

2018 Trend Report



Sensorial Merchandising



Scenic Simplicity



Total Commute Embedment



Minimalist Wearable



Your Dedicated Advisor



The #1 Trend Platform
& 130,000,000 People



Custom
Reports



Dashboards
& Library



Presentations
& Workshops



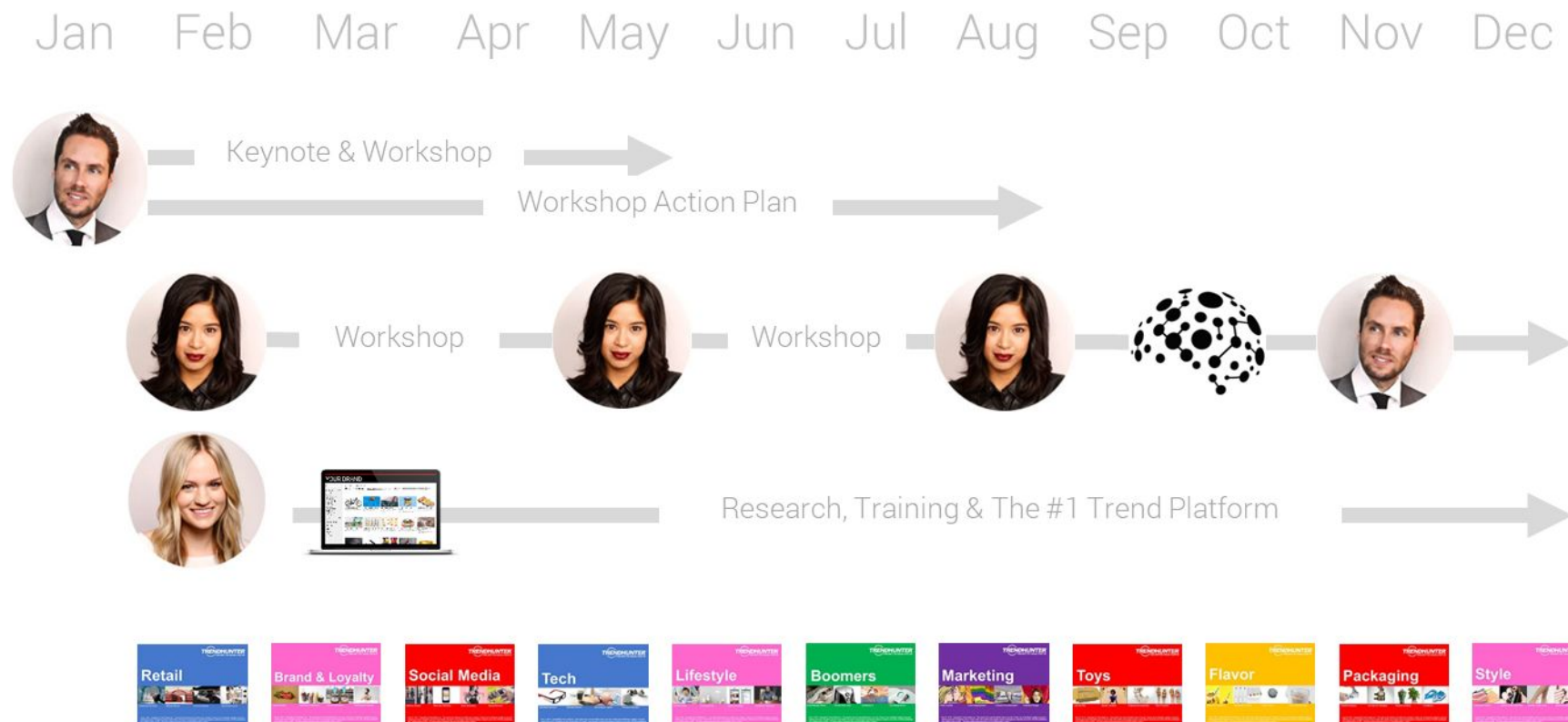
Future
Festival



Books &
Expertise



We design innovation & research programs for
over 500 top tier innovators, CEOs & NASA



"It brought insights new vision and some ideas that are going to push our people to the next level. I couldn't feel better about the kind of thinking we are going to get."

— CEO, Omnicom

Omnicom

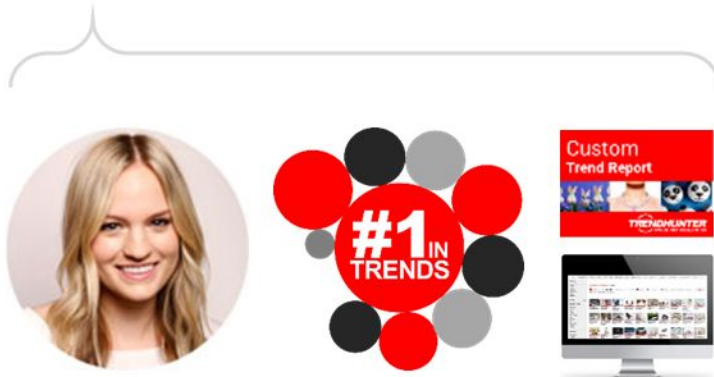
YOU BETTER & FASTER

A key reason: we've removed 90% of the steps & costs of research, while enhancing insight

Traditional Research - Slow & Expensive



Trend Hunter - Fast & Cost-Effective



"Trend Hunter Advisory is key, because it opens your eyes. Take 20 minutes, go in another room and look at what's happening in the world, look at what Trend Hunter is feeding you, because that's going to be the most important 20 minutes of your week." – Global Head of Innovation



Here are 5 reasons top tier innovators rely on us:



1. INSPIRE New Products, Services & Campaigns
2. PREDICT, Monitor & Validate Consumer Insight
3. TRACK Competitors, Threats & Opportunities
4. ACCELERATE Innovation & Enable Change
5. SAVE Time, Effort & Money

PLUS, we want to prove we can help, so please pick a sample topic, and we'll send you a FREE full trend report: Advisory@TrendHunter.com



- Retail Tech
- In-Store Display
- Shopping Evolution
- Purchasing Innovation
- Customer Experience



- Brand Rituals
- Loyalty and Rewards
- Brand Authenticity
- Social Responsibility
- Brand Trust



- Digital Strategy
- Social Influencers
- Consumer Engagement
- Social Media Marketing
- Branded Apps



- Sharing Culture
- Sustainability
- Modern Families
- Gender Evolution
- On-the-Go Lifestyle



- Gen Z Lifestyle
- Momentary Marketing
- Teen Retail
- Digital Natives
- Content Creation



- Millennial Parents
- Gen Y Lifestyle
- Maker Culture
- Digital Learning
- Media Consumption



- Wearable Tech
- AR/VR
- Physical Digital
- Hyperconnectivity
- Robots and AI



- Immersive Marketing
- Mobile Marketing
- Millennial Targeting
- Influencer Marketing
- Interactive Engagement



- Healthcare Innovation
- Health Gamification
- Tech-Enabled Health
- Wellness Monitoring
- Boomer Health



- Healthy Snacking
- Dietary Trends
- Flavor Reversal
- Multicultural Influence
- Emerging Ingredients



- Sustainable Materials
- Simplicity/Minimalism
- Beverage Packaging
- Dual-Purpose Packaging
- Portable Packaging

