

Appendix A

Vision in Product Design Context Factors

A Concept and Vision for Mercedes EQ
Reimagining our Time Spent in Sustainable Luxury Cars in 2035

Thesis General Information

DISCLAIMER

This Master Thesis is written in for completion of the MSc Integrated Product Design program at the faculty of Industrial Design Engineering (IDE) at Delft Technical University (Delft, Netherlands).

Delft, April 2022

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Generation X is accustomed to a changing environment and generally better educated than their parents. [2] [trend/development/principle/state] [demographical]

Generation Yers believe they must build strong resumes and become skilled to get on in life. They believe that success comes through hard work and this external drive is what motivates them, rather than inner ambitions. [3] [trend/development/principle/state] [sociological]

Split tasking of Gen Z but also Gen Y allows them to work anywhere, but they are generally less focussed than Gen Y. This results in an increasingly blended work- and lifestyle. [3] [trend/development/principle/state] [psychological]

Both Gen Y and Gen Z are hesitant against large corporations, a general increasing distrust against these institutes is likely. [3] [trend/development/principle/state] [sociological]

As today's youth focuses more on 'who do you want to be' rather than 'what do you want to be', there is a shift in the core expression of individuals. [3] [trend/development/principle/state] [sociological]

The implications of growing up in an "always on" technological environment are only now coming into focus, and as of yet remain unclear. [4] [trend/development/principle/state] [psychological]

In a world where pressure in the working environment is ever increasing, humor can be stress relieving. [5] [trend/development/principle/state] [psychological]

All human beings want to feel good, want to do good work and be recognized for it. [5] [trend/development/principle/state] [psychological/health]

Millennials crave authenticity, and can smell BS from a mile away. [6] [trend/development/principle/state] [sociological]

Most millennials value community, and love being a part of a team. [5, 6] [trend/development/principle/state] [sociological/psychological]

People are less likely to stay in relationships that deplete or depress us, they're falling in love with ourselves first, then finding someone who magnifies our strengths and has a vision that complements our own. Thus, there is a focus and prioritisation of the development of the individual. [6] [trend/development/principle/state] [sociological]

People want to use their skills and talents to make a difference to people's lives (in other words; we want to be significant), and humans have a basic need for significance: feeling unique, important, special or needed. [6/15] [trend/development/principle/state] [psychological]

People are more and more taking education into their own hands. This way they can keep equipping themselves with the necessary skills and knowledge in today's rapidly changing and evolving societies. [6] [trend/development/principle/state] [education]

Millennials are likely to sense that most things are never black and white, right and wrong are relative terms. Opposing truths can exist simultaneously in this world of divine dichotomy. [6] [trend/development/principle/state] [sociological]

The CMC's popularity and relationships are defined by their online status, not their "cool ride" and they make all of their connections online. [7] [trend/development/principle/state] [sociological]

There is an ongoing decoupling of economies (intensified through the pandemic) and an increasing urge to act accordingly. [8] [trend/development/principle/state] [economical/demographical]

The echo chamber of social media will remain to create chasms instead of common ground. [8] [trend/development/principle/state] [sociological]

Given the tools at our disposal, smartphones, social media, and technology, we are free to create a digital narrative about who we are that might not match our physical world persona. [8] [trend/development/principle/state] [sociological]

Deep hybridity—a blend of the physical, biological, and digital worlds. Our "new normal" will be a place where these worlds mix and mingle in our daily experience. [8] [trend/development/principle/state] [demographical]

The Internet of Things (IoT). This refers to the ever-growing number of "smart" devices and objects that are connected to the internet. Such devices are constantly gathering and transmitting data, further fueling the growth in Big Data and AI. [9] [trend/development/principle/state] [demographical]

Wearables and augmented humans. What started with fitness trackers has now exploded into a whole industry of wearable technology that will continue to improve human performance and help us live healthier, safer, more efficient lives. [9] [trend/development/principle/state] [wealth/leisure]

