

Conclusion

CONSUMER TRENDS AND PATTERNS of consumption will undergo significant changes in Scandinavia over the next 8-10 years. These changes will affect the shopping centers and the entire retail industry immensely. Consequently, Scandinavian market places will experience a number of changes. These transformations are caused by changes such as population development, consumer generations, phases in life, the temporal development and the budgeting of time along with the zeitgeist and the economic development. These changes will create new conditions for consumption. In addition, changes in technology and consumer habits and the continued democratization of the composition of consumption, which together with the development between elite and middle-class affects consumption. Trends such as sustainability, health & well-being and global/local will also affect the Scandinavian arena of consumption in the future.

The demographic development in Scandinavia is almost the same in Norway, Sweden and Denmark. We will witness a polarization into young and senior consumers, while the middle group, families, will become smaller. This also means that there will be fewer children under the age of 10, with the exception of Sweden. Consumers will be far more clearly divided into groups than today. Young people and teenagers in one group, seniors and older parents in another. The trend starts in Sweden. Thus, the many teenagers of today will become young and free in the years to come. There will be many members of Generation Z and Generation Y in the future retail market. In ten years, the group of young parents

will decrease, which means that this group will become smaller. In particular, Generation Y as parents will become smaller. This will result in a polarization of the retail industry between the young and the elderly. For several years we have been accustomed to a median consumer, but in 10 years it will be essential to focus on different age groups.

The phases of life will be transposed in the years to come, so that teenage life is elongated and will eventually last up until the age of 30. Life as a senior will eventually not start until one leaves the job market, making seniors free and independent in a short span of time. Along with the teenagers, seniors will become the two most important consumer groups in 8-10 years.

A neglected consumer generation is the group between the so-called Baby Boomers and Generation X. This group, dubbed Generation Jones, will be a central actor as the older parents and early seniors in 8-10 years. At the same time, Generation Y starts to appear as young families, and the young Generation Z becomes the new large teenage group. The generations spread out over the following birth years and are generalizations based on the fact that research shows that generations, rather than the process of aging, are significant in determining values and sets of beliefs:

CONSUMER GENERATIONS in short

Baby boomers – born 1940-54

The large War- and Post war-generation: born in the 40ies, the '68-generation.

Generation Jones – born 1955-64

A recently discovered generation born after the boomers.

Large generation, "Jones", because they are ordinary and anonymous.

Generation X – born 1965-77

The so-what-generation, The small group after the contraceptive pill.

Generation Y – born 1978-89

The smallest because of the inclusion of women in the job market.

Generation Z – born 1990-2001

The between war generation, Cold War to 9-11, Large because of the family value revival.

New Millennium – born 2002-

The post 9-11 generation.

GENERATIONS, DEMOGRAPHY AND PHASES OF LIFE

The development progresses from family life to a new perception of work, family and leisure, because Generation Y will be redefining family life in the years to come. They give priority to family and leisure over work, but they will also establish a new family pattern, where family values will not be as salient as with Generation X.

Starting over will be a common phenomenon for Generation Jones. You quit the solid white-collar job or the CEO seat to take up new positions in the job market or start an entirely different life. Against this backdrop a new universe of consumption will arise and the first seniors of the generation will be on their way towards a new start by 2015.

2018 – Everyone under the age of 40 acts situationally or displays other types of cursory consumption. The shop as an attraction is a historical phenomenon. It is now only the composition – the mix – which is decisive. From brands to style and style nomads: The pursuit of brands is a thing of the past and instead the individual seeks to create his or her own unique style through a mix of products – this also occurs now, but in 2018 everyone under the age of 40 will follow this trend.

The values and consumer patterns, which in the years to come will be developed by Generation New Millennium, will in 10 years influence sales to the youngest teenagers heavily. This means that Wi-Fi (wireless broad-band internet) is taken for granted and a range of new values are associated with teenage consumption.

As youth consumers, Generation Z act as group based consumers, and they are the first generation of digital natives. In 10 years, everything for teenagers and youths must have online accessibility.

Over the next 10 years, Generation Y will become the new parents. So in 10 years, the new generation of parents will be citizens of the world, capable of handling a wide range of choices – fun shoppers, style nomads and eternal teenagers. They seek authenticity, but they are also zappers – been there, done that! We will witness the beginning of an entirely new generation of parents, who are willing to try everything out – just hope that the kids can handle it!

Currently, the mature parents of older kids belong to Generation Jones, however, in the years to come, they will be replaced by Generation X. Generation Jones is preoccupied with perfection, so we will witness a shift from perfection in family life to the self-absorbed and self-centered, which is part of the Generation X characteristic. It follows that self-absorption becomes part of mature parental behavior in 8-10 years. A staging of confirmation parties, 18 year birthdays and high school graduations will be the consequence of this development. Being a teenage parent will be endowed with status.

Generation Jones will be dominant among the good, rich parents with grown children leaving home. Design will be big over the next 5-7 years and will after that be transferred to the senior segment. New start symbols will be huge commodities in the next 10 years – proof of the fact that one is not at a standstill. This is followed by a gliding transition into the senior segment with a new start after the working life.

SITUATIONAL CONSUMPTION AND DEMOCRATIZATION

Turning to other trends such as lack of time and time budgeting, changes in technology and consumer habits and a continued democratization of the consumption composition, the following consequences will be apparent:

In the future, a substantial amount of people will increase their shopping expenditure while traveling, staying abroad or other periods in their life, when they have more time and can be more attentive than in their everyday life. The division into global consumers, regionalists and locals will be essential to the future customer focus and may also be viewed as a division into the elite, the middleclass and the underprivileged.

The democratization of consumption will go on, with the mass culture continuing to influence design and art. Art will be a central area of consumption in 8-10 years. Future trends will be created and developed within a wider field, undergoing a process of democratization. Trends will be created simultaneously in many different settings, and the dispersal will be more random than today. Reducing the complexity of life will be an important future commodity. We will be buying simplification, and there will be a version for the elite, the middle-

class and the underprivileged. Simplification will be available as both a material and an immaterial commodity.

In the future, luxury will be about time, attention, room & space, peace & quiet, nature & purity. The immaterialization of consumption, and the staging through consumption, will increasingly focus on these topics – both for the elite and the middleclass.

TECHNOLOGY

Factors creating situational consumption – temptation, impulse, personal offers, coincidences and randomized needs – will to a great extent take place on the internet, cell phone or other types of online, individual, portable media in 8-10 years. Web TV will become a central media factor and the individual shopping center will have its own channel on the web. Brand channels for specific brands will become a common part of the media landscape. Due to the high speed, a connection hub will be so desirable that the appeal of a shopping area will increase significantly by providing high speed access to all online services in the shopping center. Whether it is internet access in general, IP phone systems, IP video systems, GPS specialties and other new services based on the invention of new platforms, Pop-up Retail will be online in a few years. Consumers will receive offers while strolling in the shopping environment, mostly receiving the offers and information at their own request.

Customer involvement in the development of these sites will be a key part of customer service and marketing in 8-10 years both on the internet as well as in the physical world. Involvement, open source and transparency are the key words in the application of web 3.0 technology in the years to come.

Retailing will be in fierce competition with e-tail. Web based sales and delivery will experience extra growth over the coming years. The generation that shop most frequently online is Generation X, however, there are strong indications that as parents Generation Y will come to dominate online shopping. At the same time online shopping will spread upwards age wise. The transient nature of demands means that the internet, in the form that it will have assumed in 8-10 years, will be a significant competitor to shopping centers and city centers.