SAMPLE TREND MAP · VALUE IN THE USA

THE CHANGING MEANING OF VALUE IN THE USA

Shoppers no longer take the price on the shelf, the subscription, or the label on trust. We read value in the US through 30 lenses, the different things it now means, in sources from regulators to Reddit, most from the past year, to find where the idea of a good deal is moving.

Ten pages from a report that runs to about 130. Headlines and our conclusions are readable, while the evidence, cases, dates and sources are greyed out.

26 TRENDS | 1 VISUAL CODE DECODED | MARKET · USA

FULL REPORT (SAMPLE)
17 November 2026

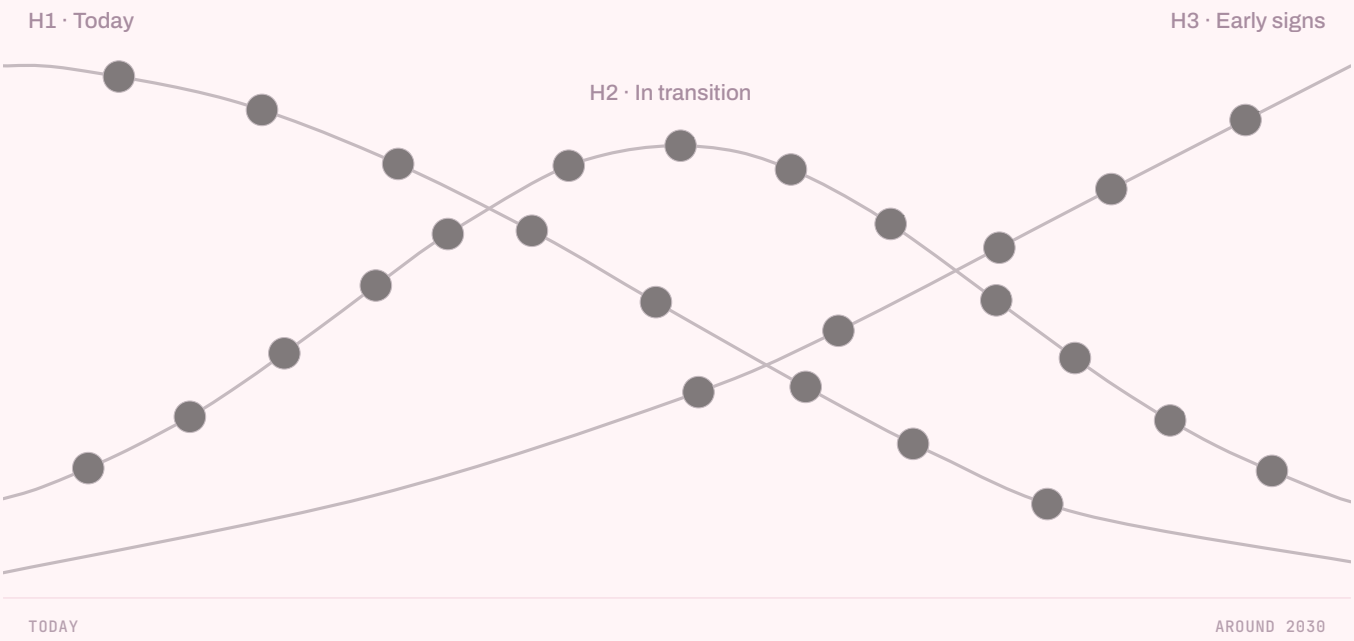
EVIDENCE
360 items from 227 sources

BY
Steve Bryant and Dr. Natalie Edwards

MAP 1 OF 2

WHAT'S TRENDING: THREE HORIZONS

A snapshot of what is dominant and losing fit, what is in transition and what is emerging. In the full map every trend is placed and numbered. Here the placements are greyed out.



H1: Today H2: In transition H3: Early signs

HORIZON 1
Price

HORIZON 2
Proof

HORIZON 3
People

HOW TO READ THIS MAP

The Three Horizons framework, from the futurist Bill Sharpe, reads change as three overlapping systems. Horizon 1 is today's dominant way of doing things, which fades as it loses its fit with a changing world. Horizon 3 is a possible future that fits that world better, visible now only in early examples. Horizon 2 is the turbulent middle, where new moves are made. Left to right is time, from today. A dot's height shows how strong its horizon is at that moment. The Pace Layers map shows how deep each trend has reached.