Physical spaces – like homes, offices, and even whole cities – are becoming increasingly connected and smart. Next to this, have the continuous implementation of short- and medium-term ICT-related interventions gradually transformed the cities into smart environments.[9/28] [trend/development/principle/state] [technological/demographic]

Digital twins. A digital twin is a digital copy of an actual physical object, product, process, or ecosystem. This innovative technology allows us to try out alterations and adjustments that would be too expensive or risky to try out on the real physical object. [9] [trend/development/principle/state] [technological]

Robots and cobots. Today's robots are more intelligent than ever, learning to respond to their environment and perform tasks without human intervention. In certain industries, the future of work is likely to involve humans working seamlessly with robot colleagues – hence the term "cobot," or "collaborative robot." [9] [trend/development/principle/state] [sociological/technological]

Drones and unmanned aerial vehicles, which are piloted either remotely or autonomously, have changed the face of military operations. But the impact doesn't stop there – search and rescue missions, firefighting, law enforcement, and transportation will all be transformed by drone technology. [9] [trend/development/principle/state] [technological/demographic/wealth]

Cybersecurity and resilience. As businesses face unprecedented new threats, the ability to avoid and mitigate cybersecurity threats will be critical to success over the next decade. [9] [trend/development/principle/state] [safety&security]

Mass personalization versus micro-moments. Mass-personalization is, as you might expect, the ability to offer highly personalized products or services on a mass scale. Meanwhile, the term "micro-moments" essentially means responding to customer needs at the exact right moment. [9] [trend/development/principle/state] [economical/sociological]

The pivot from office-based work to working from home (WFH) will have long-lasting effects on business and society - particularly for those who used to work in offices. [10] [trend/development/principle/state] [sociological/demographic]

With office and home merging together - and without the commute, the water cooler and the canteen - we need 'new' spaces to help break up the working day. [10] [trend/development/principle/state] [sociological/demographic]

Education from home; as well as the challenges faced by some families, there were also advantages: more family time, improving children's digital skills, allowing them to learn at their own pace and engaging them in real-life problems - including their parents' world of work. [10] [trend/development/principle/state] [education]

Physical interaction with plants and nature is proven to be beneficial for one's health. [12] [trend/development/principle/state] [health/psychological]

Talking about your feelings can help you stay in good mental health and deal with times when you feel troubled. [13] [trend/development/principle/state] [health/psychological]

Regular exercise can boost your self-esteem and can help you concentrate, sleep, and feel better. Exercise keeps the brain and your other vital organs healthy, and is also a significant benefit towards improving your mental health. [13] [trend/development/principle/state] [health/psychological]

A diet that's good for your physical health is also good for your mental health. [13] [trend/development/principle/state] [health/psychological]

A change of scene or a change of pace is good for your mental health. [13] [trend/development/principle/state] [health/psychological]

Enjoying yourself can help beat stress. Doing an activity you enjoy probably means you're good at it, and achieving something boosts your self-esteem. [13] [trend/development/principle/state] [health/psychological]

There is a current educational and political movement to recognize the importance of social and emotional skills for personal and collective well-being. [14] [trend/development/principle/state] [psychological/education/political]

Emotions have a primitive origin. Emotion and thinking are in constant interaction, and thinking is not naturally in control of emotion. [14] [trend/development/principle/state] [psychological] Emotions play a crucial role in mental health and resilience. [14] [trend/development/principle/state] [psychological]

Individual and social differences are important for understanding emotional feeling and expression. [14] [trend/development/principle/state] [sociological]

Humans have a basic need for certainty: assurance you can avoid pain and gain pleasure. [15] [trend/development/principle/state] [psychological/health]

Humans have a basic need for uncertainty/variety: the need for the unknown, change, new stimuli. [15] [trend/development/principle/state] [psychological/health]

Humans have a basic need for connection/love: a strong feeling of closeness or union with someone or something. [15] [trend/development/principle/state] [psychological/health]

Humans have a basic need for growth: an expansion of capacity, capability or understanding. [15] [trend/development/principle/state] [psychological/health]

