



Staying Trendy:

TRENDSPOTTER

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GSK Consumer Health

Our Purpose:

**To deliver everyday
health with humanity**

Our mission in





TRENDSPOTTER



Creating an MVP

What is a trend?

Emerging ingredients

Sustainability

New formats

Technology adoption

Changing category expectations

Mental vs. physical health

Competitor innovation

Population changes

Shopping behaviour

Changing category definitions

Lifestyle changes

Cultural shifts

Diversity

Consumer 'hacks'

Consumer attitudes



‘Stakeholder engagement’ is not enough



Go slow to go fast

Shedding light

- 50+ reports reviewed (internal and external)
- 70+ Millions of social posts
- 15 external experts
- 20+ internal experts

Foundational Trends

To provide a framework
of understanding



Always On Tools

To spot signals of change



Social



Search



Outside In



**If you build it,
they will
come?**

Managing the backlog



Creating impact



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