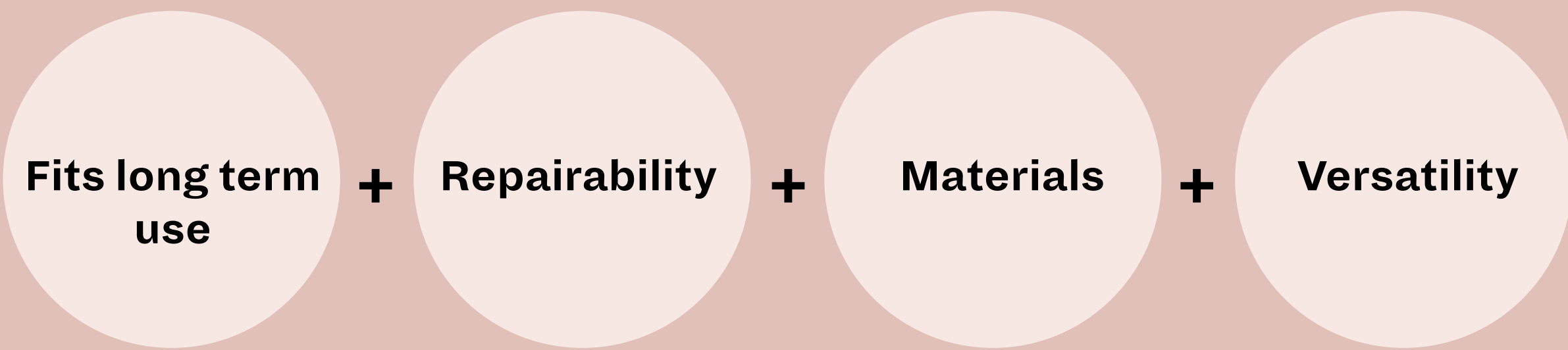
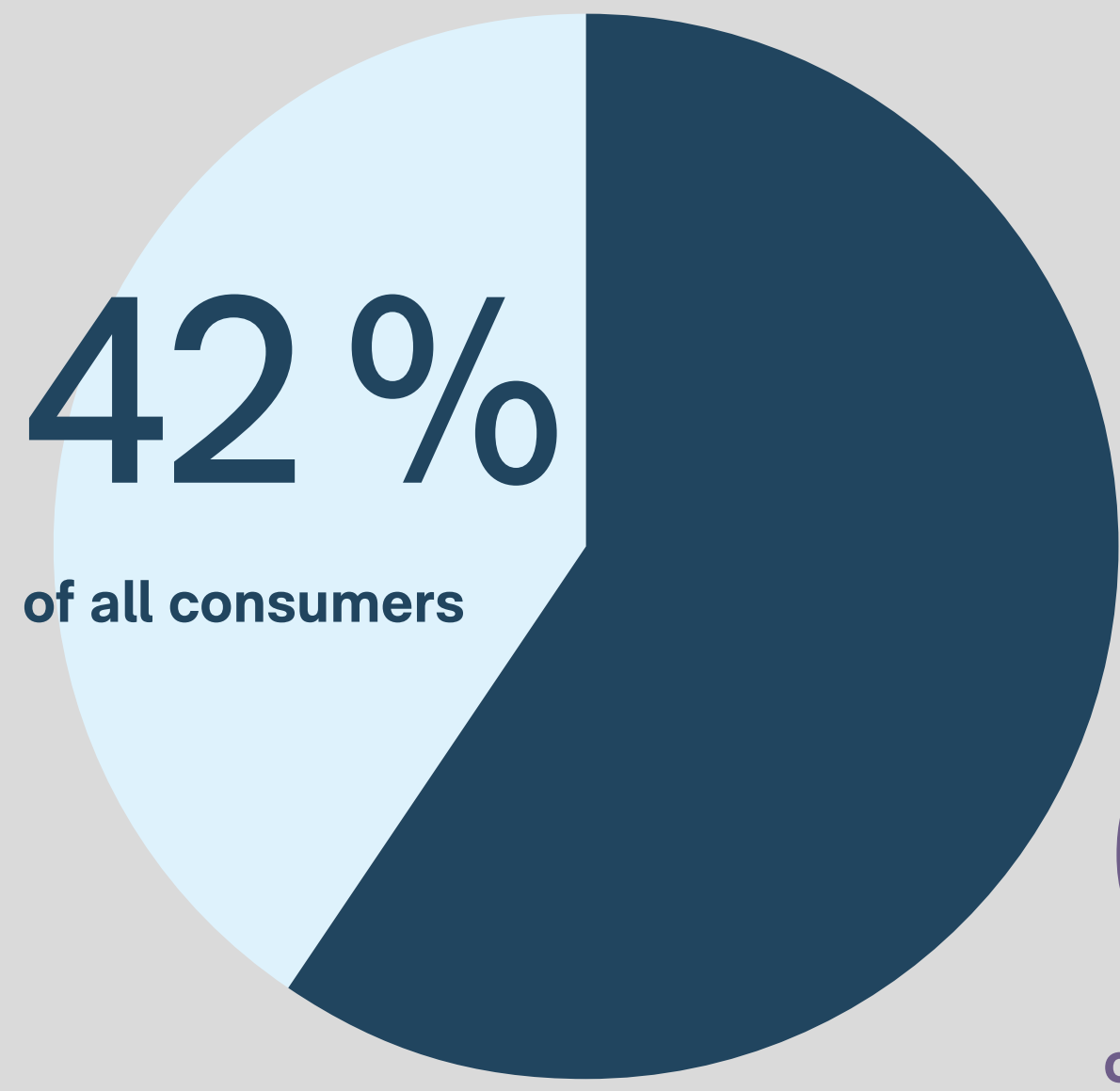