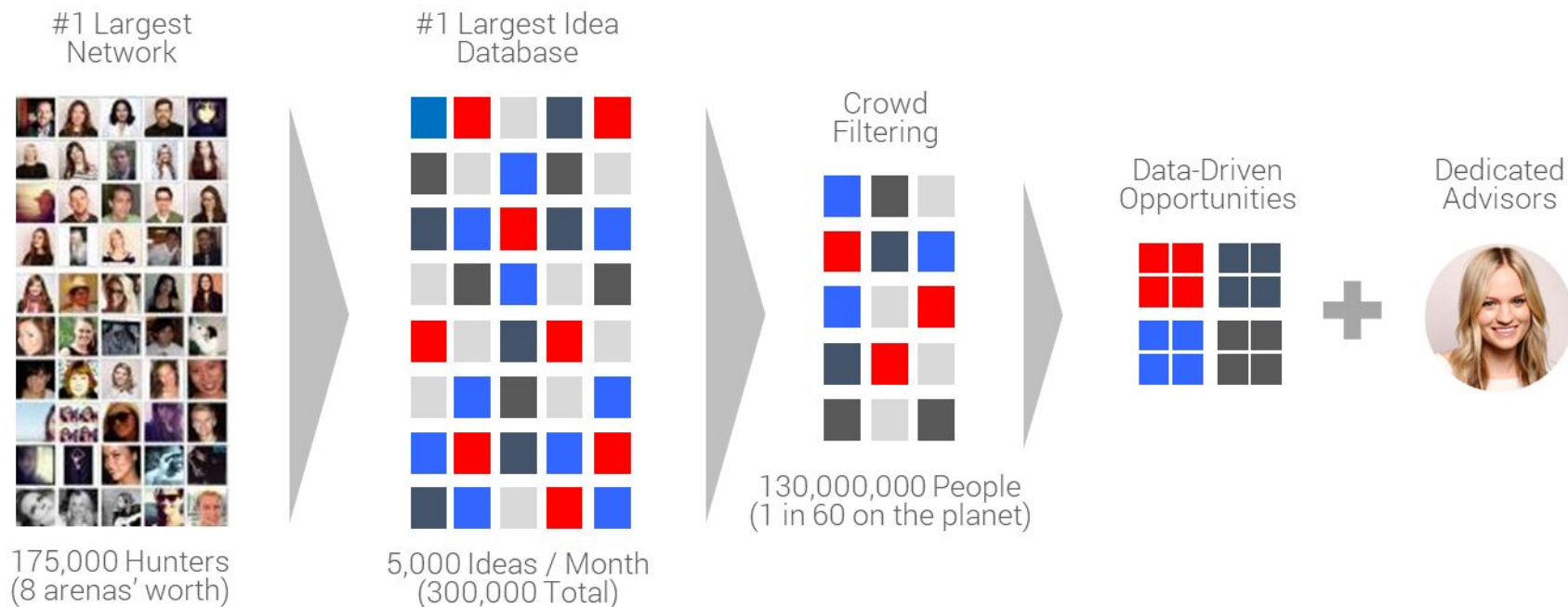


- Fashion Branding
- Ethical Cosmetics
- Fashion Tech
- Skincare Innovation
- Personalization



"Traditionally we were only doing research in our category. Now, our Trend Hunter advisor does great custom reports showing us inspiring new trends [that impact us]... and what's going on in the world."
– Manager, Product Planning and Strategy

Imagine 200,000 people hunting ideas for you, 300,000 ideas, and big data from a 130,000,000 person focus group



"I don't need to spend hours searching in Google anymore. Trend Hunter has a lot of insight that I wasn't able to find anywhere else!" – Senior Designer

Spark innovation with our New York Times Bestselling CEO, Jeremy Gutsche, one of “the most sought-after keynote speakers on the planet”

“An intellectual can of **Red Bull**”

– CEO of Omnicom

Join 400 brands, billionaires &
CEOs who ignite innovation with

JEREMY GUTSCHE



“Gutsche is one of the most sought-after keynote speakers on the planet, well-regarded as the top trend-spotter in the world... The most energizing, inspiring and applicable piece of stand-up I have ever seen. And I've heard Bill Clinton... Bill Gates... and Tony Robbins.” – The Sun Newspaper



... and follow up with our team's menu of presentations & workshops



Custom Trend Presentations

Armida Ascano, VP Research, 40,000 Articles Edited, Lead Presenter

Past examples: Millennials & Money, Gamification & Retail, Loyalty



Core Module + Application Workshop

Courtney Scharf, Director of Client Research, 1000+ Custom Reports Edited

- | | |
|-------------------------|-------------------------------|
| 1. Millennial Culture | 5. Customization & Preference |
| 2. Gamification | 6. Maker Culture |
| 3. Retail Innovation | 7. Instant Entrepreneurship |
| 4. Marketing Innovation | 8. Flavor & Preference |



Innovation Accelerator Workshops

Shelby Walsh, President, One of Canada's Top 100 Most Powerful Women

- | | |
|-----------------------|--------------------------------|
| 1. Divergent Thinking | 4. Redirection & Repositioning |
| 2. Convergence & You | 5. Reduction & Focus |
| 3. Acceleration of VP | 6. Cyclicity & Prediction |



"Immediately changed the way we approach our work."
– Director of Research

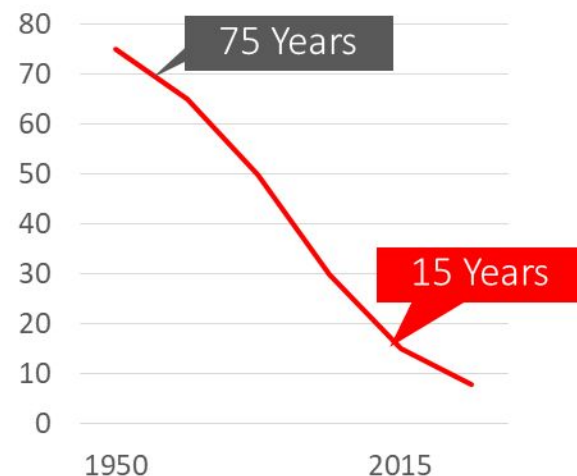
WHY? We're experiencing history's highest rate of change, but companies are failing to adapt. We solve that.

Opportunities & Threats

? SHIFTS
 UNCERTAINTY
 COMPLIANCE
 CHINA
 ECO
 SUSTAINABILITY
 SOCIAL
 PERSONALIZATION
 MEDIA
 TECHNOLOGY
 EUROZONE
 BOOMERS
 CUSTOMERS
 FASTER
 OUTSOURCING
 COMPETITORS
 GENERATIONAL
 CHAOS
 DIVERSIFICATION



Average Lifespan of a Fortune 500



"As we experience history's highest rate of change, we've reached the point where inspiration has become overwhelming and distracting."

– Jeremy Gutsche, CEO of Trend Hunter, New York Times Bestselling Author



NEW:

After 3 years of development, we're releasing our Better & Faster innovation assessment, to unleash your potential: TrendHunter.com/Assessment

The Better & Faster Assessment

1. What is your innovation archetype
2. What are your actual blind spots and weaknesses in a team?
3. What are your hidden strengths and how can you further leverage them?
4. How does your team compare to the world's top innovators?



