



2024 Trends January 2024

By Linda Rink, President, RINK Consulting

It's January, and time for my 2024 trends list! Here are six of my favorites in the business and consumer arenas.

1) **Generative AI.** What's on everyone's mind? **GenAI!** Here is just a sampling:

"As generative AI finds its way into more of the applications we use every day, from search engines to office software, design packages and communications tools, people will come to understand its potential." [Forbes](#)

"GenAI will also bring about a renewed focus on brand reputation, the need to address data quality and reliability, and a desire for human interactions—like live events—as a counterbalance to AI-driven campaigns." [Insider Intelligence](#)

2) **Social Commerce Boom**

In 2024, social media will play a bigger role in consumer shopping habits, says [the Association of National Advertisers](#). *"Social commerce will become even more integrated with features like in-app purchases and shoppable posts, making it easier for consumers to purchase products directly from their social media feeds."*

3) **More than Money**

Globally, value will pre-empt price. [Intel's Global Consumer Trends 2024 reports](#): *"Consumers will reassess what matters most to them, affecting not only what they want and need, but their perception of what constitutes value... As budget pressures force tighter trade-offs, consumers are becoming more realistic in their search for value as they strike a balance between quality received and cost incurred."*

4) **Sustainable Technology**

Companies and organizations trying to achieve their net-zero goals will seek new solutions for sustainability, *"whether it's producing more environmentally sound manufacturing methods or establishing green practices for the entire workforce."* [Blueprint](#).

5) **Food: Snacks all the time!**

[The New York Times](#) says: *"Meals are so 2023. Next year will be all about snacks."* In addition to new and interesting quick bites for your own dinner, create "snack boards" with a collection of fruit, dips, or cheeses – an easy way to entertain.

6) **Color of the Year: PEACH FUZZ**

[Pantone's 2024 Color of the Year](#) is a soft shade that reflects the *"need for some quiet, some peace, some respite,"* says Leatrice Eiseman, Executive Director, Pantone Color Institute.

- Interestingly, the Specialty Food Association says **peach** will be a big flavor and ingredient in 2024 – perhaps not a coincidence?



For more details, be sure to click on the links provided.

Need help identifying trends in your industry? Contact me at lrink@LindaRink.com.