Useful Stuff

Expectations of stuff:



Useful Stuff in numbers



Mass potential: strong

Key behaviour driver:

- ▷ Less attachment to things
- ▷ More emphasis on usefulness

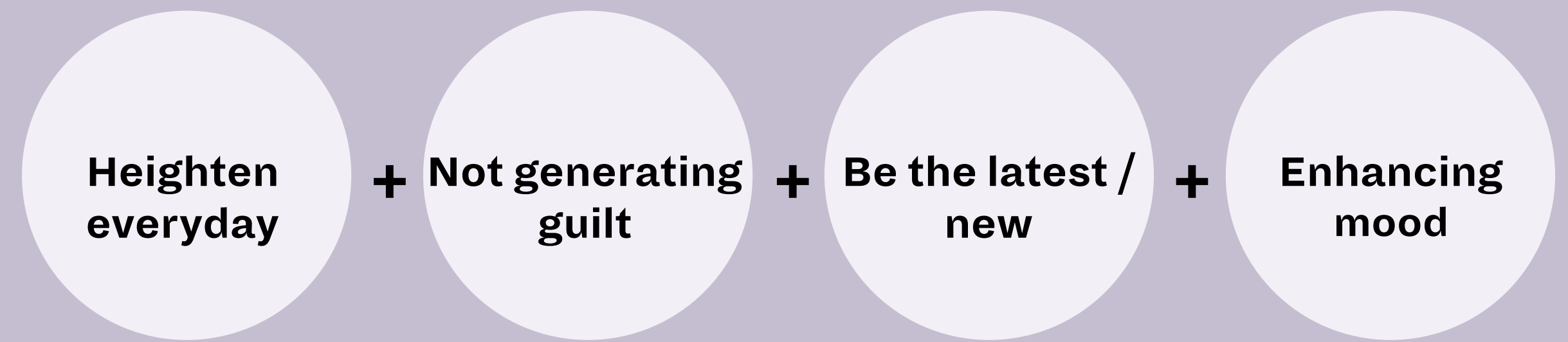
For Design in Finland

- ▷ Usability and usefulness are not the same thing
- ▷ Quality and respect of materials
- ▷ Emphasis on post-purchase engagement
- ▷ Catching up with EU-leadership in repairability