2018 TREND IMMERSION:

Join the world's top innovators at our trends & innovation conferences in 15 cities with 2,500 innovators (no vendors): FutureFestival.com



TREND HUNTER FUTURE FESTIVAL™

THE WORLD'S #1 TREND FIRM INVITES YOU TO
EXPERIENCE NEXT YEAR BEFORE IT HAPPENS

Inc.
Best Innovation
Conferences



TREND HUNTER

1 Day Trends & Innovation Conferences

2 Day

3 Day



Orlando
January 18



Seattle
March 12



San Francisco
March 14



Los Angeles
March 15



Minneapolis
April 9



Cincinnati
April 11



Dallas
April 13



Boston
May 11



London
July 5



Detroit
July 16



Atlanta
July 17



Philadelphia
July 18



Chicago
July 19



New York
May 7-8



Toronto
September 2018



Acceleration

1. Perfecting One Thing
2. Aspirational Icon
3. Exaggerated Feature
4. Reimagined Solution



Prosumerism

From user-generated content to maker culture, today's consumers expect professional tools & services.



Cyclicity

1. Retro + Nostalgia
2. Generational
3. Economic + Seasonal
4. Repetitive Cycles



Nostalgia

Fond memories fuel a desire to bring the past into the present, especially with respect to one's formative years.



Catalyzation

Brands have taken a role of accelerating the personal development of consumers.



AI

We are entering a transformative new era, denoted by an exponential growth in data, robotics and intelligence.



Naturality

The desire for sustainable products, including local, organic, recyclable and pronounceable ingredients.



Youthfulness

The world is becoming more playful, driven by generations not ready to grow up, including Boomers who desire a more active, enriched life.



Reduction

1. Specialization
2. Fewer Layers + Efficiency
3. Crowdsourcing
4. Subscription



Instant Entrepreneurism

New services make it easier than ever to conceptualize, fund, launch and companies.



Redirection

1. Refocusing + Reprioritizing
2. Reversing
3. Surprising
4. Gamifying



Tribalism

Allegiant groups are more readily formed around specific interests, causes and even brands.



Curation

Hyper-targeted offerings, services, subscriptions and recommendations to simplify lives with better things.



Simplicity

In a fast-paced, cluttered world, simplicity stands out, resulting in focused business models and clean design.



Gamification

The application of game dynamics to real-world problems results in a world that's more competitive and engaging.



Experience

In a world abundant with 'stuff,' experience becomes a more important currency and life priority.



Convergence

1. Combining + Layering
2. Adding Value + Experience
3. Co-Branding + Aligning
4. Physical + Digital



Multisensation

Tech, AR, VR and interactive experiences are raising our expectations in the realms of entertainment, retail and even food.



Divergence

1. Personalization, Customization
2. Status + Belonging
3. Style + Fashionizing
4. Generational Rebellion



Authenticity

Social media and a resistance to traditional advertising have created a desire for authenticity and reality.



Co-Creation

Brands, products, services and customers are increasingly co-creating an interdependent world.



Hybridization

Lines are blurring as business models, products and services merge to create unique concepts and experiences



Personalization

Small batch production technologies and more personalized media are creating an expectation for personalization.



Many-to-Many

A mass proliferation of sellers and media creators has shifted the world to a many-to-many economy.

Top 20 Insights

Alcohol brands create interactive drinking games that promote staying in

Implications - Alcohol-fueled game nights entice the growing number of consumers who would rather spend a night in with close friends. As a countertrend to the excursions prevalent in Millennial party culture, we're seeing a movement towards more intimate gatherings that appeal to the socially anxious segment of this demographic. This evolution creates opportunity for alcohol companies to create brand-specific games and products to fuel this growing demand.



Alcohol-Accompanying Board Games

The Brand 'Stranger & Stranger' Has Released a Board Game



Gameshow-Inspired Drinking Games

The 'DRINKO' Drinking Shot Game is Modeled After Plinko



Drinking Game Tequila Packaging

This Packaging Can Be Used to Ship Tequila Bottles and Play Games



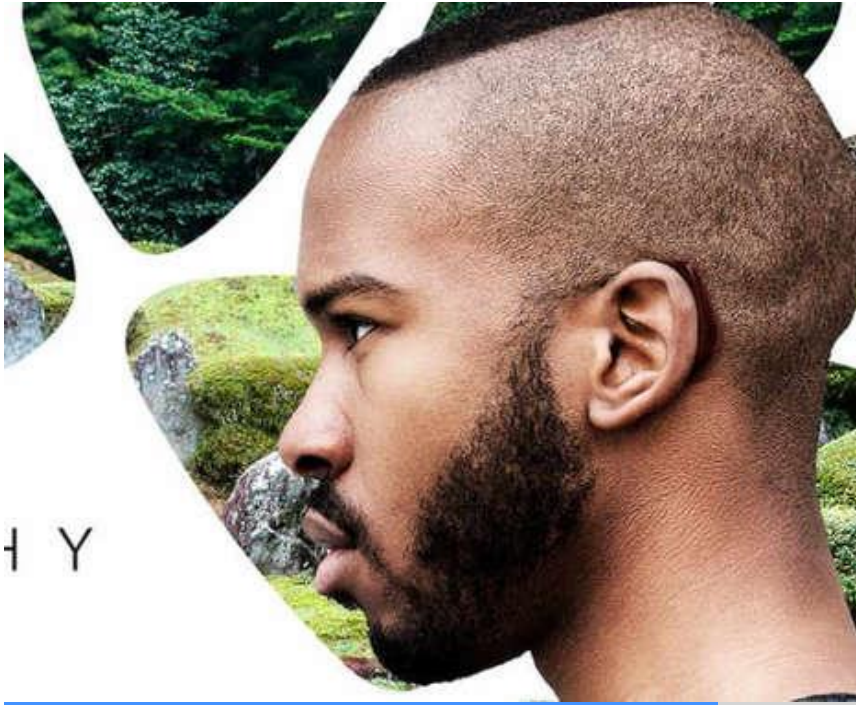
Card-Based Wine Tasting Games

Read Between The Wines! Offers a Playful Experience for Vino Lovers

Invisible Tech

The oversaturation of technology creates a consumer desire for subtlety

Implications - In the early stages of the technology age, when the novelty of connectivity was still intact, consumers sought conspicuous devices as a status symbol. Now that technology is more prevalent than ever, it no longer carries a sense of novelty or status. This calls for more subtle, undetectable technology. Ultimately, technology is now omnipresent and connectivity is a consumer expectation, as opposed to a feature.



1.Undetectable Wireless Earphones

The Third Skin 'Hy' Wireless Ear Headphones Offer 18-Hours of Use



2.Digital Cooking Tables

The New Concept Table from IKEA Will Suggest Recipes Based on Leftovers



3.Bed Phone Chargers

Phone-Charging Furniture Like This Thrive Global Bed are Very Convenient



4.Non-Obstructive Activity Trackers

CES 2017 Reveals the Sleek Yet Functional Motiv Ring



5.Heart-Monitoring Bras

Bloomer Tech Created an Undergarment Integrated with Sensor Technology

One-Size Fits None

Campaigns incorporate an omnicultural view that extends beyond diversity

Implications - As products and services expand to reflect the rich cultural makeup of the population, advertising efforts can be observed leading with non-centered perspectives that fall in line with a view to omniculturalism, effectively celebrating difference as the only norm. Moving away from marketing plans best described as "siloed" and specialty ad shops, this progression demonstrates the need for brands to engage consumers around values less tied to traditional markers of identity such as race, geographic location and gender.