4 H1: DOMINANT, LOSING FIT

CAN'T TRUST IT

Shoppers have stopped taking the shelf price as the actual price and expect hidden fees



SELECTED ITEMS

1 company · 2 research · 2 government · 5 press · 3 social

SO WHAT? →

If the cost must rise, raise the price and say so: a smaller pack under the old price costs more trust than it saves.

Cases 3

What the trend looks like on the shelf, from the top of the price ladder down. Brands, prices and sources are in the full map.

TIER	BRAND · PRODUCT	PRICE · DATE	WHAT IT SHOWS · SOURCE
MASS			
MASS			
MASS			

CAN'T TRUST IT · THE EVIDENCE

Selected evidence 8

2026

2026

2026

2026

2026

2026

2025

2024

H2 19 **Dress to Impress**

DRESS TO IMPRESS

PHOTO IN THE FULL MAP

The leader

PHOTO IN THE FULL MAP

On the mass shelf

PHOTO IN THE FULL MAP

On socials

DRESS TO IMPRESS · THE DECODE

DECODED BY DR. NATALIE EDWARDS

What makes it read as (borrowed premium) value

MATERIAL	
COLOR	
SHAPE	
TYPE	
DESIGN/ICONS	

Borrowed premium cues in CPG categories: other sample brands

SO WHAT? →

For CPG brands, elevated value means promising premium experiences at lower mass-mainstream price points

DATES TO WATCH · 55 IN ALL

WHAT TO WATCH, AND WHEN

Every date the trends point to, in order. Each one would confirm or test a trend; the trend's section says how. All 55 will be delivered in a dates CSV, ready for a calendar or tracker.

DATE	WHAT HAPPENS	TREND	SOURCE
DECEMBER 2026			
		8	
		25	
		26	
JANUARY 2027			
		23	
		3	
		11	
		18	
		20	
		21	
		25	
FEBRUARY 2027			
		13	
		19	
		1	

+ 42 MORE DATES IN THE FULL MAP

BRANDS MENTIONED · 38

BRANDS IN THIS REPORT

Every brand the evidence names, with the trends it appears in (greyed in the sample). Mentions only. None of these brands commissioned or endorsed this research.

A
- Abercrombie & Fitch
- Aldi
- Amazon
- Apple

B
- Buy Nothing

C
- ChatGPT
- Costco

D
- Dior
- Dollar General
- Domino's
- DoorDash

E
- e.l.f.

F
- Function

G
- Goodwill

I
- Instacart

K
- Keurig

L
- Levi's
- Lidl
- Lyft

M
- McDonald's
- Mercedes-Benz

P
- Patagonia
- Prada
- Primark

Q
- Quince

S
- Sam's Club
- Skechers
- Sony
- SpareRoom
- Steam

T
- Target
- ThredUp
- Timeleft
- Toast

U
- Uber
- Uber Eats

W
- Walmart
- Wendy's

SOURCES · 227 IN ALL

EVERY SOURCE WE USED

Alphabetical. The type follows the evidence key. Items counts the claims each source supports. The same list, with links, will be delivered in a sources CSV.

SOURCE	TYPE	ITEMS	TRENDS
	Press	2	
	Press	2	
	Press	1	
	Press	1	
	Research	2	
	Company	1	
	Press	1	
	Company	1	
	Research	1	
	Company	1	
	Press	1	
	Press	1	
	Research	2	
	Company	1	
	Company	1	
	Press	1	
	Company	1	
	Company	1	
	Press	2	
	Press	1	

+ 207 MORE SOURCES IN THE FULL MAP

END OF THE SAMPLE

GET THE FULL MAP

A reference your team can keep and search: complete evidence, clean citations, about 130 pages, delivered as a PDF the moment you pay.

All 26 trends	Every trend opened in full, not just the three open on the page: the evidence, the case against, cases on the shelf and what to watch.
Both maps	Three Horizons and Pace Layers, with every trend placed.
The semiotic read	One visual code, decoded by Dr. Natalie Edwards.
Dates to watch	All 55 dates, also as a CSV for your calendar or tracker.
Every source	360 items from 227 sources, linked, also as a CSV.

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US$499

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