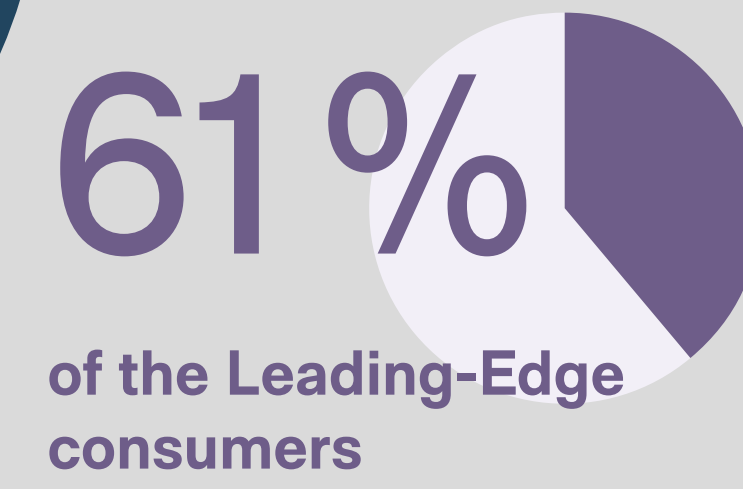
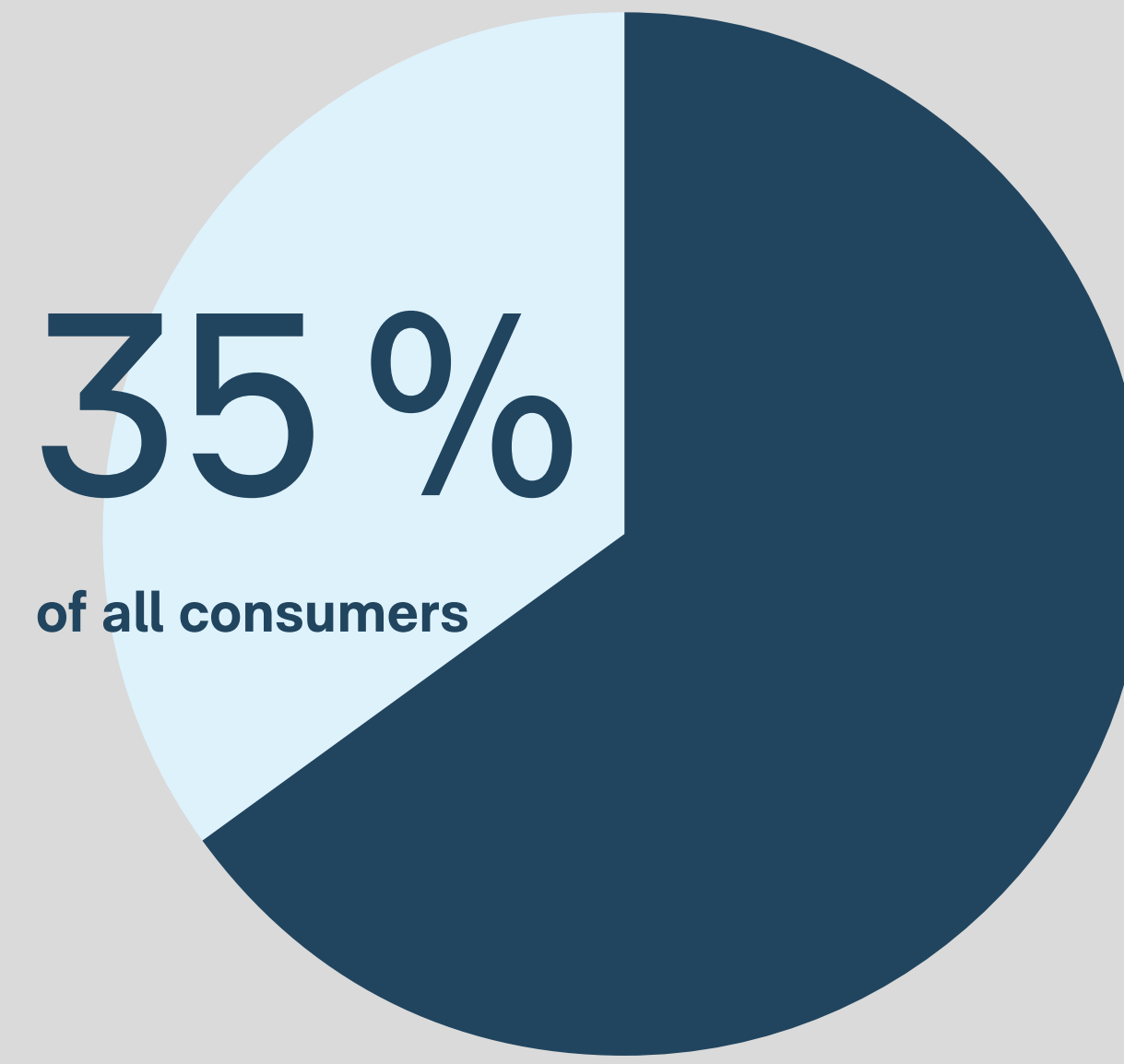
Useful Stuff is the most mainstream and established opportunity. 62% of the Leading-Edge and 42% of all consumers surveyed identify strongly with the ideas and concepts represented in the opportunity. This is a clear indication that the opportunity, although still growing, already has strong mass-appeal and relevance.