Naturally Imperfect Swimsuit Ads

This Lane Bryant Ad Shows Plus-Size Model Denise Bidot Unedited



Body Positive Magazine Covers
'The Body Brigade' Issue of Ebony Magazine
Touches on Body Image



Body-Positive
Denim Ads



Identity
Inclusive Games



Diverse
Foundation
Campaigns



Body Positive
Apparel
Campaigns

SCORE
6.8

POPULARITY



ACTIVITY



FRESHNESS



PATTERNS



MEGATRENDS

7 EXAMPLES, 55 RELATED

203,807 Total Clicks
[Hunt.to/343869](https://hunt.to/343869)

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Fast-Fad Lifestyle

The fast fashion model rages on, while impacting other industries

Implications - Fast fashion retailers have changed the apparel industry by enabling mid-range spenders to partake in style fads at their peak. In the information age however, aesthetic fads can be observed in other lifestyle categories, with social media elevating them to popularity as ferociously as any fashion fad. As a response, brands in other lifestyle categories are borrowing from the fast fashion model by leading with aesthetic as opposed to quality. This is especially important to consumers who are acutely aware of their personal brand.



Color-Changing Blended Beverages

The Starbucks Unicorn Frappuccino will be Available for Five Days



Rainbow Cosmetic Kits

Wet N Wild's 'Unicorn Glow Box' is a Limited Set of Multi-Colored Cosmetics



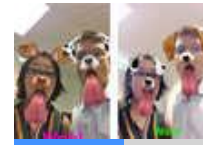
Blackened Ice Cream Burgers

The Pear Tree Cafe Black Coconut Ice Cream Burger is Darkly Delicious



Duplicate Lip Kits

This Cosmetic Kit is Inspired by Kylie Jenner's Signature Product



Instant Messaging Copycats



Affordable Retail Store Wines



MEGATRENDS

6 EXAMPLES, 54 RELATED

66,478 Total Clicks
[Hunt.to/351041](https://www.trendshunter.com/Hunt.to/351041)

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Brands go undercover to allow new products to receive unbiased reviews

Implications - While many may associate having a well-known brand name as a marker of success, the limitations of which become clear as established brands launch products in a covert nature in order to allow for unbiased first-hand customer experiences. This progression demonstrates the innate cognitive biases associated with consumer purchasing decisions and the opportunity for brands to avoid "big brand skepticism" in this way.



Deceptive Shampoo Campaigns

Suave Professionals Has Released a Creative Ad to Market Its Shampoo



Deceptive Coffee Shop Menus

Tim Hortons Opened a Fake Cafe Called 'Perfectly Uncomplicated Lattes'



3. Deceptive Salad Bar Pop-Ups

McDonald's Created 'The Salad Society' to Promote Its Healthy Options



Gluten-Free Bakery Stunts

Loblaws Debuted Its Gluten-Free Range at a "Fake" Bakery in Montreal

In-store customization stations generate engagement from Gen Z

Implications - In an effort to make brick and mortar retail spaces more of a destination for families, brands are offering in-store customization of toys and products for kids. Encouraging the children of maker parents to add their own personal touch to a product and make it truly unique to them, these brands are creating memorable moments for families to share in, enhancing engagement within the retail space. This interactivity appeals to the Gen Z demographic as they are interested in taking their world into their own hands and creating rather than passively buying.



DIY Toy Store Figurines

The 3DplusMe Kiosks Allow Consumers to Create Personalized Action Figures



Interactive Doll Retailers

The American Girl New York Shop is Dubbed "The Store of the Future"



Branded Emoji-Themed Pop-Ups

Pepsi's New 'Have Fun' Pop-Up Showcases the Brand's Custom PepsiMojis



Personalized Building Block Kits

This LEGO Store Produces Custom Lego Kits in a Child's Likeness



PATTERNS



MEGATRENDS

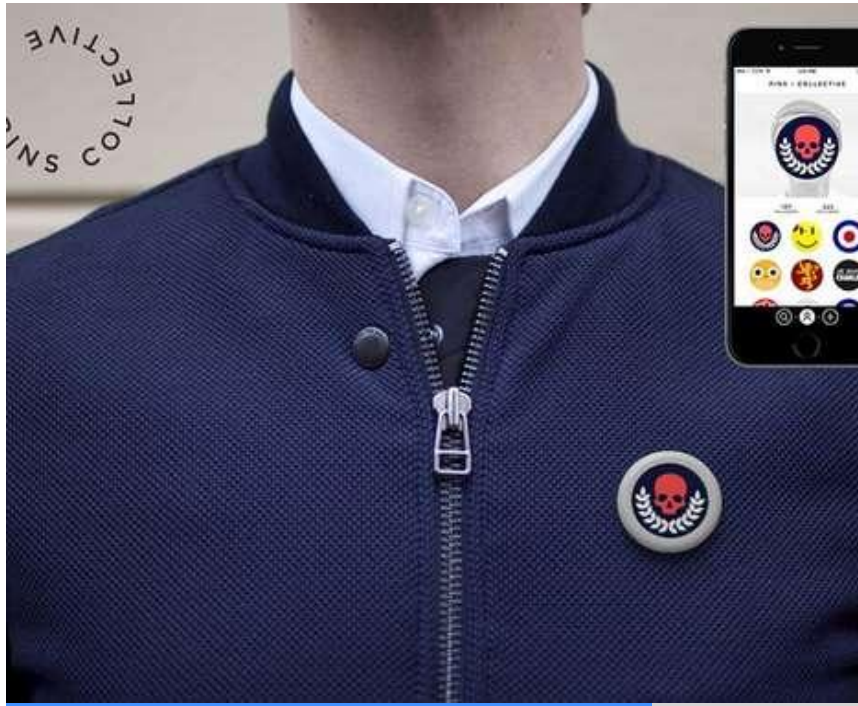


4 EXAMPLES, 32 RELATED

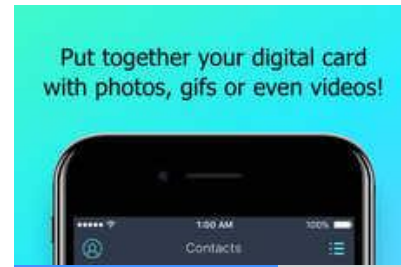
71,726 Total Clicks
[Hunt.to/356845](https://www.trendshunter.com/hunt/356845)

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Implications - Stretching beyond the use as cultural shorthand online, the GIF format is being wielded by consumers and brands alike to communicate various type of information with the help of personalization platforms. Given this new functionality in both personal and professional spaces, this shift highlights the ways in which consumers are open to the re-contextualization of imagery for other purposes.



These Digital Pins from Pins Collective Display Customized GIFs



'100AM' Helps People Exchange Contact Details Paperlessly



Easyjet and Stansted Airport Set Up a Real-Time Departure Board at a Subway



The National Archives and Records Administration is Collecting GIFs



'GIPHY Loves Vine' Creates and Saves Vine GIFs

Фитне-ориентированный

Consumers are battling productivity guilt through fitness-oriented vacations

ОТПУСК

Implications - Increasingly concerned about their overall health and wellness, consumers no longer look solely for relaxation and indulgence when planning their vacations, rather, they're looking for ways to integrate productivity and self-improvement. Fitness-focused retreats are the ideal solution for the consumer looking to dip their toe into the aspirational healthy lifestyle and feel great about a vacation getaway with friends. This shift is indicative of the way health and wellness is increasingly being seen as a status symbol.



