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AMAZON'S #SMILEITSSUMMER TREND REPORT 2019

Amazon has commissioned **The Future Laboratory**, the world's leading trend forecasting consultancy, to identify and examine some of the coolest, happiest, smile-a-minute trends for summer 2019. The Future Laboratory has used its foresight and knowledge to identify what will make Britons smile this summer and beyond.

WHO IS THE FUTURE LABORATORY?

The Future Laboratory is one of the world's most renowned futures consultancies. With a unique blend of trend forecasting, consumer insight, brand strategy and innovation, The Future Laboratory harnesses market trends to understand, predict and adapt to emerging consumer needs.

About the author

Martin Raymond is the co-founder of The Future Laboratory and editor-in-chief of LS:N Global, an online global lifestyle news and consumer insight network for the retail, technology, luxury, food, alcohol and hospitality sectors. He has written several books, including: crEATe; The Tomorrow People: Future Consumers and How to Read Them Today; and The Trend Forecaster's Handbook, the definitive work on trends and trend forecasting.

Lavished with love. It's a great time to be a pet and it's proven that our pets' happiness helps owners destress and smile.



MILD DOG SHAMPOO

PET ENERGISE SOOTHING SKIN MUD



+188%

YEAR-ON-YEAR PAWDICURE NAIL POLISH PEN



PET WELLNESS

While Britons have always ensured their pets are happy and healthy, the lifestyles of our four-legged friends increasingly mirror those of their owners, from the food they eat to the fitness accessories they wear and the self-care they practise.

A recent survey* suggested that the role of a pet has changed from furry companion to starter child as more than two-fifths (44%) of Millennials see their pets as practice for having a baby - honing skills such as team work and financial planning.

Given the number of additional treat opportunities our pets are exposed to over the summer months – think picnics, barbecues and al fresco dining in the park – their health and wellness is becoming a major focus for the latest gadget launches. These include DogCams, CatCams, GPS locators and fitness trackers that allow us to monitor where our cats and dogs are, how far they have walked and how much they should have walked to improve their health.

'When it comes to feeding our four-legged friends we are treating them like surrogate humans,' says Raymond.

'Many of the brands we encounter in our research are developing seasonal, organic, hyper-local, even hypo-allergenic food for cats and dogs that experience allergies or intolerances from ingredients like wheat, dairy and eggs. There is still room for indulgence,' he continues. 'Recently, we've been looking at pet ice cream products, vegan-friendly dog and cat cakes, and our favourite – dog beer and rosé wine.'

Martin Raymond, The Future Laboratory

+260%

YEAR-ON-YEAR NOT IN THE DOG HOUSE DOG TREAT GIFT SETS



PERSONALISED DOG COLLARS FROM HARRINGTON MARLEY ON AMAZON HANDMADE



Owners shouldn't forget about the growing range of *pet-icures*, doggy facials, tail massages, or next-generation sleep, hygiene and skincare products that are being launched to target the £1.3bn we spend on dogs every month in the UK**.

* Study by Gale business solutions
** According to research by Protectivity



+107%

YEAR-ON-YEAR MEMORY FOAM PET BED



DOG COOLING VEST



PAWSECCO PET HOUSE ROSÉ WINE



ORGANIC VEGGIE DOG FOOD



GENIUS NICER DICER



DUO PEPPER CORER AND DESEEDER

FRESH IS BEST

come into their own, stay-at-home chefs are chopping up a storm of new ideas for summer.'

In summer 2019 we will choose more radical routes to grow our own food. Aquaponic kits in the living room, DIY vertical farms in the kitchen and flower-box fields (supersized window boxes to the uninitiated) are now being built, bought or customised from other household cast-offs, so that fish, plants, herbs and vegetables can be harvested in the home.

It's not just fresh foods that will play an increasingly important role in keeping us happy this summer. All things fermented are about to get a lot hotter and fizzier as people seek healthier alternatives. Prepare your digestive system for koji, kvass, Jun tea (kombucha 2.0) and tempeh, a patty made from cooked soy beans from Indonesia.

Sour will become the new sweet in 2019 with the rise of fizzy, non-milk-based kefir drinks made from a range of nuts including macadamia, cashew, almond and coconut.

TOP CULINARY ALEXA SKILLS

- VITALITY
- KID CHEF
- ATUL KOCHHAR'S INDIAN FOOD RECIPES
- BBC GOOD FOOD



TOP PREDICTED TREND

AQUAPONICS KIT



ECHO SHOW



+554%

YEAR-ON-YEAR BEES WAX WRAP



BELAZU ZHOUG

Alongside the now familiar spirals courgette, watch out for the introduction of chiffonade spinach and finely julienned carrots, while beans, aubergines and purple kohlrabi, once pushed to the side, take centre plate as we mince, stuff and dice them in place of meat.

Get ready for a comfort food revolution. In summer 2019 the kitchen will become the heart of the home once more. When it comes to choosing ingredients, people care less about what they look like, and instead are taking comfort in knowing what they are, where they come from and that they are fresh.