Joyful Stuff

Expectations of stuff:



Joyful Stuff in numbers



Mass potential: strong

Key behaviour driver:

- ▷ Less aspiration for a mobile lifestyle
- ▷ More emphasis on finding joy in everyday things

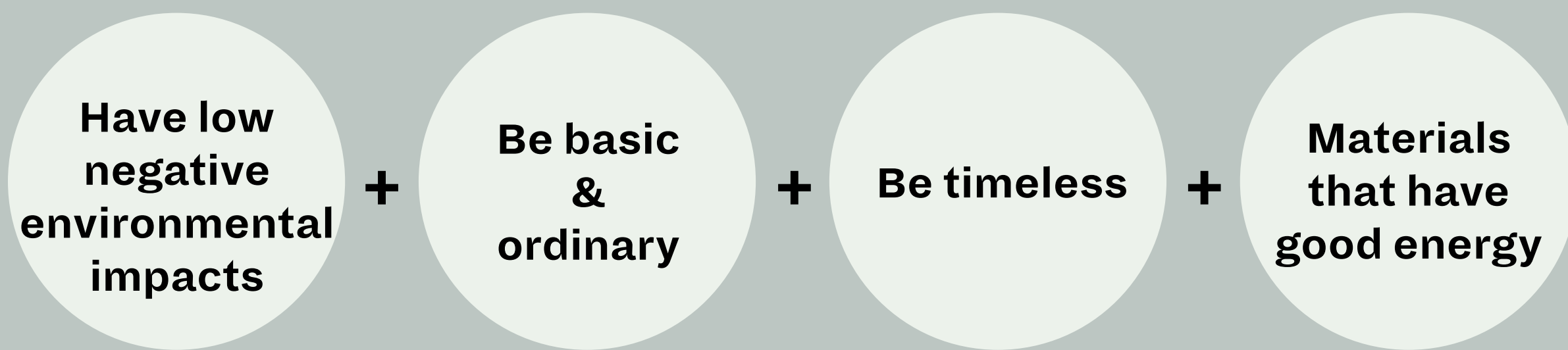
For Design in Finland

- ▷ Beyond usability
- ▷ Multisensorial experience
- ▷ Digital substitutes

