



Trend Analysis for Future-Proof Strategies

Studying trends motivates companies to act in order to set the right course for the future.

The goal of trend analysis is to derive strategies and innovations from relevant trends in the market. Such trend-based strategy and innovation developments aim for the identification of new business fields as well as the determination of concrete product and service ideas for future markets.

We create a foundation of expertise and facts by taking into account long-term developments, the so-called Megatrends, as well as the analysis of the signals in the direct company environment.

Our wide network including thought leaders and professionals gives us the opportunity to bring a variety of perspectives and experiences into our analysis.

The approach includes the following two main areas:

1. Company-related research: Trends relevant to the company and its objectives are identified and analyzed in relation to the industry. For this purpose, relevant media and currently published studies are evaluated and supplemented by targeted surveys of customers, experts etc.
2. Results developed in the research are discussed with the customer in agile workshops and further developed to answer the pertinent questions.

“The task of trend analysis is to provide orientation and decision-making aids for the management of a company.”



Dr. Carolin Matouschek | Enabler & Director of Market Research

Carolin is a market research expert and enabler with experience in developing growth strategies for a wide range of clients. With her structured approach to dealing with complexity and her deep understanding of technology trends she quickly gets to the heart of key insights and delivers pragmatic and concrete solutions. → [in](#)

Ready for the next step? Contact us for an informal exchange at [+49 89 44499 0720](tel:+4989444990720) or book us [here](#).