'Freshness will be the biggest thing in food this summer,' says The Future Laboratory co-founder Martin Raymond. 'We are taking comfort from buying, cooking and eating the kinds of wonky vegetables we previously discarded. Now, as raw foods, plant-based cuisine and hyper-local veganism



+676%

YEAR-ON-YEAR BEGINNERS CHEESE MAKING KIT

SELF-WATERING POTTED HERB KEEPER



+206%

YEAR-ON-YEAR PRE GROWING GROW YOUR OWN FRESH WHITE MUSHROOM



With this summer predicted to be one of the hottest on record, we can expect Britons to forgo the garden party in favour of quirky activities to bring friends and family together.

While there has been a lot of focus on AR, VR and mixed virtual reality (XVR), according to The Future Laboratory research, our love for the big screen will continue to grow.

'Experiences such as Secret Cinema and Movioke (where we sing along with our favourite musicals) have whetted our appetites for immersive, big screen entertainment. Add to this the proliferation of everything from al fresco projectors and sound systems to their pocket sized counterparts, and this summer is ripe for cinema to reclaim the great outdoors.'

Martin Raymond, The Future Laboratory

TOP PREDICTED TREND

OUTDOOR HOME CINEMA VIDEO PROJECTOR



ECHO PLUS



AMAZON BASIC FIRE PIT



UUNI PIZZA OVEN FROM AMAZON LAUNCHPAD

Al fresco fun



+527%

YEAR-ON-YEAR LED STRING FAIRY LIGHTS FOR INDOOR AND GARDEN SETTINGS

Early research for Amazon.co.uk by The Future Laboratory suggests that vintage drive-ins will be big for 2019, with classic cars taking pride of place alongside classic films featuring equally quirky vehicles like those in Chitty Chitty Bang Bang, The Love Bug, Genevieve, The Great Race and Monte Carlo or Bust!

Visit Amazon.co.uk and look at the growing number of outdoor or daylight LED screens that brands are bringing to market for those of us who want to watch the footie or tennis outside, and you can see just how al fresco screen crazy this summer is going to get.



TOP PREDICTED TREND

FOLDABLE INDOOR AND OUTDOOR SCREEN

+497%

YEAR-ON-YEAR ULTIMATE EARS WONDERBOOM SPEAKER

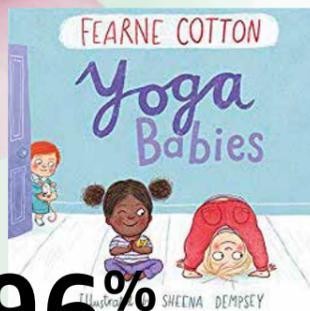


FIRE TV STICK 4K WITH ALEXA VOICE REMOTE



A suggestion of some Amazon Original TV series and exclusive content available on Prime Video in the UK:

- Good Omens
- The Boys
- Live Tennis including the US Open
- Chasing Happiness – The Jonas Brothers' Documentary
- The Marvelous Mrs Maisel



+196%

YEAR-ON-YEAR
YOGA BABIES

Working out together not only builds bonds, but makes us more motivated and committed to our fitness programme. This improves the effectiveness of our workouts and our overall sense of happiness and wellbeing.

'There are now communities built around an increasing range of activities, including climbing and fell running, where members support each other off the track as well as on it,' says The Future Laboratory's Raymond. 'Huge numbers of offices are introducing exercise classes in the workplace pre-, post- and during working hours.'

FRISBEE



FIT-FAM

As social connection becomes more important to wellbeing and happiness, we expect to see a rise in social communities with fitness at their core in 2019.

The Future Laboratory's researchers are already identifying emerging communities when it comes to fitness: 'Holistic Athletes' comprise early adopter families who work out to improve their collective health; 'Upstreamists' are replacing fad diets and exercise regimes



+223%

YEAR-ON-YEAR
BOXING SET

with more realistic alternatives; and 'Neo-kindlers' are bringing together friends and other families to form their own 'family' groups to support each other when exercising.

It's not just adults that are driving the trend. A number of independent fitness brands are tapping into the emerging young family market with studios that offer child-friendly classes, mindfulness training across all generations, and multi-discipline yoga that allows grandparents, their children and their children's children to take part in intergenerational classes.

Workouts like this don't just improve your children's health, they encourage us to smile and feel good about ourselves. According to research from Public Health England, 79% of parents in England with children aged 5-11 say that their kids are happier and 72% say they are more confident when they exercise.

+133%

YEAR-ON-YEAR
WEERIDE PRO
PILOT ALUMINIUM
TAGALONG
TRAILER BIKE



TENNIS RACKETS

+204%

YEAR-ON-YEAR
RAM CRAZY JUNIOR CRICKET SET

+345%

YEAR-ON-YEAR
GRIP STRENGTHENER

TOP PREDICTED TREND

KIDS' YOGA MAT

According to Amazon Music data, the number of people listening to fitness playlists has doubled year-on-year.