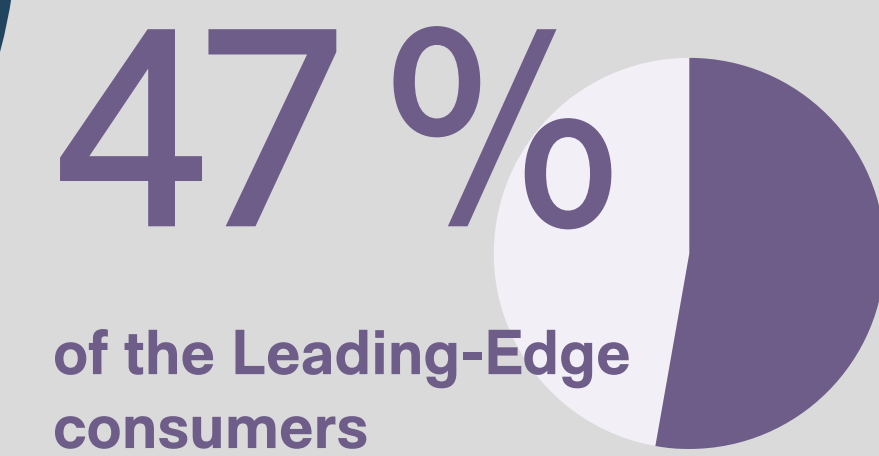
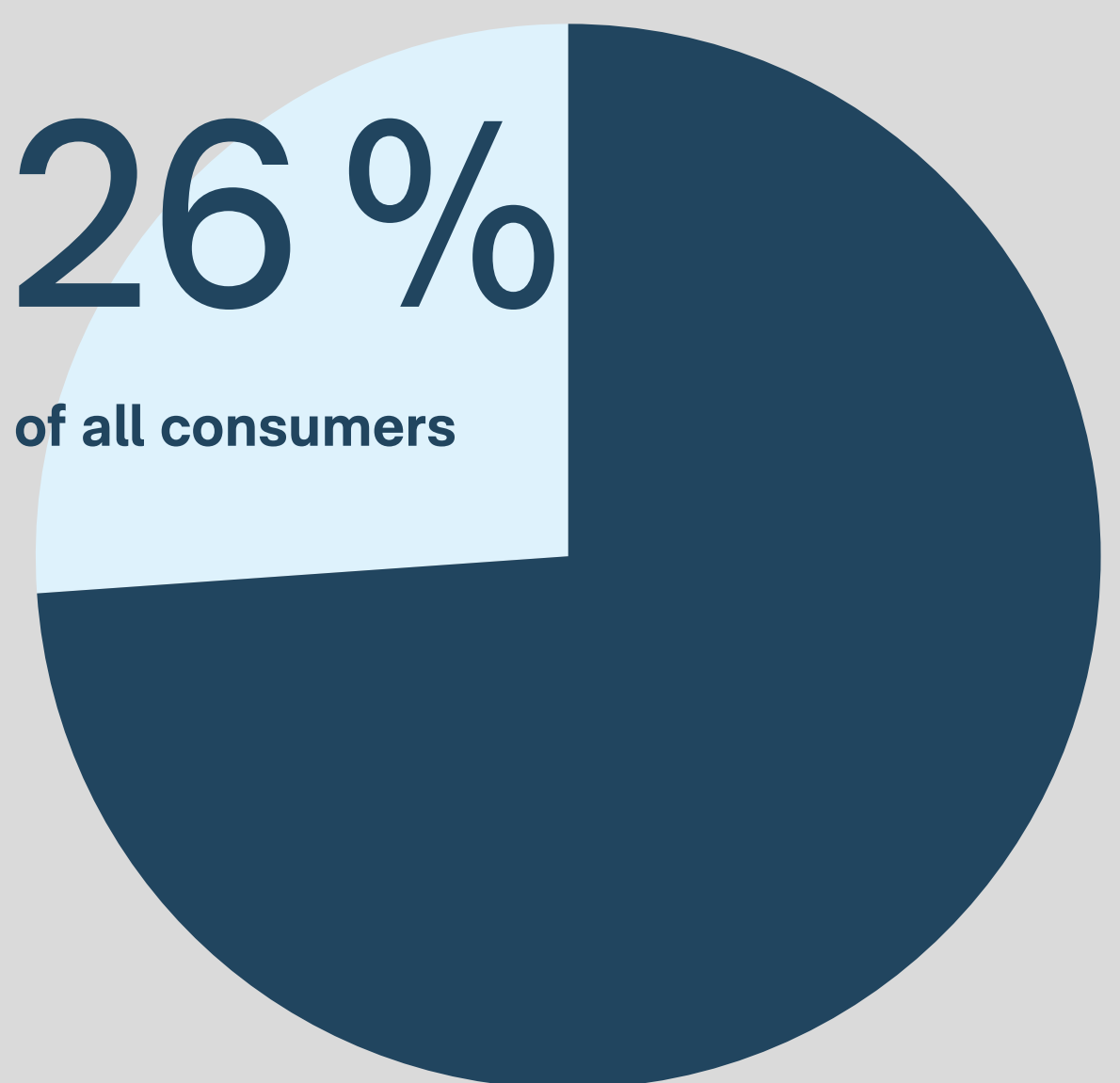
Joyful Stuff (like Useful Stuff) has very high appeal for 61% of the Leading-Edge and has already chalked-up quite significant interest among the masses, with more than a third (35%) of all consumers surveyed indicating the relevance and appeal of the opportunity in their everyday lives.