Humans have a basic need for contribution: a sense of service and focus on helping, giving to and supporting others. [15] [trend/development/principle/state] [psychological/health]

The more time people were confined to their home, the more serious the emotional and lifestyle problems. [16] [trend/development/principle/state] [psychological/health]

With increased bandwidth, better collaboration, and 3.2 billion people online, there are far more chances for co-creation. Now anyone can start their own movement or network, and they do. There also will be a rise in social media communities. [16/29] [trend/development/principle/state] [sociological/demographic]

Within the next decade, virtual spaces will become an integral part of our collective human experience. [17] [trend/development/principle/state] [technological/sociological]

It's easy to conceive a future where brands, not governments, drive social policy. Consumers are determining the fate of brands with their purchases. In short, brand activism makes long-term commercial sense. [17] [trend/development/principle/state] [political/demographic]

From death comes a renewed understanding of both the fragility and beauty of life. Despite the pending economic uncertainty, the pandemic will birth a new generation of visionaries, artists and creative entrepreneurs. [17] [trend/development/principle/state] [psychological]

Generation Z, born from the mid-1990s to the early 2010s, is maturing into a cohort of adults who will reward brands that have a positive impact on the environment and society, and disconnect from those that do the opposite; many older consumers are already leaning the same way. [18] [trend/development/principle/state] [cultural/demographic]

Companies and people are redefining this exclusive idea of luxury into something more like the ancient Greek concept of kalokagathia—loosely translated as “what is beautiful and good”—both for people and the planet, in this case. [18] [trend/development/principle/state] [demographic/luxury/wealth]

Gen Z wants a fully transparent and traceable supply chain, in order to consider whether to make a purchase or not. [18] [trend/development/principle/state] [economical]

Companies start to value sustainability more as a beneficial cost saving method, next to a marketing tool. [18] [trend/development/principle/state] [economical]

Luxury brands will need to create memorable experiences. [19] [trend/development/principle/state] [luxury/wealth]

Hyper-competition will be a big driver of this (the luxury brands) market. [19] [trend/development/principle/state] [economical]

One important aspect of Gen Zers is that luxury, in both expression and expectation, is a much more personal and unique affair for them than it was for previous generations. For example, a store can't just be a transaction place anymore. It has to create a unique experience to have relevance with young consumers, just like the sold product/service. [19] [trend/development/principle/state] [sociological/economical/luxury]

Rich people from China are generally much younger (25-30 is the sweet spot) than their European and American counterparts, highly-educated and sophisticated, have high expectations, and are digitally native. [20] [trend/development/principle/state] [demographic/economical]

The new generation is the first one to experience a lifestyle that's about social currency, social scores, and social recognition. This creates pressure and the desire to “escape,” and the role of luxury is to offer escapes. [20] [trend/development/principle/state] [demographic/psychological/luxury]

Successful luxury brands have the ability to connect with Gen Zers in an authentic, relevant, insight-driven, and content-focused way. Those brands will have a very precise brand story that combines rational framing with an emotional core. If a brand story isn't clear, sharply-defined, and highly-different in its positioning elements, then turning the brand expression into an experience will never work. It also won't feel authentic because authenticity requires a strong connection to a brand's purpose and values. Not enough clarity or definition in brand equity and brand storytelling is a major shortcoming for most luxury brands. [19/20] [trend/development/principle/state] [sociological/economical/luxury/wealth]

In its purest form, luxury is like a romantic relationship. It is intense and emotional. It creates desire, intimacy, and a sense of belonging. [20] [trend/development/principle/state] [psychological/luxury]

Autonomous vehicle implementation is just one of many trends likely to affect future transport demands and impacts, and not necessarily the most important. [21] [trend/development/principle/state] [transport]

Self-driving vehicles can introduce new stresses and discomforts. Travelers may experience “access anxiety” if vehicles are sometimes unable to reach desired destinations, for example, due to heavy rain or snow, or if an area lacks the detailed maps required for autonomous operation (Grush 2016). [21] [trend/development/principle/state] [transport/psychological]

