

## Hot Trends For 2009

A hurricane in Ohio. Wall Street giants turning to dust. Massive government programs in distress. Election year slamming in full stride. Wow! Do we ever need something to look forward to...

Here in bullet-point fashion are trends that could become hot items or jobs in 2009:

### Green

*We are willing to spend more today for green products or socially important things...biggest targets for green...millenials (ages 20-28)*

Bamboo...quick to replenish itself...dishes, furniture, clothing

Recycling/green consultants

Green janitorial supplies

Green construction & design/green interior designers

Windmills

### Food

Fancy gourmet chocolate is booming!

Bacon...additive food of the year (Bacon in ice cream is delicious?)

Vegetables...*only 1.5% of us identify as vegetarian, but many want more meatless meals*

Salad bars are back

Functional foods (adding vitamins to water, wheat-free foods for gluten allergies)

Gourmet meals on wheels (Upscale Roach Coaches!)

User-friendly chicken...wraps, tortillas, bite-sized

Locally grown foods

### Booze

Beer...craft beer, microbreweries, organic beer

Upscale liquor stores

Wine...*a \$30 billion industry that is no longer only French, Italian or Napa Valley...lower priced wines from everywhere, wine in boxes, "green" wine*

Tequila...the new flavored alcohol of choice

### Kids & Teens

*Since 1988, 4 million new children born each year...*

College planning services

Services that focus on children with special needs, with autism (October is National Disability Awareness Month)

#### Tutoring

HS athletics...team wear, personal trainers, team travel planners, recruiting web sites with good generic information about education, scholarships, etc.  
KGOY (Kids Getting Older Younger)...toys, clothing, plus-size hip clothing, Disney licenses, Mattel make-up for little girls, Hannah Montana is out, Demi Lovato is in

#### Weddings

*26 is the average age for women getting married for the first time.*

*Women getting married for the second time no longer settle for a modest stand-up before a JP.*

They all want dresses, catering, planners, parties, places, florists, photos  
“Green” weddings...recycled wedding and bridesmaid gowns

#### Desserts

Paleta...Mexican ice pops in unique flavors

90% of US households still want ice cream

Cup cakes...really big, really mini

Unsweetened frozen yogurt with toppings...W Coast chains include Red Mango and Pink Berry

Chewable ice...see [www.icechewing.com](http://www.icechewing.com)

#### Aging

*Fastest growing segment is 85 and over (growing from 4 million to 7 million). 65 & over will double in 10 years.*

Household products,

In-home medical care,

Transitional services,

Medicare research

Focus on those with Alzheimer's

Adult day care

ID's for last two above

Brain challenges

#### Men

Upscale barber shops, spas...30% of day spa customers are now male

Personal care items

Home grooming products

Anti-aging products  
Jewelry...watches, sunglasses  
Cookware and utensils for men who are cooking more  
Grilling...now a year round activity

### Women

Buying direct  
Big necklaces  
*If Obama wins*, Michelle will set trends a la Jackie K  
Anti-aging  
Yoga and yoga clothing  
Whatever is the “in” color...see [www.pantone.com](http://www.pantone.com) or  
[www.fashiontrendsetter.com](http://www.fashiontrendsetter.com)

### Pets

*We spend \$2000 annually on a dog, \$1200 on a cat.  
Will spend more!*

### Cuba

*If/when embargo falls...Cuban tourism and arts will be huge*

### Latinos

*46 million (15% of population today); will triple by 2050  
Majority will be in their 20's  
Quinceaneras...celebration of girl's 15<sup>th</sup> birthday*

### Most unusual...tours of foreclosed homes

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