Floating Urban Workout Tours

The 'Paris Navigating Gym' Gives a Workout Tour of Paris by the Seine



Luxury Fitness Retreats

'The Body Camp' is a Luxury Retreat for Health-Conscious Travelers



Jogging Tourism Apps

The RunGo App Lets Travelers Experience Cities While Getting Fit



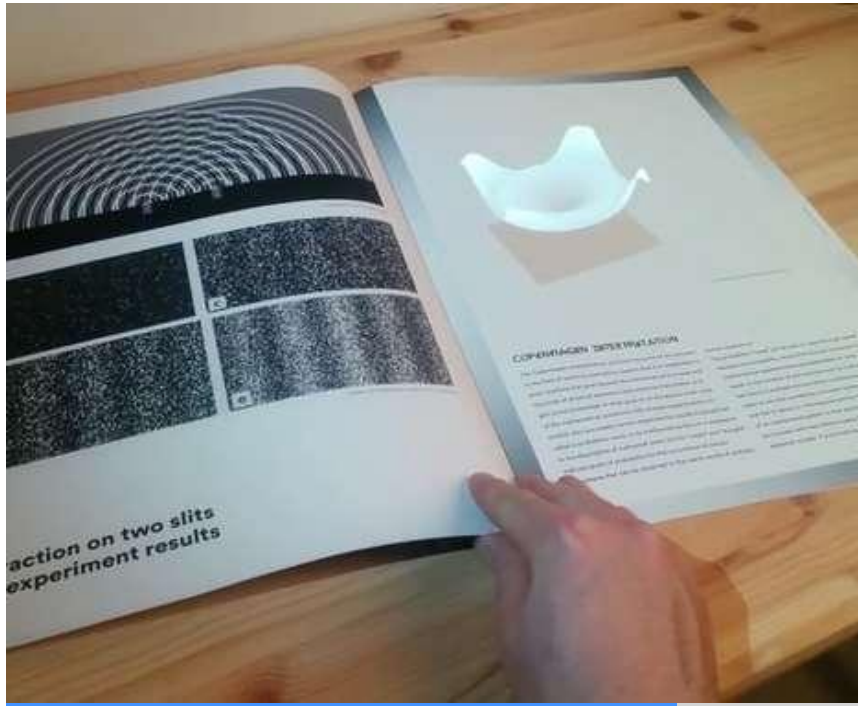
Group Fitness Tours

This Platform Helps Users Organize Fitness-Oriented Vacations

Augmented Package

AR features entice consumers to engage with products in-store

Implications - Incorporating augmented reality features into product packaging and displays is quickly becoming the new way for brands to create a memorable experience for consumers. These interactive moments enhance the shopping experience through engagement that is inspiring and visually enchanting. In addition to enticing consumers on location, AR interactions also generate social media content, spreading word of mouth marketing on a wider scale and showcasing the importance of engaging the constantly connected consumer via digital mediums even in-store.



1. DIY Augmented Reality Books

This Augmented Reality Book Requires No Apps or Special Glasses to Use



2. AR Egg Cartons

Vital Farms' Newly Redone Egg Carton Design Comes to Life with Augmented Reality



3. AR Code Candy Packaging

This PEZ Packaging Features Scannable Codes that Unlock Mobile Games



4. Augmented Sausage Packaging

Bemis' Transforms Branding with Interactive Package Systems



5. Augmented Reality Sneakers

The Monte Z High-Tech Sneakers Have a Design That Comes to Life in AR

Deliberate Reduction

Consumers buy less, but more intelligently to reduce consumption

Implications - Tying into the desire to consume consciously, consumers are beginning to buy less, but better. Consumption is more about quality than quantity by way of apps and services that curate only the best and most necessary offerings. This small tweak to consumption is an incremental, easy-to-implement way for consumers to make a global difference.



Clothing Repair Pop-Ups

The Patagonia Worn Wear Truck is Travelling Across the US Fixing Gear

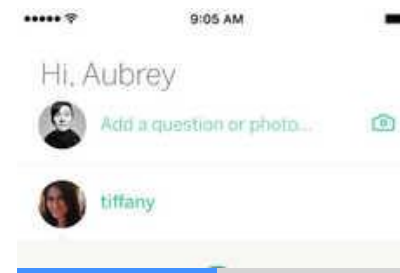


Maximally Minimal Fashion Collections

'Honest-Rosie' Offers 30 Unique Outfits from Six Pieces

Consumption-Reducing eCommerce Platforms

The 'Buy Me Once' Online Shop Only Sells Items That Last



Inspirational Tidying Apps

'KonMari' Motivates One to Simplify Their Life the Marie Kondo Way

Wellness Cocktail

Superfood cocktails combine flavors of the moment from both worlds

Implications - Cocktails infused with superfood ingredients such as turmeric or charcoal entice consumers looking to indulge without abandoning their health and wellness goals. Highlighting the potential convergence seemingly oppositional drinking experiences, this shift also demonstrates the desire to enjoy the advantages of two very different things at the same time.



Алкобольные соки.
Этот сок и Smoothie Bar переключается на
обслуживание здоровых коктейлей в ночное время



Здоровые коктейли из
сельдерея.
Этот коктейль предлагает
более здоровую альтернативу
сладким напиткам



Меню из здоровых коктейлей



Коктейль из морских
водорослей и чаги



Коктейль с добавлением
куркумы

SCORE
6.3

POPULARITY
ACTIVITY
FRESHNESS



PATTERNS



MEGATRENDS



5 EXAMPLES, 45 RELATED

43,106 Total Clicks
[Hunt.to/355561](https://www.trendshunter.com/Hunt.to/355561)

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The Boomer demographic engages in higher-end health management

Implications - Boomers have reached retiring age at a time when they have quite a bit of disposable income, creating a large generation of potential luxury consumers. Combining their pragmatic needs with a touch of luxury simultaneously provides tactical and emotional appeal. The convergence of function and style for Boomers can be seen within the health industry specifically, with potential applications beyond.



Обувь, ориентированная на комфорт

Обувная компания Самуила Хаббарда продает стильную обувь для мужчин среднего возраста



Ювелирные украшения
Браслеты для пожилых людей, например.



Таблетки с «подключением»
Pillsy Cap автоматически напоминает пользователям принимать их ежедневные дозы



Связанные устройства для ароматерапии
«AromaCare» способен подключаться к смартфону пользователя

SCORE
6.6

POPULARITY
ACTIVITY
FRESHNESS



PATTERNS



MEGATRENDS



4 EXAMPLES, 36 RELATED

47,978 Total Clicks
[Hunt.to/352691](https://www.trendshunter.com/Hunt.to/352691)

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Productionized Prodigy

The high capabilities of Gen Z are maximized through services and products

Implications - Where the Millennial generation had teen entrepreneurs, Generation Z has child prodigies. This is due to the increased accessibility and range of information, which in turn breeds a highly competent generation of children and tweens who are redefining the idea of what kids are capable of. Products and services that aid in this natural sense of entrepreneurship among children ensure Generation Z reaches their full potential.