Stuff Linked to Nature

Expectations of stuff:



Stuff Linked to Nature in numbers



Mass potential: early stage

Key behaviour driver:

- ▷ Less focus on social moments
- ▷ More emphasis on creating deeper connections to people and nature

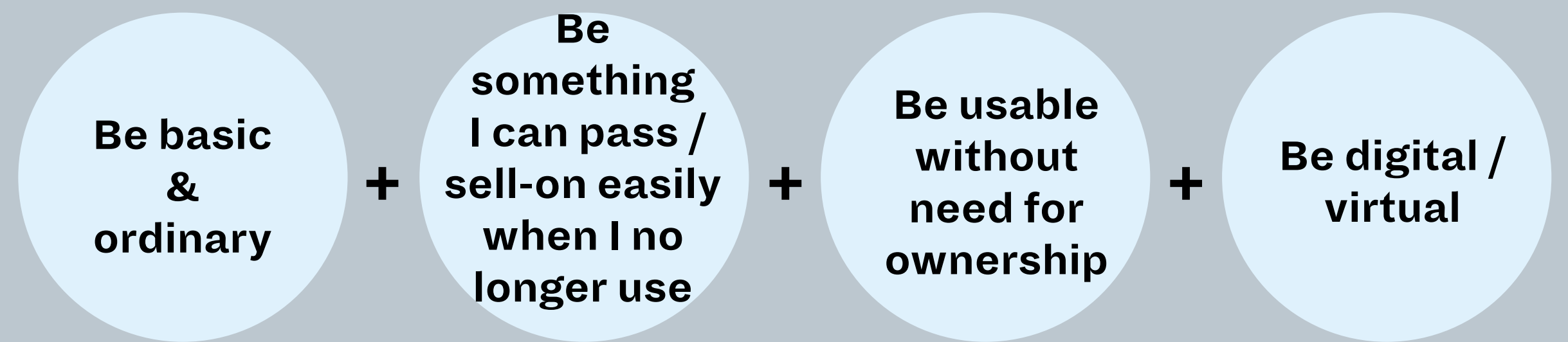
For Design in Finland

- ▷ Natural in real ways
- ▷ Innovating new natural
- ▷ From compensation to regeneration & biodiversity