Autonomous vehicles can provide independent mobility for people who for any reason cannot or should not drive. [21] [trend/development/principle/state] [sociological/transport]

Increased risk-taking. When travelers feel safer they tend to take additional risks, called offsetting behavior or risk compensation. For example, autonomous vehicle passengers may reduce seatbelt use, and other road users may be less cautious (Millard-Ball 2016), described as “over-trusting” technology (Ackerman 2017). [21] [trend/development/principle/state] [psychological/transport]

Status. Many people take pride in their vehicles and driving ability, and so may prefer to own private vehicles that are capable of human operation. [21] [trend/development/principle/state] [sociological/transport]

This analysis suggests that it will be at least 2045 before most vehicles are autonomous, and longer before they are affordable. Significantly faster deployment will require scrapping most otherwise functional vehicles that lack self-driving ability. [21] [trend/development/principle/state] [demographic/transport]

“People are attracted to religion because it provides believers the opportunity to satisfy all their basic desires over and over again. You can't boil religion down to one essence.” - Steven Reiss [23] [trend/development/principle/state] [religion/psychological]

By 2030, healthcare will be centered on patients empowered to prevent diseases rather than seek treatment. They will receive personalized health solutions in ways that are integrated seamlessly into their daily lives. All of this will be enabled by data and algorithms and provided within a healthcare system that is organized and regulated in an entirely new way. [source] [trend/development/principle/state] [health]

It is likely that the future of healthcare will be people-driven (with individuals increasingly managing their health themselves), preventive, personalized, digital, integrated into daily life, and enabled by new regulatory, organizational, and business models. [source] [trend/development/principle/state] [health]

The middle class in Asia and sub-saharan Africa will outnumber the US and Europe combined. The global economy will be driven by the non-Western consumer. [25] [trend/development/principle/state] [demographic]

The conventional layout of society changes, introducing a great sense of insecurity to younger generations. This is also due to the fact of there being a reduced certainty of funding size, sources and modes from traditional donors and a rise of new socially driven financial actors. [25/30] [trend/development/principle/state] [psychological/demographic]

Because social media provides immediate reward with very little effort required, a high percentage of internet users are unable to control how much time they spend online. [26] [trend/development/principle/state] [sociological/psychological]

Our body is physiologically rewarding us when talking about ourselves online. [26] [trend/development/principle/state] [sociological/psychological]

Social progress (the focus on human wellbeing with resources) looks like a more efficient way of reaching the UN Sustainability goals of 2030, than economic growth. [27] [trend/development/principle/state] [economical/sociological]

The continuous implementation of large numbers of small-scale projects that progressively improve the urban context looks more effective than relying upon massive urban renewal projects (Lerner, 2014). [28] [trend/development/principle/state] [demographic]

Virtually all demographers anticipate massive population growth and continuing urbanization—particularly in the third world. [28] [trend/development/principle/state] [demographic]

There will be more congestion, sprawl, pollution, exhaustion of natural resources, and proliferation of megacities and vast urban conurbations unless governments intervene to plan and regulate city development far more strictly than they have ever done in the past. [28] [trend/development/principle/state] [demographic]

Studies of sprawl and ex-urban development raise the possibility that the rate of growth in cities may slow or even that counter urbanization may occur in the future—at least in the developed world. [source] [trend/development/principle/state] [category]

Live Streaming Will Become the New Norm. [29] [trend/development/principle/state] [sociological/demographic] Ephemeral content will keep gaining popularity and video content will dominate. [29] [trend/development/principle/state] [sociological/demographic]

Social commerce will continue to expand. [29] [trend/development/principle/state] [economical] In the context of social media and internet, there will be an increasing amount of regulatory control and legal scrutiny. [29] [trend/development/principle/state] [safety&security]

The extremes of wealth and the depths of poverty that have arisen globally in recent decades provide a stark reality for leaders of government, business and civil society. [30] [trend/development/principle/state] [demographic/sociological/wealth]

Humans have a preference for reducing a small risk to zero over a greater reduction in a larger risk. [31] [trend/development/principle/state] [psychological]