Коллекция игрушек «Модные ангелы» 'It's My Biz' -Карьера в бизнесе

SCORE
5.1

POPULARITY
ACTIVITY
FRESHNESS



PATTERNS



32,981 Total Clicks
Hunt.to/349960

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Сеть AwesomenessTV
поддерживает молодых авторов
контента



Предпринимательские обувные
мастерские.
Семинары Savvy Society научат
девочек использовать 3D-
технологии печати



Предпринимательские
мероприятия, ориентированные
на ребенка.
«Переговоры для детей»
вдохновляют молодых
участников на достижение
целей

GATRENDS

4 EXAMPLES, 34 RELATED

Regional Narrative

Large and small brands tap into local love by leveraging geo-specific stories

Implications - In an effort to win consumer trust by tapping into a sense of community, large and small brands are leveraging hyper-local products and marketing explicitly based in familiar narratives to those in the region. This makes for extreme relatability that battles a natural sense of big-brand skepticism.



Storytelling Cosmetic Shops

Косметические магазины Storytelling
Всплывающее местоположение Body Shop подключает потребителей к происхождению продукта



Hyper-Local Dumpster Desserts

This Frozen Summer Treat Repurposes Ingredients from the Trash



Syrian Family-Reuniting Ads

Авиакомпания Air Canada приносит семейный мир сирийских беженцев



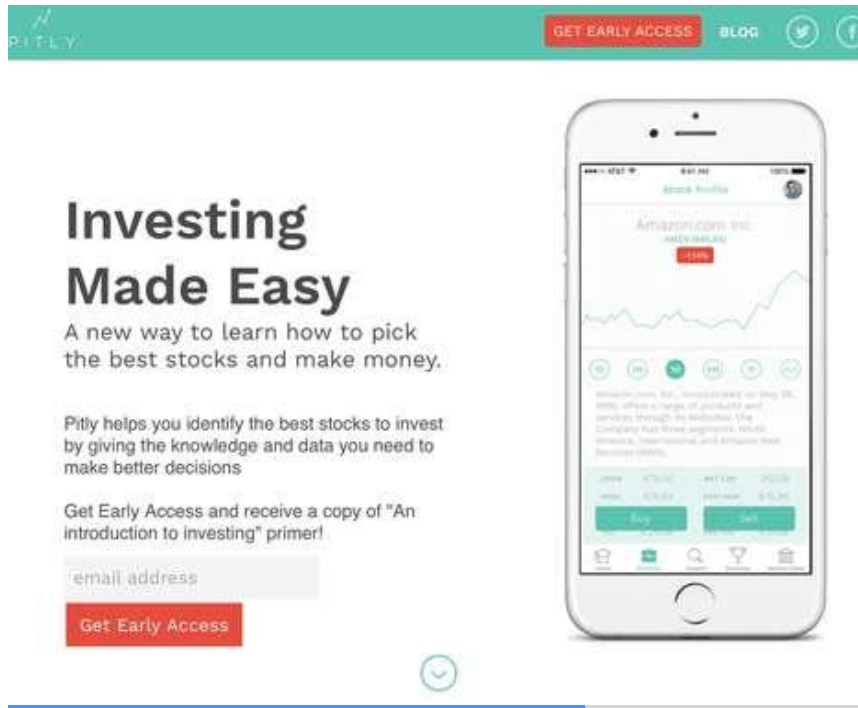
All-American Coffee Subscriptions

Ежемесячное предложение от Java .
Компания предлагает путешествие из штата в штат через вкус

Novice Adulthood

Industries based in big-ticket items appeal to first-time buyers

Implications - The concept of "adulting" describes a tongue-in-cheek, reluctant approach to traditional pieces of adult life like car ownership. Though based in humor, youth's distaste for these large, seemingly complicated purchases is genuine, and mostly based in a lack of education. Companies within these industries are appealing to first-time purchasers to boost education, simplify the process and encourage Millennials to partake in these more traditional milestones.



Приложения для управления инвестициями в фонды
Приложение «Pitly» предоставляет уроки и моделирование для начинающих



Наборы для начинающих.
«Ах, ха!» Личный комплект организаторов финансов создает финансовые цели



Профиль-анализ страхования автомобилей

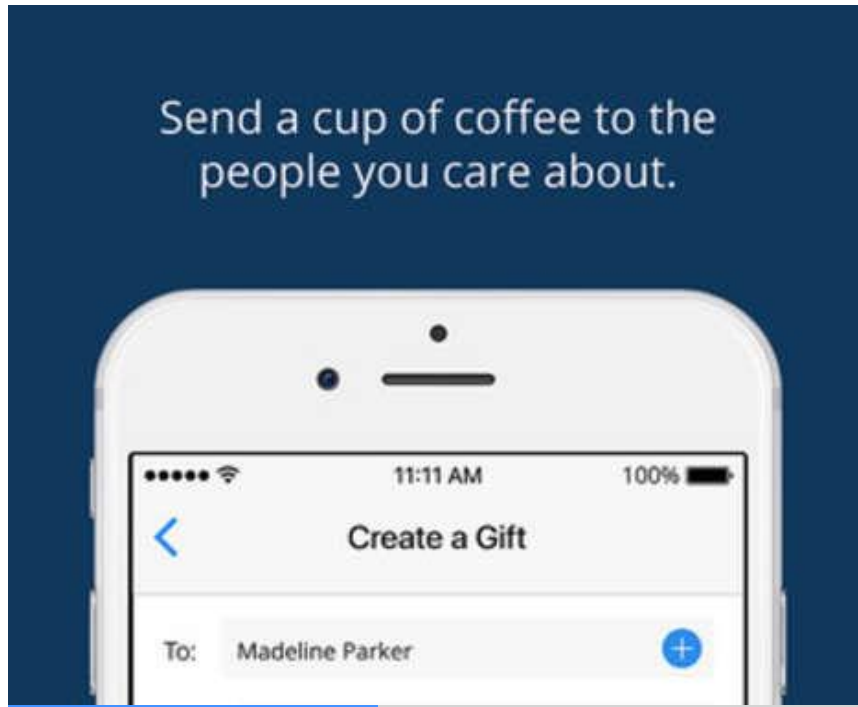


Платежные программы для сообщества.
Пожертвования с помощью Crowdfunding Real Estate Down Payments

Automated Kindness

Consumption guilt drives consumers to find ways to improve their karma

Implications - The rise in curation makes it easier than ever for consumers to remain inside their own bubble of specific content, like-minded people, and tailored products. This self-contained approach to life may be enjoyable, but it can create feelings of guilt for those who want to better the world. Automated acts of kindness alleviate this guilt without disrupting the curated daily routine. In order to truly alleviate this guilt, these products and services are not branded and often consumer-made, highlighting a sense of community over capitalism.



Благотворительные приложения для подачи кофе.

Приложение «Nack» позволяет пользователям покупать чашку кофе кому-нибудь))) Доброта.



Маленькая свободная кладовая объединяет город Арканзас с благотворительностью



Anti-Bullying Mobile Apps
Приложение BullyBox дает студентам лучший способ сообщать о запугивании



Бизнес-приложения для построения отношений.
Клиентское приложение «bonjoro» предлагает Отправить личное письмо брендам.

Self-Memeing

The humor of Internet culture becomes customizable to boost shareability

Implications - Memes and gifs are the focal point of humor within Internet culture. What makes them so appealing to the digital consumer, however, is what makes them so difficult for brands to channel: their authenticity. This authenticity is achieved through extreme relatability and a laissez-faire approach to production; both factors are furthered with services that allow consumers to create or curate their own self-referencing content.



