

CONSUMER BEHAVIOR & MARKET RESEARCH

2022

# The G-Ometer Report

**Charting the characteristics, contours and contradictions of  
the culture.**

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# In 2020

Covid stopped  
the music.

# During 2022

we will be  
searching for a  
new rhythm.



# O1 Trend

2022 will be a time to reassess, rearrange and re-imagine lifestyles and business styles.

There are and will remain many open questions, unresolved tensions and disrupters including dangerous weather, threatened borders, players plotting for power and new as yet unknown pandemics.

But worldwide, miraculously, Millennials and younger generations remain enthusiastic and on a full speed ahead course.

**Micro segments rule.** All marketing and operations must be highly targeted to micro segments. Every consumer has their own unique story. Abandon a mass marketing approach. Find your audiences and speak directly to them. The culture and marketplace is highly complex. While simplicity and organization are popular, the world is becoming more complicated with no end in sight.

# Trend 02

To progress, employees must be technology savvy AND have improved social skills

and the ability to understand customers across global multi ethnic and multi dimension markets. This requires

collaboration, creativity and teamwork. High level social skills will need to be paired with increased knowledge and

learning to truly grow as a productive worker.

Trend 03

The Infrastructure bill will be very good for a broad base of the USA. It will deliver real work resulting in physical accomplishments in the USA. In other business sectors, new work styles are emerging.

Thanks to new tools, achieving “balance” does not mean working less; it means working “better”.  
**Eventually hybrid schedules will solidify but hard work will not become obsolete.**

**Trend 04**

# 05

## Trend

New products including micro payment services such as After Pay, Klarna and Affirm and virtual currency such as Bitcoin and NFT will flourish. Finance and “the market” continue to dominate.

# 06 Trend

that represent safe harbors outside the political divide are video streaming, gaming, entertainment and sports.

Do not underestimate the importance of security in all aspects of the culture from product safety to weather emergencies and national security. It is a growing concern that will affect all areas of customer experience and political attitudes. Areas



Health, medicine and education will change dramatically because the old models cannot be sustained; they are too expensive or are no longer working. The great universities and hospitals will innovate. They will again become growth sectors for the economy and a beacon for overseas students and patients.

**Trend 07**

**Mental health concerns and maladies are growing,** but access to remedies and mental health professionals continues to be limited with more and more patients in crisis. This will be an ongoing challenge for the future.

**Trend**

**08**

Personal wealth reigns supreme and more than any characteristic will drive marketing expenditures.

Relocating internationally will begin to be a viable alternative lifestyle for many with the ability and means to do so.

**Trend**  
**09**

## **TARGETED CONTENT IS KING.**

Business as usual will never return to the old score but brands will continue to anchor commerce, to be master story tellers and to teach us to dance to a new rhythm.

# Trend10

# Change happens **fast** and is often organic.

**ACTION REQUIRED:** understand your brand's culture clues and your customers' triggers; discover how your customers really see themselves and what really motivates them to purchase and to advocate for your brand. Institute targeted, in depth, innovative market research including cutting-edge quantitative analysis. Hire category experts to probe qualitative insights and User Experience practitioners to find the winning drivers for your brand and its many segments. Keep your ear-to-the-ground.

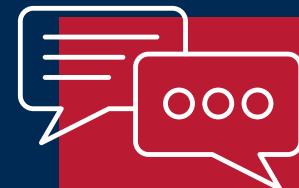


# Ask Judy



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