Humans have the tendency to do (or believe) things because many other people do (or believe) the same. Related to groupthink and herd behavior. [31] [trend/development/principle/state] [sociological/psychological]

The changes in the perception of personal well-being that could take place in the next three decades, on a global level, depend much more on social factors than on economic ones. [32] [trend/development/principle/state] [economical/sociological]

Funny how some things never seem to lose their excitement: walking, biking, cooking, drawing and growing plants. It makes perfect sense and reminds us of how our culture emerged out of a close relationship with nature. [33] [trend/development/principle/state] [health/nature]

Jevons paradox: increasing efficiency doesn't lead to less consumption—it leads to more. [34] [trend/development/principle/state] [economical/psychological]

To truly flourish, the circular economy needs to be part of a bigger effort to tackle economic growth, wasteful consumerism and undemocratic power structures in the global economy. It needs to be geared to the real needs of all people rather than the excessive consumption of a few, and to be underpinned by more cooperative mechanisms rather than controlled by a small number of powerful companies. [35] [trend/development/principle/state] [economical]

The circular economy offers an opportunity for companies to stimulate consumption. Research has shown how companies such as Apple become certified as 'circular' companies to brand themselves as ethical and environmentally responsible, so that consumers can enjoy guilt-free shopping while being encouraged to consume more. It goes hand-in-hand with another consumption-boosting strategy—planned obsolescence. [36] [trend/development/principle/state] [economical/psychological]

Technology is amoral; it will be put to good use and to evil use. [37] [trend/development/principle/state] [technological]

With advancing technology comes the technology conundrum: balancing security and civil liberties. [37] [trend/development/principle/state] [technological/sociological]

As chips replace personal computers and even mobile devices for receiving, processing, and disseminating data, the intrusion into personal space will increase, especially after the chips become organic and are implanted into the individual's neural system. [37] [trend/development/principle/state] [technological]

As markets become interdependent worldwide and operate on a 24-hour-a-day real-time cycle, it will become difficult for many cultures to isolate themselves and live by their own customs without interference from the outside world. [37] [trend/development/principle/state] [economical/demographic]

How will humans and later trans-humans (humans with enhanced abilities via genetic manipulation and bionic implants) find meaning and worth in a world where constant surveillance reduces criminal activity while also capturing and preserving all individual faults? [37] [trend/development/principle/state] [sociological]

When Singularity does arrive, concepts such as human, free will, even life itself, will have to be rethought, and within that transformative conundrum will lie the future of the concept of public safety and its implementation. [37] [trend/development/principle/state] [technological/sociological]

A team of scientists at NeuroElectronics Research Flanders (NERF- empowered by imec, KU Leuven and VIB) found that highly demanding and rewarding experiences result in stronger memories. [38] [trend/development/principle/state] [psychological]

The most important part of a memory is the emotion or emotions it brings. [38] [trend/development/principle/state] [psychological]

Our brain is wired to turn events into familiar memories. But we can't force the process. [39] [trend/development/principle/state] [psychological]

The irony about trying (or forcing) to make memories is that we won't know the value of a moment until it becomes a memory. [39] [trend/development/principle/state] [psychological]

According to Meik Wiking (author of The Art of Making Memories), happy memories are essential to our mental health. They strengthen our sense of identity and purpose and bond our relationships. Happy memories are an important ingredient in present happiness. [40] [trend/development/principle/state] [psychological/health]

Memories of happy experiences, especially ones that involve social interaction seem to benefit people because they reshape how we see ourselves for the better (Askelund). [45] [trend/development/principle/state] [psychological/sociological]

Breathing clean air has proven to be beneficial to one's health. It can improve concentration and productivity, help slow the process of skin aging, improve eczema and hives symptoms, alleviate allergies and asthma, and even improve your quality of sleep. [46] [trend/development/principle/state] [health/nature]

Demand for clinical and counseling psychologists will increase as people continue to turn to psychologists for help with their problems. Psychologists also will be needed to provide services to an aging population, helping people deal with the mental and physical changes that happen as they grow older. [47] [trend/development/principle/state] [psychological/sociological]

