



Five tips to stay ahead of Australian consumer trends in 2025

Vypr

Emerging trends offer big opportunities, but only if you can separate true shifts in behaviour from passing hype. These five tips will **help you navigate fast-changing consumer preferences** in the Australian market, turning trend noise into clear, actionable direction.

1. Monitor how **core values** are evolving

With the current cost-of-living crisis, consumer preferences, values, and habits are changing. It's important to **look beyond the surface-level** indicators and explore how consumer values are being reinterpreted by different groups over time.

Using insight tools that allow you to **target specific demographics**, while offering results that are visual, filterable, and easy to interpret, can help you understand how changing consumer sentiments can affect their view on your brand or products.



Think of it like this:

What qualifies as "sustainable" or "healthy" today may look quite different from 12 months ago, impacting which claims, ingredients, or formats feel relevant.



2. **Validate trends** in your own market

Global trends can offer useful inspiration, but they don't always translate directly to the local market. Testing early helps to **understand what actually resonates** with your audience and where there may be key differences in perception or behaviour.

Using consumer preference **screening** tools can help you assess relevance and intent across different demographics and products, helping you find what consistently resonates with your audience.



Think of it like this:

Interest in plant-based formats might persist, but the appeal may hinge on ingredient simplicity, nutrition, or taste that are specific to Australian consumers.

3. Zoom in on generational divides

Traditional assumptions about **age-based behaviour** are no longer enough. Generational responses to trends are shaped by factors like economic pressure, cultural exposure, and shifting priorities, often in surprising ways.

Using tools that allow you to use **qualifier questions** to easily screen for behaviours, attitudes or needs to reach exactly the right people and uncover richer insights that traditional profiling can miss.



Think of it like this:

Younger consumers may be more driven by global influences, while older shoppers may be re-evaluating long-held brand loyalties due to rising costs or health needs.



4. Understand your brand's role in the trend

Having a platform that allows you to identify whether your brand or products are a good **fit for a trend** is beneficial. But a platform which does that and also allows you to be responsive with a swift insight turnaround is great.

Not every brand is suited to participate in every trend. Before acting, it's important to assess how well a trend aligns with your **brand's positioning**, consumer expectations, and strategic direction.



Think of it like this:

A popular trend may be gaining traction, but if it doesn't align with your brand's credibility or heritage, it may be better to miss out or adapt messaging to align.

5. Follow behaviour, not just hype

It's easy to be swayed by headlines or emerging language in the market, but **strong trends are reflected in consistent consumer behaviour**. Prioritise what people are actually doing and not just what they say or share online.

Using tools that mimic real-life buying decisions can give you a clearer picture of whether consumers will actually act on a trend. This can be done in a variety of ways, such as using a **pricing analysis** to see how much your target audience would pay for that trending product, then translate that into margin, revenue, and profit clarity.



Think of it like this:

High social interest might suggest curiosity, but unless it translates into trial or repeat purchase, it may not be a trend worth backing.