

# Fashion trend forecast possibility essay examples

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One way of ensuring that a company remain competitively active in the market is through long term forecasting of the future. Emergence of a lot of firms in the industry producing similar but differentiated products means the competition is very high. There are quite a number of cultural changes in the fashion products and this necessitates the importance of planning for the future forcing the product designers to make plans in order to emerging changes in consumers' tastes and preferences. To help bring the importance of forecasting we will put our focus on beauty products. There are day to day changes in the beauty products and fashion industries need to move at an equal speed to take care of the consumer demands.

An economic change is one of the factors that influence cultural changes rendering products designers to forecast the changes. Ten years are enough for a an economy to experience a lot of changes. With a lot of money in the economy increasing the purchasing power of the people the designer needs to produce a variety differentiated products. Changes in political figures influences the fashion designers to respond to some of these changes whereby, if leaders have specific products that they apply and they have a large number of people following them, then the designers can produce products which are going to cater for the future demand that will rise from these followers. Ecological changes also influence the fashion designers to forecast the future especially where some of the beauty products can only be applied at specific climatic conditions. This allows the designers to plan for these situations and avail the products demanded by the consumers at different time as a result of ecological changes. Social changes of the people also make it necessary for the beauty product designers to make future

changes to take care of these changes that the society has attained and the new demands that come along with these changes. In a span of ten years the society is likely to have massive changes and the designer is supposed to trace these changes and make the necessary future plans. In conclusion, it is evident that the product designers need to be focusing on all changes that are likely to influence the changes in consumers' demand. In ten years time, all the above changes are likely to occur and the designers must use these changes to make relevant products.