When it comes to documenting travel, a generic beach shot just doesn't cut it anymore. Digital nomads and Generation Z travellers are coming up with increasingly creative ways to save and share their travel experiences, including short films, instant cameras and even old vintage cameras to challenge the filtered, highly manicured version of the city landmark selfie.

Martin Raymond, The Future Laboratory

TRAVEL AND CULTURE GUIDES



+164%

YEAR-ON-YEAR SENNHEISER OVER EAR NOISE CANCELLING WIRELESS HEADPHONES



+571%

YEAR-ON-YEAR ESSENTIAL OILS TRAVEL SET

TOP PREDICTED TREND

4K HDR CAMERA DRONE



'FLY-AND-TRY' TRAVEL

The traditional family holiday is changing. Gone are the days of two-week fly-and-flop Grecian getaways, as this summer becomes about fly-and-try travel that is designed to get travellers out of their comfort zones and experience new ways to test their physical, mental, spiritual and intellectual reserves.

The Future Laboratory co-founder Martin Raymond says: 'We're looking to come back from our holidays with much more than a tan. The one-size-fits-all summer holiday has made way for bespoke personal adventures where we learn more about ourselves and different cultures, experience new things and take unusual trips to extraordinary places.'

'In today's world of influencers and social media, true discovery is harder than ever, and no one wants to feel like a tourist. Genuine exploration is about getting under the skin of a place and getting to know its people and their stories in a truly authentic way.'

According to research by Amazon Kindle, a third of people in the UK read to give them a greater understanding of other cultures and societies, which could explain why one of the hottest trends in hospitality for 2019 is the return and rise of the library. Hoteliers are replacing turn-down pillow chocolates with page-turner books and converting conference suites into libraries, reading rooms or mental-chill-out hubs, where Kindles, books and pens, pencils and writing paper sit side by side.

Answers to 'What did you get up to on holiday?' are about to get a lot more interesting

+561%

YEAR-ON-YEAR INSTAX MINI 9 CAMERA



+110%

ADVENTURE BACKPACK



KINDLE PAPERWHITE



FIRE 7 TABLET

TOP AUDIBLE PODCASTS FOR SUMMER

- THE KURUPT FM PODCAST (EXCLUSIVELY ON AUDIBLE THIS SUMMER)
- THE BEAUTIFUL BRAIN
- IT BURNS
- HYSTERIA!



GRID-WORTHY GAFF

Summer is jam-packed full of Instagrammable moments, from lush garden scenes to festival backdrops and beautiful beachside shots.

This summer, as more Britons entertain from their own spaces, watch out for the trending term home-tainment (entertaining at home), encouraging us to transform our homes into grid-worthy seasonal scenes.

With the #homeinspo hashtag gaining more than 3.5m impressions on Instagram worldwide, more people than ever are opening up their homes online to show friends and followers how to home-make interior trends as well as follow them.

As Britons increasingly visit the Mediterranean and North Africa*, statement lighting, textures and Instagrammable pieces such as cocktail trolleys, conversational snugs and pyjama pits will add impact to our homes and drive likes.

Technology remains a big trend for happy home-makers as AI, such as Amazon's voice assistant Alexa, and 'humanware' products that use smell, taste, touch, sound and vision turn the home into a multi-sensorial wonderland.

Trend forecasters predict wallpaper that hums, emitting frequencies that help people relax, sleep better or destress in the same way that a sound bath might; fridges that blush, changing colour to notify owners when their food's going off; and even brain wave machines that enable you to smell colour or see sounds, are expected to move from the laboratory to the sitting room in the not-too-distant future.

Summer 2019 is set to be the pinkest ever as fabrics, furniture and wall paints get a Pantone 16-1546 coral pink Colour of the Year makeover.

* Mark Tanzer, Chief Executive of ABTA (April 2019)

Even the more mundane aspects of home improvement are sparking smiles amongst Brits – like organising the kitchen pantry or folding t-shirts, both proving popular on Instagram, with thanks to the rise of glossy domestic influencers.



CORAL PINK CUSHIONS



MINI ORANGE TREE



TOP PREDICTED TREND

PORTABLE SMART TABLE
BLUETOOTH SPEAKER



PORTABLE TRIPOD



BED THROW



CERAMIC VASE



TEA AND COFFEE TINS



COCKTAIL TROLLEY



+226%

YEAR-ON-YEAR
INDOOR PLANT MIX

You can find all these products and many more to make you smile this summer on the **Amazon.co.uk #SmileItsSummer** store, home to all your summer essentials.

www.amazon.co.uk/smileitssummer

For more information please contact AmazonSummer@theacademypr.com

Amazon.co.uk sales figures are based on comparison data from the following time periods:
1st June to 31st August 2017 vs. 1st June to 31st August 2018 (1)
14th April – 14th May 2018 vs. 14th April – 14th May 2019 (2)