



JEN WHYLEY - SENIOR MARKETING MANAGER 01 FEB 2018

Annually, Mintel release its Consumer Trend predictions for the year ahead, at their annual Big Conversation event. In the North, it is held at our Manchester office and welcomes guests from a variety of local businesses.

[This year's predictions](#) were particularly thought provoking and extremely relevant to the comms industry and current affairs.

As always, Mintel's Senior Trends Consultant, Richard Cope had guests glued to the presentation with his four key topics; Shareholders, looked at data and the new GDPR legislation coming into play in May 2018; Teenaiders delved into the social pressures causing mental health issues for today's youth; Accountants, explored trust, transparency and accountability for businesses and the rising expectations from consumers; and Sea

Change revealed just how much of a negative effect ocean pollution in the form of plastic packaging is having on us and our world.

As an added bonus, our very own COO, Chris Broadbent joined Richard as a guest speaker to discuss how we, as an industry should be accountable for our actions given these issues are so prominent.

It was a very impactful event with some hard hitting facts, however each topic area gave us, as both consumers and members of the communications industry, some very interesting and helpful takeaways.

If you would like to see the full report, please click [here](#).

Here are some helpful tips from Mintel to reduce your everyday contribution to ocean plastics:

- 1) Opt for goods in paper rather than plastic packaging
- 2) Give up take out coffee cups – or at least the lids
- 3) Stop using straws
- 4) Stop buying plastic bags and bring your own bags or use a tote bag
- 5) Use jars and containers instead of cling film/plastic wrap
- 6) Drink from a reusable water bottle

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