



**HARRIS + HAYES BELIEVE THAT THE SIMULTANEOUS DESIRE FOR PEAK PERFORMANCE AND PERFECT PEACE WILL BE ONE OF 2019'S BIGGEST CONSUMER TRENDS, ACROSS ALL SECTORS.**

Consumers have their foot firmly on the accelerator and they're pushing themselves to the limits, yet they also realise the importance of rest and recuperation. We want to be at PEAK and at PEACE, and consumers expect high-value experiences in both departments. It's a demanding pendulum with extremes at either end: that crazily intense spinning class, followed by a mammoth lavender-infused sleep. They are not mutually exclusive categories; being at peak and at peace are about being your 'best self', but whereas 'peak' activities look out, 'peace' activities look within. Consumers therefore dial their lives up or down on demand to meet these changing states.

**WHAT DOES THIS MEAN FOR FOOD?**

- 1 Functional foods backed by science.** That means more collaborations between scientists and food producers to create peak products that balance instant gratification with nutritional benefits.
- 2 Anytime access.** Consumers will increasingly demand food products and services that support peak/peace performance at all hours. Expect vending machines to be redefined, food delivery type 2.0 and all-time versions of familiar concepts.
- 3 Bespoke nutrition.** Graze-style mail order snacking moves into peak healthcare, with personalised multivitamin packs and snacks delivered based on DNA, blood type and other unique bio-indicators.
- 4 Growing anti-diet and intuitive eating (IE) movement.** Consumers are looking to peacefully reconnect with their body's signals about what's 'right' to eat, and re-learn true hunger. We're taking more control of our diet and well-being.

**PEAK THE DESIRE TO FEEL CONNECTED, CHALLENGED & TO LIVE LIFE TO THE FULL**

DIAL UP

 <p><b>FOOD</b></p>	<p><b>Eat Fit</b></p> <p>A range of high-performance ready meals for health-conscious consumers living an active lifestyle.</p>	 <p><b>FASHION</b></p>	<p><b>Ministry of Supply</b></p> <p>Business apparel using industry-leading temperature regulating fabrics.</p>	 <p><b>HEALTH</b></p>	<p><b>Peloton</b></p> <p>An on-demand indoor cycling experience. All the benefits of group exercise at home.</p>
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**PEACE THE DESIRE FOR PEACE, REST & RECUPERATION**

DIAL DOWN

 <p><b>FOOD</b></p>	<p><b>Yoga Brunch</b></p> <p>Pop-up series where guests wind down and reboot through yoga and a nourishing feast.</p>	 <p><b>FASHION</b></p>	<p><b>Sleeper</b></p> <p>Premium pyjama fashion brand that champions sleepwear as streetwear.</p>	 <p><b>HEALTH</b></p>	<p><b>NuCalm</b></p> <p>Biohacking stress relief product using immersive sound &amp; sub-sensory stimulation.</p>
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