

Brands and consumers have gone through countless ups and downs in the last few years and uncertainty continues to reign. It is against this backdrop that brands are peering into the year ahead, trying with all their might to anticipate coming opportunities and challenges and be ready to adapt to both in real time.

14 TRENDS THAT WILL DEFINE MARKETING IN 2023

Here are 14 trends we predict will impact marketing in the coming year.



01 / The Big Spending Pullback

As many consumers continue to feel the squeeze economically, their inevitable response will be to tighten budgets across the board. Look for spending on groceries, travel, entertainment and treats to be most impacted.

02 / Discretionary Spending Endures

Work in progress: Consumers will be redefining in real time what constitutes a "need" vs. a "want." They will still want to purchase things for their home and their family. Expect a balancing act as people seek value and prioritize needs.

03 / Coupons: Cool Again

Getting a good deal will become a bigger deal. People will look to save in more ways than ever before. The brands that catch their eye with promotions will be the brands that thrive.

04 / Wherefore Art Thou, Loyalty?

Brands and retailers will — and should — continue their efforts to foster loyalty but consumers will be more focused on two questions: "Who can give me the best deal?" and "What have you done for me lately?"

53% OF CONSUMERS SURVEYED SAY THEY HAVE BECOME LESS LOYAL TO SPECIFIC BRANDS¹

05 / Price and Convenience Rule

Instead of loyalty considerations driving shopping decisions, price and convenience will lead the way. People will do more online looking, will consider subscriptions for certain kinds of repeat purchases and will likely opt for discount stores when it saves them a few bucks.



06 / Private Label Brands Gain Ground

Private label brands are no longer a second or third choice on the shelf. They've gained traction in recent years, not just on price but on quality and even branding. In 2023, the trend will continue in a big way.

50% of consumers surveyed say they are shopping at discount retailers on a more frequent basis since prices began to rise.²

07 / Payment Options Multiply

Payment options at the register used to be as simple as "cash or credit." But the rise in alternate payment methods (buy now, pay later, digital wallets and person to person) has been swift. With people facing increased financial pressures, it's about to pick up even more.

3 in 5 PEOPLE SURVEYED HAVE USED A BUY NOW PAY LATER SERVICE³



08 / A Return to The Office

Brands will want to keep an eye on the impact of people returning to the workplace. Regardless of whether it's full time, part time or hybrid, the changes will absolutely alter spending behaviors.

09 / Consumers Seek Inspiration, Education

What we buy and where we choose to buy it continue to be about more than just getting "stuff." People will look more and more to retailers for inspiration and information. Brands who make their advertising and selling about more than the end product will be rewarded.

10 / Self-Care Becomes Self-Advocacy

Self-care emerged as a huge talking point during the pandemic but inflation and looming recession pose a threat to spending. Expect frugality and self-care to remain linked in consumer minds and keep a close eye on where your brand fits into that tug of war.

11 / Revisiting What Omnichannel Means

Sure, everyone's on board with omnichannel marketing but have we oversimplified the word's meaning along the way? You can't just do a little Facebook advertising and check that box. Omnichannel marketing in 2023 will mean surrounding target audiences in all areas of their lives.



46% of consumers surveyed believe retailers need to provide more personalized promotions based on their purchase habits and interests.⁴

12 / Big Focus On Personalization

The best advertising has always been targeted, relevant and personalized. The new year will see brands showing renewed focus and energy on this front. A keen focus on first-party data will help them understand, message, target and reach the right customers in the right channels.

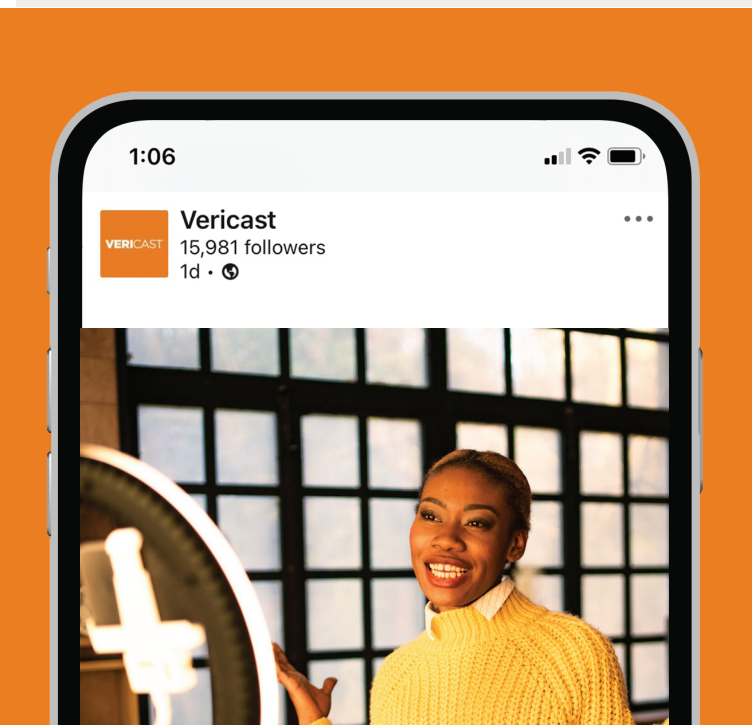
13 / Bet On MarTech Innovation

Brands will continue to differentiate themselves via next-generation marketing technologies. That means leveraging AI and machine learning. Solving the metaverse. And mastering more down-to-earth innovations like how to leverage first-party data.

14 / Influencer Marketing Still Cranking

Influencer marketing dominated 2022 and 2023 promises more of the same. If you're looking for a break from the recent deluge of social selling, the creator economy has other plans. Expect livestream shopping to become an even more integral part of the equation in the coming year.

In 2022, 75% of brands played in the influencer marketing space and project to spend about \$4.1 billion in the process.⁵



Here's hoping 2023 is a banner year for your brand and that your customers share in your success.

To learn what specific actions we are recommending to brands, download our full 2023 trends white paper [here](#).

SOURCES: 1 | Vericast Awareness-to-Action Study, September 2022 (n = 1,842) 2, 4 | Vericast Awareness-to-Action Study, April 2022 (n = 1,909) 3 | C-R Research, "Buy Now, Pay Later Statistics And User Habits", April 2021, n = 2,005 5 | eMarketer, "Influencer marketing sees steady adoption and room for growth," Jan. 20, 2022