Приложение Giphy Says мгновенно превращает ваш голос и лицо в GIF



Musical Selfie Applications

«Face Melody» превращает Selfie в музыку на основе лицевых функций



Video Meme Creators

Startup HashCut позволяет вам создавать собственные видеозаписи из видео YouTube



Video Meme GIF Converters

создает и сохраняет VIN GIF (уже было)

Enterprising Minimalist

Small brands leverage simplistic branding as a marker of authenticity

Implications - Playing to their strength as a small business rather than trying to hide it, entrepreneurial startups are utilizing minimalist retro packaging designs. Through simplistic branding without any fuss, newer companies are sending an authentic-looking message that resonates particularly well with younger demographics who tend to mistrust bigger name brands.



Ретро-пресса.
Минималистская типография.



Моющие средства для
коктейлей Highball



Полные вегетарианские блюда.
Порошок Aussielent Vegan
упакован с витаминами и
питательными веществами



Высококачественные конфеты
каннабиса
Конопляные пастилки Beboe
содержат THC and CBD

STEM Educcasion

Brands create events for STEM novices to learn and play

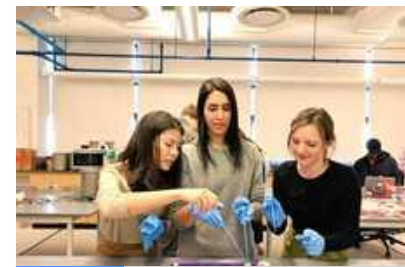
Implications - Though STEM toys are increasing in popularity, the act of learning something new, even during playtime, can be intimidating. Brands are alleviating the intimidation factor by creating safe spaces and events for STEM novices to experiment and learn as a community. This adds an element of companionship to a notoriously technical topic.



Состязания, ориентированные на женщин.
Задача «Построенная девушками» помогает подросткам исследовать их идеи



Программы детской архитектуры.
Программа «Маленький архитектор» предлагается в AASA в Лондоне



Комплекты оборудования Biolab.
The Amino Labs DNA Playground Starter Set Позволяет пользователям изучать биологию



Вдохновенные научные события
Inspirefest Family Fringe научил детей о потенциале наук

Tutorialized Parenthood

Brands bond with young parents through tutorial-style digital marketing

Implications - As Millennials transition into parenthood, brands look to reinstate their ubiquity as household names by speaking to this demographic's parental inclinations and offering a helping hand. Taking a note from influential online gurus, brands are leveraging digital marketing platforms like YouTube to create tutorial-style videos as well as empathetic ads in order to connect with parents, especially moms, on a more personal note, positioning themselves as helpful resources. This humanizing approach serves to form tighter bonds with new parents who need all the help they can get and are looking for brands they can trust.



Веб-каналы для ухода за новорожденными.
Канал YouTube Johnson's Baby U.S помогает родителям с новорожденными



Компания Предлагает онлайн-учебники по квилтингу



Компания таргетируется на стареющих мам. Если вкратце)



Familial Blogger Campaigns
Lysol's 'Family Chores' Webisode Features Say Yes Blogger Liz



Учебные пособия по уходу за ребенком

Art & Design Insights

One-Size Fits None

Campaigns incorporate an omnicultural view that extends beyond diversity

Implications - As products and services expand to reflect the rich cultural makeup of the population, advertising efforts can be observed leading with non-centered perspectives that fall in line with a view to omniculturalism, effectively celebrating difference as the only norm. Moving away from marketing plans best described as "siloeed" and specialty ad shops, this progression demonstrates the need for brands to engage consumers around values less tied to traditional markers of identity such as race, geographic location and gender.



Naturally Imperfect Swimsuit Ads

This Lane Bryant Ad Shows Plus-Size Model Denise Bidot Unedited



Happiness-Focused Fitness Ads

Blink Fitness Highlights Its Many Different Members in These Fun Ads



Body Positive Magazine Covers

'The Body Brigade' Issue of Ebony Magazine Touches on Body Image



Body-Positive
Denim Ads



Identity
Inclusive Games



Diverse
Foundation
Campaigns



Body Positive
Apparel
Campaigns

SCORE
6.8

POPULARITY



ACTIVITY



FRESHNESS



PATTERNS



MEGATRENDS

7 EXAMPLES, 55 RELATED

203,807 Total Clicks
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Hygge Home

Consumers consciously create cozy spaces that emphasize enjoying the home

Implications - Inspired by the Danish manifesto for cozy comfort, consumers in warm and cold countries alike are looking to surround themselves with plush fabrics, warm textures and soft furnishings that embrace users in a cushy hug. An extension of the style of Japanese minimalism popularized by Marie Kondo, the emerging prevalence of Hygge demonstrates a desire in consumers to surround themselves with objects that bring joy while increasing a sense of mindfulness in the home.



Hug-Giving Sofas

The 'Free Hug Sofa' is Designed to Mimic the Feeling of a Warm Embrace



Compact Furnishing Collections

This Pottery Barn Collection Shares Furniture for Small Spaces



Stress-Reducing Pillows

The 'Hygge' Comfort Pillow Encourages Cuddling to Reduce Anxiety



Oversized Stitched Blankets

The Cozy Ohhio Throw Blanket is Made from a Three Inch Knitting Weave



Soft Supportive Woolen Furniture

The 'Sail Pouf' is a Relaxing Seat with a Woven Woolen Finish

Prefab Altruism

Philanthropic construction adopts an accessible approach

Implications - As consumer demand for corporate social good increases with the rise of Millennial and Gen Z power, construction companies are leveraging their ingenuity to create much needed refuge in developing countries. Architectural projects in these zones demonstrate creativity and adaptability from companies that challenge themselves to build fast, safe and low-cost buildings that, in turn, go a long way towards bringing awareness as well as relief to communities globally.



Austere Hutong Homes

People's Architecture Office Built a Stark Home in a Beijing Hutong



Easy-Build Wooden Homes

This Pine Wood Home Only Took Ten Days To Build



Pre-Fabricated Housing Communities

The 'S House 3' Will Be Used to Make Planned Neighborhoods



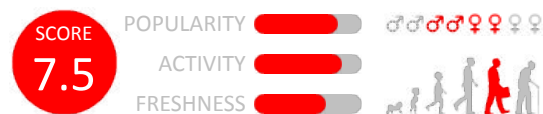
Low-Cost Refugee Camps

These Flat-Pack Homes Provide a Long-Term Solution for Housing Refugees



Affordable Upcycled Libraries

This Indonesian Library Uses Ice Cream Tubs to Form Its Walls



MEGATRENDS

5 EXAMPLES, 44 RELATED

747,646 Total Clicks
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Modular Living

Modern home design takes inspiration from the nomadic lifestyle

Implications - Known for their preference towards experiences over ownership, Millennials faced with the new need to settle down are looking for adventurous and impermanent ways to do so. With less desire to commit to one location or even one design, Millennial homeowners are flexing their freedom through modular styled homes that are portable, adaptable and unencumbered. This speaks to a new perspective on housing that is less restrictive and more fluid.



Modular Mini Homes

The Mini Living Concept Features Modular Folding Units For Greater Versatility



Liveable Cardboard Abodes

The Wikkellhouse is a Sustainable House Made From Recycled Paper



Modular Mobile Homes

The Alpod's Aluminum Structure Makes it Lightweight and Eco-Friendly



Miniature Prefab Homes

The Pin-Up Houses 'France' House Can be Assembled in Just Three Hours



Rapidly Erected Modular Homes

The Gomos Homes Can Be Installed in Only Three Days

Familial Abode

Spending time with family takes precedence for Gen X homeowners

Implications - With Millennials moving back home and Boomers needing more care as they age, Gen X is faced with a household full of additional members. Already known for having strong family values, the Gen X demographic is increasingly looking for ways to adapt their homes to be more welcoming to loved ones, preferring to prioritize family-oriented down-time over other forms of leisure.