Despite a shift toward shared mobility, vehicle unit sales will continue to grow, but likely at a lower rate of about 2 percent per year. Overall global car sales will continue to grow, but the annual growth rate is expected to drop from 3.6 percent over the last five years to around 2 percent by 2030. This drop will be largely driven by macroeconomic factors and the rise of new mobility services such as car sharing and e-hailing. [49] [trend/development/principle/state] [transport/economical]

City type will replace country or region as the most relevant segmentation dimension that determines mobility behavior and, thus, the speed and scope of the automotive revolution. [49] [trend/development/principle/state] [demographic/transport]

People (can) have many different psychological motives to consciously or unconsciously show off to others. These motives range amongst others from insecurity and self-doubt to the basic need for social acceptance. [50] [trend/development/principle/state] [sociological/psychological]

The shortening of life-cycles of products inevitably leads to a faster sequence of development projects. As a result, R&D departments have to reduce the development time for individual product variants and product generations. The upshot is that a larger number of variants have to be developed in a given time frame. Subsequently, products are expected to last for increasingly short timeframes, and consumers expect to update their products faster and faster. [51] [trend/development/principle/state] [sociological/demographic]

There is a nascent but growing backlash against designed obsolescence – the idea that you buy an Apple or Samsung phone, say, and expect to throw it away and get another in 12-18 months. [52] [trend/development/principle/state] [sociological]

Big philanthropy is likely to get bigger. Projections show us the very rich are likely to get even richer as their combined wealth assets increase annually. Big chunks of those assets are in the hands of philanthropists. [53] [trend/development/principle/state] [sociological/wealth]

Industry 4.0 is the bringing together of robots, interconnected devices and fast networks of data within a factory environment, basically to make the factory more productive and to execute the routine tasks that are best done by robots and not best done by humans. Industry 4.0 starts to move towards Industry 5.0 when you begin to allow customers to customise what they want. [54] [trend/development/principle/state] [sociological/technological]

Mobility on Demand concepts are seen in both the premium and mass/volume segments, but much less so in the sports and luxury segment. [55] [trend/development/principle/state] [wealth]

There is no “one and only” global mobility concept: Instead, we expect to see different mobility concepts for urban and rural areas. [55] [trend/development/principle/state] [demographic]

KPMG’s Automotive Institute still truly believes in an increasing use that reflects the sharing economy in contrast to traditional vehicle purchase. But remember: This only applies if the marginal benefit of owning a car decreases, which is more likely to happen in cities than in rural areas. [55] [trend/development/principle/state] [demographic]

The effects of human-caused global warming are happening now, are irreversible on the timescale of people alive today, and will worsen in the decades to come. [56] [trend/development/principle/state] [sociological/demographic]

The mobility systems of the future are likely to be very different from what exists in most of the world today. The individual traveler is at the heart of this evolution, so consumers will need to be open to adopting new technologies and services. [57] [trend/development/principle/state] [sociological/demographic]

Experts are evenly split on whether the coming decade will see a reduction in false and misleading narratives online. Those forecasting improvement place their hopes in technological fixes and in societal solutions. Others think the dark side of human nature is aided more than stifled by technology. [58] [trend/development/principle/state] [sociological/demographic]

21st century society has become accustomed to the newly-formed celebrities of emerging You Tube talent, Instagram "hotties" and blogging fashion and beauty mavens. Over the past several years, so-called "digital talent" have matured from being the millennial outliers of the media world to becoming part of daily life for middle America and the rest of the globe. [59] [trend/development/principle/state] [sociological/demographic]

Because technology is so closely linked with social media, never before has it been easier to target any particular demographic or measure the direct success of any influencer-based marketing campaign. They are not only the media and entertainment "pitchmen" of the 21st century, but have the capability of becoming brands in and of themselves. [59] [trend/development/principle/state] [sociological/demographic]

