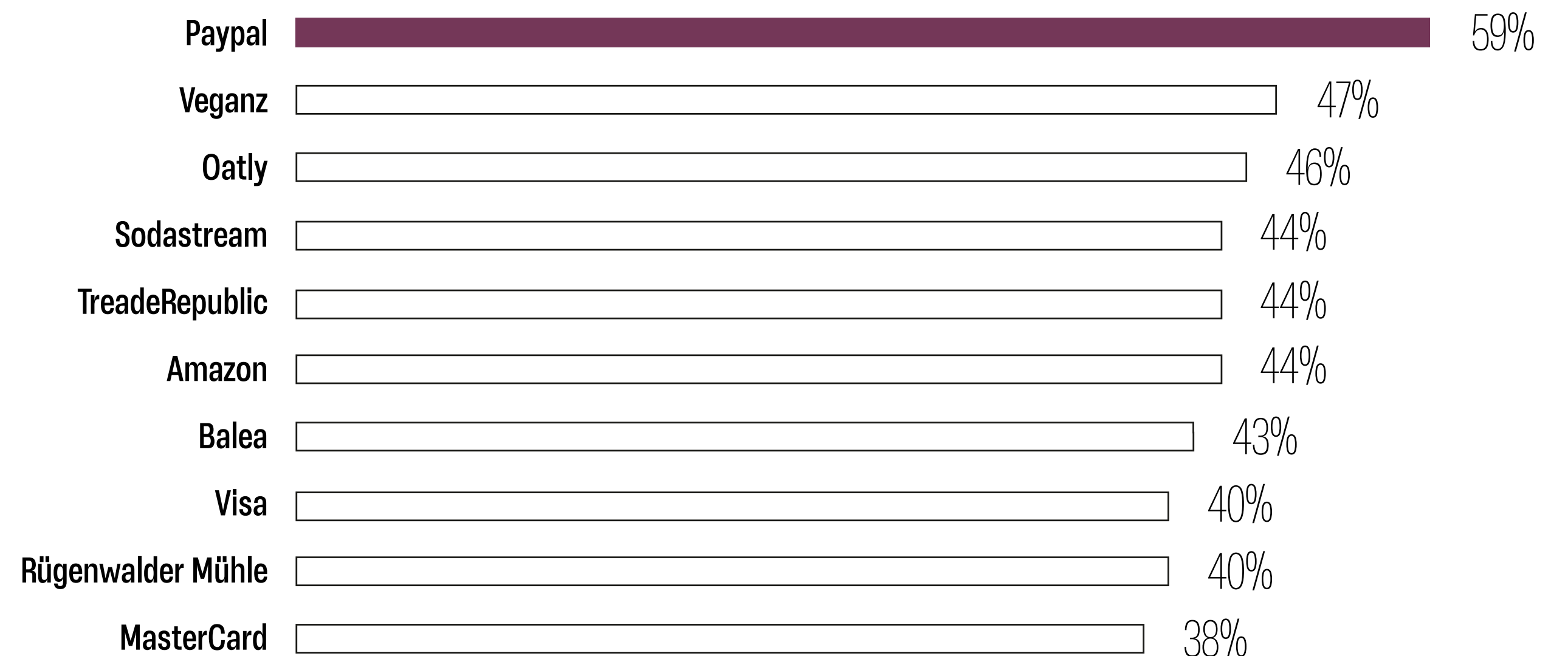
Answers for "This brand fulfills my expectations pretty well";

"This brand fulfills my expectations in an exemplary way" (Top 2 on a scale of 1 to 5)



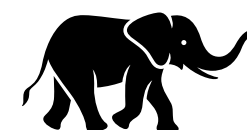
The role models tomorrow

We wanted to know which brands will be able to face the challenges of the future and remain attractive and successful in the marketplace of tomorrow, and which brands will not. Clearly at the head of the pack were financial service providers like **PayPal**, **Visa** and **MasterCard** have demonstrated how businesses can be successfully digitalized. **Rügenwalder Mühle** proves that it's possible for even a well-established manufacturer of meat products to integrate vegetarian offerings into its range.