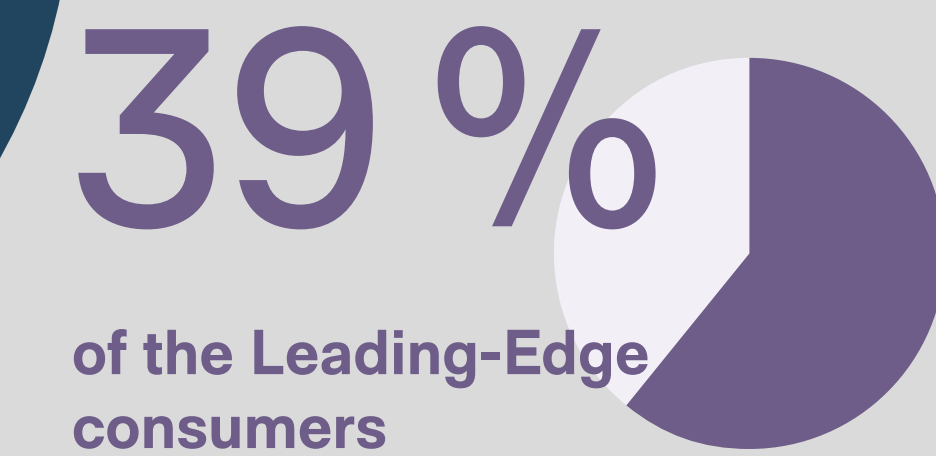
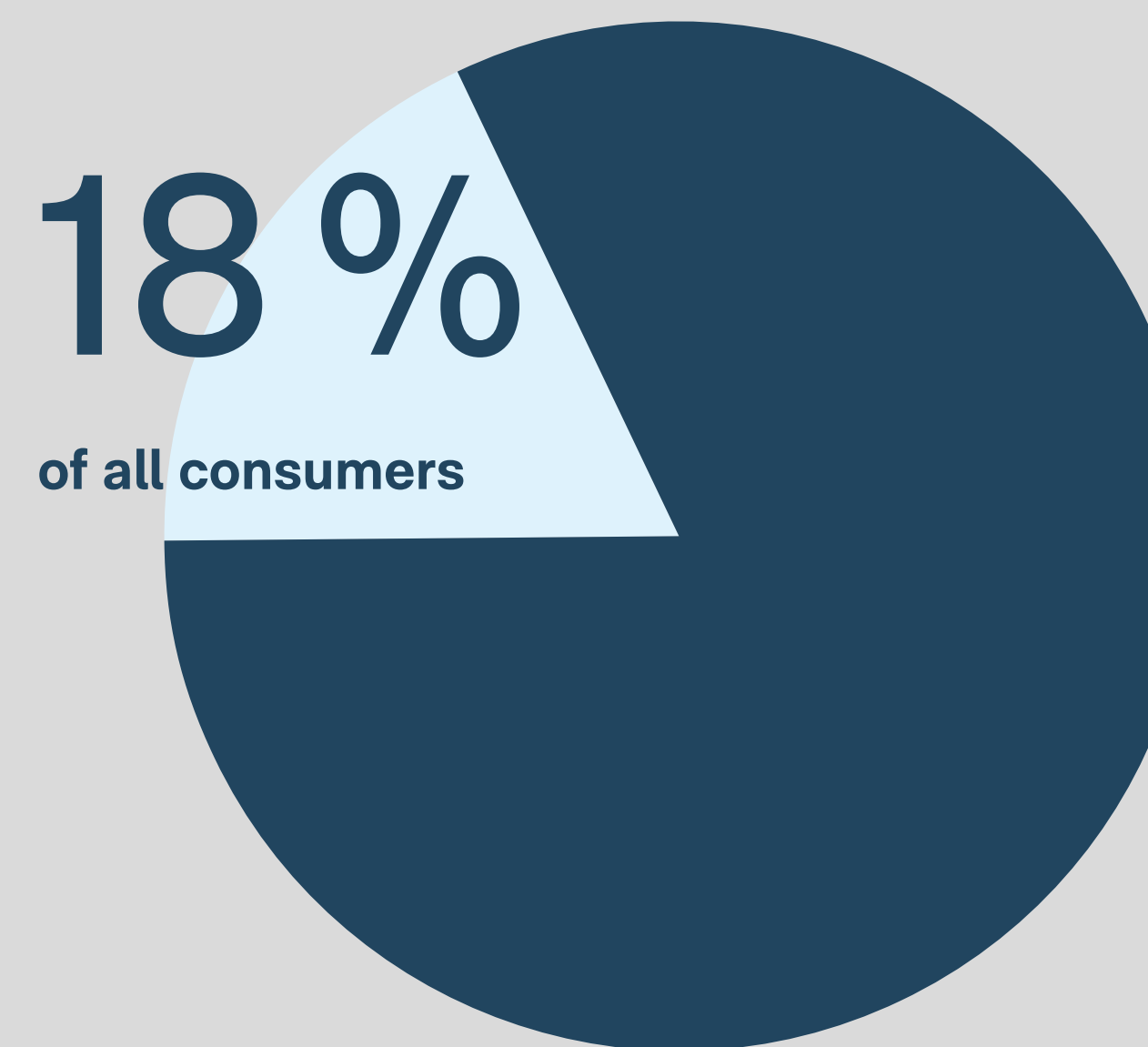
The Stuff Linked to Nature opportunity is less developed than either Useful Stuff or Joyful Stuff and is an opportunity in evolution. It has high traction for almost one in every two of the Leading-Edge and one in four of the population overall. Although more early stage in its development it is still a significant opportunity to explore.

Flowing Stuff

Expectations of stuff:



Flowing Stuff in numbers



Mass potential: early stage

Key behaviour driver:

- ▷ Less focus on sustainability
- ▷ More emphasis on personal engagement through everyday choices

For Design in Finland

- ▷ Multi-disciplinary collaboration
- ▷ The functionality of Finnish Design adapted to new models of temporary ownership
- ▷ Digital technologies to help the flow

The Flowing Stuff opportunity is the least developed of all the opportunities presented. It is however growing among the Leading-Edge and has high traction with 39%. It is still an early-stage opportunity for the larger consumer base, but it is an opportunity that is strongly driven by external factors as well as consumer interest. The context relating to materials, cost and scarcity will inevitably support a strong evolution within this opportunity in the mid-term, even in the more mass-market segments.