Consumers are placing more value on health and wellness than on material objects these days, and the definition of health and wellness has evolved. The phrase no longer refers simply to a lack of illness and disease, but to a more holistic state of being, where one's mental, physical and emotional health are in sync, and millennials are driving this mindset's growth. [60] [trend/development/principle/state] [sociological]

The concept of wellness as a luxury is about more than just being fit—it is also about feeling happy and indulging in experiences that promote well-being, and sharing those experiences with friends. [60] [trend/development/principle/state] [sociological]

Companies are now seeking to elicit a positive, emotional reaction (such as joy or excitement) through their loyalty programs and are offering rewards that customers feel are truly valuable. [60] [trend/development/principle/state] [sociological/demographic]

The 17 Sustainable Development Goals and 169 targets seek to realize the human rights of all and to achieve gender equality and the empowerment of all women and girls. They are integrated and indivisible and balance the three dimensions of sustainable development: the economic, social and environmental. The Goals and targets will stimulate action over the next 15 years in areas of critical importance for humanity and the planet. [61] [trend/development/principle/state] [sociological/demographic]

Personal luxury reached 330 B€ in 2018 expected to grow in 2018-2025 at ~3%, driven by accessories and cosmetics, while experiential luxury reached 590 B€ in 2018, expected to grow faster at ~5%. [62] [trend/development/principle/state] [sociological/demographic]

Over generations, there is an increasing interest in purchasing luxury items from collaborations. [62] [trend/development/principle/state] [wealth]

Over generations, there is an increasing consideration of resale value when purchasing luxury goods. [62] [trend/development/principle/state] [wealth]

Over generations, there is an increasing use of social media to interact with luxury brands, bloggers or social media peers. [62] [trend/development/principle/state] [wealth]

Over generations, there is a partial shift from spending on traditional luxury brands to premium, fast fashion, niche or sports brands. [62] [trend/development/principle/state] [wealth]

Millennials predicted to grow from ~32% to ~50% of the personal luxury market by 2025. 130% of 2018-25 market growth is expected to come from Millennials. Largest contributions to growth are coming from the Status Seeker, Little Prince and Fashionista segments, seeking extravagance, fun and new forms of creativity in products & brands (the new wave luxury-values). [62] [trend/development/principle/state] [wealth]

In emerging markets, True- Luxury consumers are becoming less unsure and more sophisticated, reflected by a shrinking Classpirational segment. [62] [trend/development/principle/state] [wealth]

Professionalization of the trade channels/consumer preferences for shorter ownership and sustainability/broader access to iconic, scarce products//access to luxury products at better price/quality ratio all contribute to a faster growing 2nd hand luxury market than the overall personal luxury market. [62] [trend/development/principle/state] [wealth]

Large tech companies are (virtually) constructing and contributing to the development of smart cities. They do this as a means of exploration of, amongst others, (their own) technology, seamless mobility and sustainability. [63] [trend/development/principle/state] [demographic/technological]

The latest gens are often less enamored of making large capital purchases. Even if capital is no issue, people are less eager to make purchases of which they know that the asset will drop in value the moment they drive it off-the-lot. [64] [trend/development/principle/state] [wealth]

Prior generations were led to believe that driving was fun and a form of artistic expression. The latest drivers are more down-to-earth and see driving as perfunctory. Next to this, nowadays a car equates to numerous impracticalities, traffic is becoming increasingly worse, and so driving is exasperating. [64] [trend/development/principle/state] [wealth]

FOMO strikes the car equation. You might buy a car that at the moment was the most exciting model and choice, and yet two months later something cooler comes along. Darn it, you missed out, and thus it is better to not get "stuck" making a choice at all. [64] [trend/development/principle/state] [wealth]

Contrary to popular belief, millennials don't hate cars. They hate car dealerships. [65] [trend/development/principle/state] [wealth]

Millennials were nearly twice as likely as boomers to shop for and buy a vehicle — new or used — entirely online. [65] [trend/development/principle/state] [wealth]

Many people like to validate their identity with a unique purchase. [66] [trend/development/principle/state] [sociologic]

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