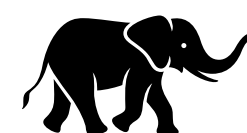
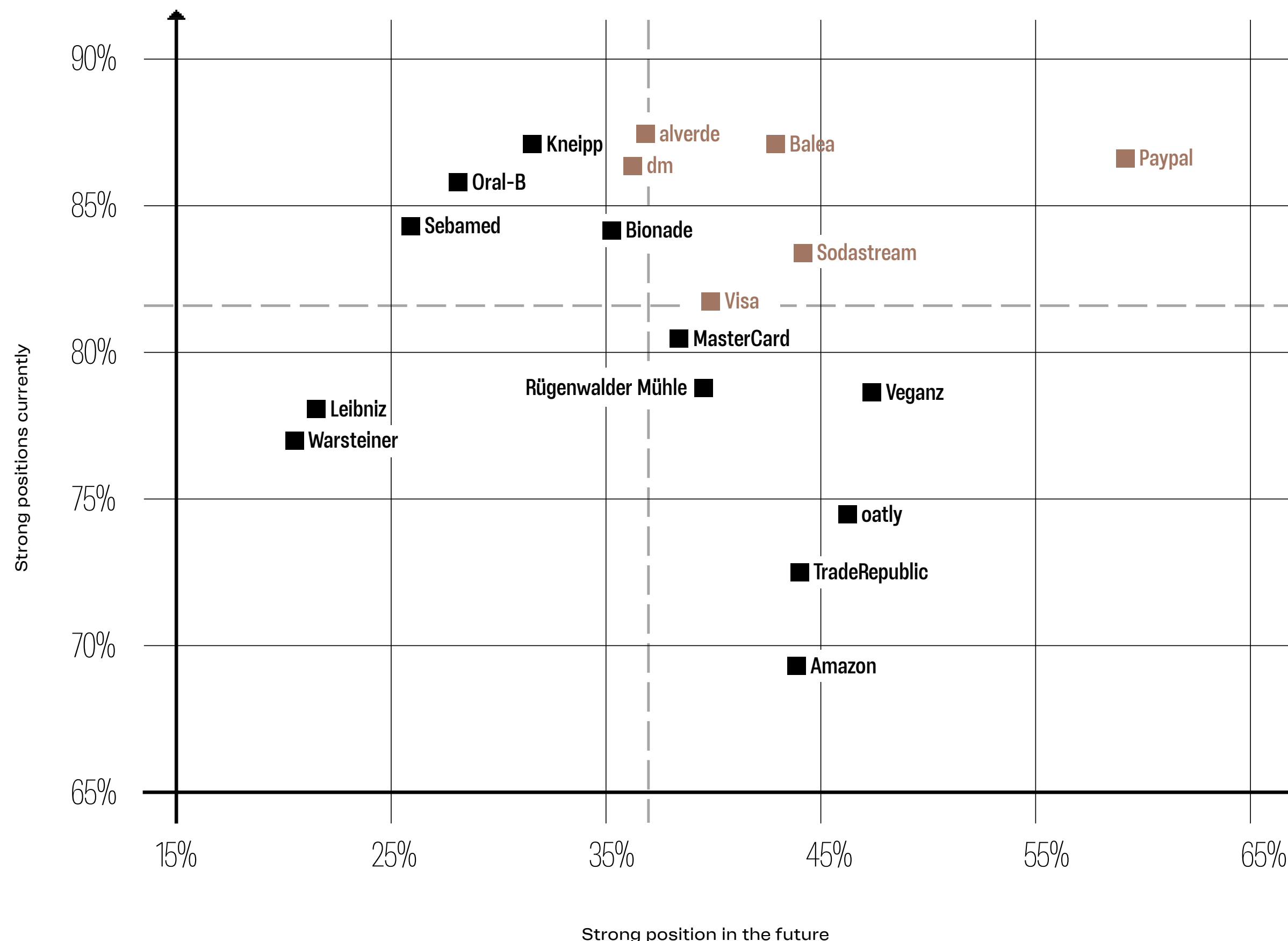
Answers for "This brand fulfills my expectations pretty well";

"This brand fulfills my expectations in an exemplary way" (Top 2 on a scale of 1 to 5)



Defending cham- pions, winners and losers

Consumers don't expect every brand perceived as strong today to remain strong in the future. These brands, seen in the upper left-hand quadrant of the graphic, include **Sebamed**, **hohes C** and **Oral-B** — a clear indication that today's successful brands cannot afford to rest on their laurels. Indeed, they should take advantage of the current momentum to adapt their portfolio and their brand identities to the ever-changing expectations of consumers.



Contact us for detailed insights about your industry or sector

This publication contains excerpts from our survey results. For more details and representative statements about each brand and sector, please contact us to arrange a personal or online meeting where you will also receive insights into the current design trends for your sector.

„Design for the Future“ reveals that brands should continue to grow and evolve, especially when business is good. This is particularly true because society's values are constantly in flux. Younger generations prioritize brands that take a clear stance on social issues, and they are also more at home on digital channels.

Would you like to learn how design can help future-proof your brand? Contact me for an analysis and presentation, with no obligation.

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