Academic Family Homes

'The Study House' Was a Former University Building



Chic Family-Friendly Appliances

The Samsung Black Stainless Steel Appliances are Ready for Use



Chalkboard Wall Homes

Child-Friendly Living Areas Let Little Ones Draw on the Walls



Plush Cinema Seating

Coleccion Alexandra Offers Home Cinema Seating With a Luxe Flair

SCORE
7.9

POPULARITY
ACTIVITY
FRESHNESS

♂♂♂♂♀♀♀♀



PATTERNS



MEGATRENDS



4 EXAMPLES, 36 RELATED

192,053 Total Clicks
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Escapist Event

Brand activations tap into wanderlust

Implications - Technology has put adult consumers in a constant state of busyness, as it makes everything from professional tasks to family responsibilities immediately accessible. This high-stress situation creates a need for escapism, yet reinforces responsibilities. Branded activations that provide temporary escape alleviate the overwhelm in manageable doses, while establishing a positive relationship with consumers.



Brand-Curated Restaurant Experiences

Gaggenau's Bistro 1683 Celebrates the Brand's History



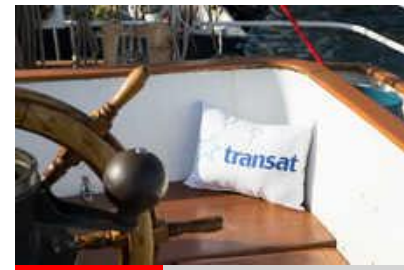
Vacation-Inspired VR Events

This Kayak Pop-Up Transported People to Miami Via VR



Teleporting Pop-Ups

Singha Beer Created a Street Pop-Up to Give Londoners a Taste of Thailand



Croatian-Themed Sailing Events

This Air Transat Event Celebrated the New Direct Flight to Zagreb

Enterprising Minimalist

Small brands leverage simplistic branding as a marker of authenticity

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Retro Presswork Branding

Un Posto a Base's Visual Identity Spotlights Minimalist Typography



Highball Cocktail Detergents

This Shirt Wash from Tangent GC Comes in a 'Gin & Tonic' Variety



Complete Vegan Meal Supplements

The Aussielent Vegan Powder is Packed with Vitamins and Nutrients



Upscale Cannabis Candies

Beboe's Cannabis Pastilles Contain THC and CBD

Autos Insights

AI Transportation

The automotive industry uses artificial intelligence in more holistic ways

Implications - The concept of self-driving cars and its use of artificial intelligence is becoming more commonplace, and expanding into a more holistic approach of the marriage between the automotive industry and AI. This ushers in patterns such as AI roads, or vehicles created using artificial intelligence. This signifies a more all-encompassing use of AI.



Hands-Free Car Kits

'Dashbot' is an Aftermarket Device That Lets Drivers Control Their Cars



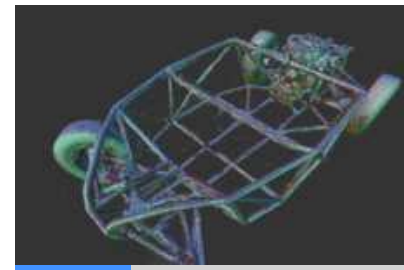
Automated AI Vehicles

The Honda 'NeuV' Concept Electric Vehicle will Unveil at CES 2017



Distracted Driver-Spotting AI

Movidius' Myriad Chip Can Recognize Texting and Driving



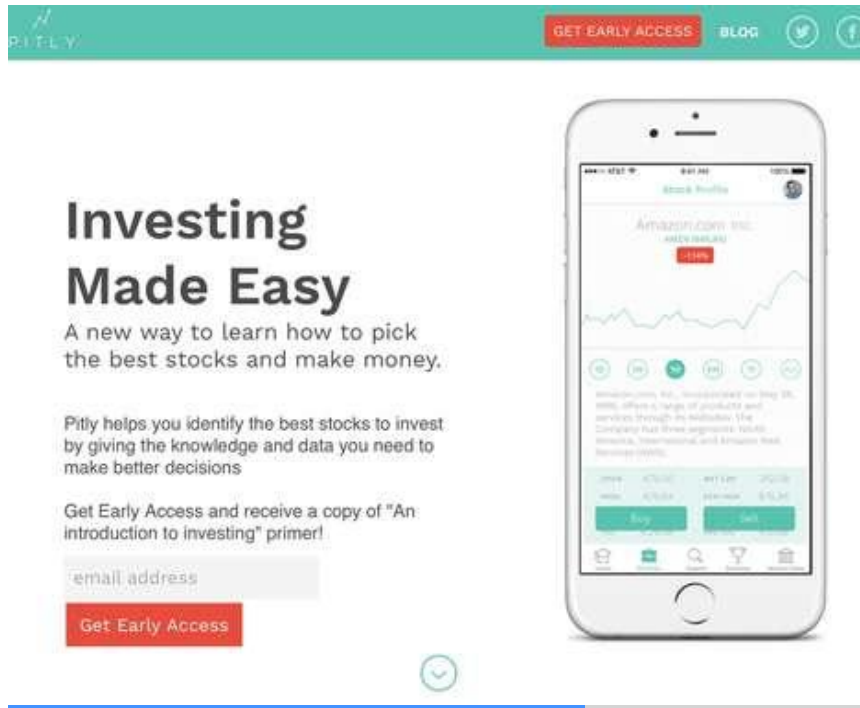
AI Co-Created Cars

'Hack Rod' is Creating a Next-Generation Car with the Help of AI Tech

Novice Adulthood

Industries based in big-ticket items appeal to first-time buyers

Implications - The concept of "adulting" describes a tongue-in-cheek, reluctant approach to traditional pieces of adult life like car ownership. Though based in humor, youth's distaste for these large, seemingly complicated purchases is genuine, and mostly based in a lack of education. Companies within these industries are appealing to first-time purchasers to boost education, simplify the process and encourage Millennials to partake in these more traditional milestones.



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Get Early Access



Beginner Wealth Finance Kits
The 'Ahh Hah!' Personal Finance Organizer Kit Creates Financial Goals



Profile-Analyzing Car Insurance
Admiral's 'Firstcarquote' Analyzes New Drivers' Facebooks



Community Down Payment Programs
Landed Helps with Crowdfunding Real Estate Down Payments

Stock Investment Education Apps

The 'Pitly' App Provides Lessons and Simulations for Beginners

Business Insights

Brought to you by Trend Hunter, the world's most popular, largest trend network, fueled by more than 100,000 contributors and 2 billion views of data. We help creative innovators like you Find Better Ideas, Faster™



Incentivized Mobile

Payout apps entice consumers to earn data and cash through engagement

Implications - Apps offering free data or money in exchange for usage are enticing young audiences to monetize their leisure time. Leveraging data as currency, these companies are finding creative ways to circumvent the growing culture of “walking ad blockers” and engage mobile users. In the spirit of the growing demand for net neutrality, apps that offer free data access will not only allow cost-conscious consumers to stay connected longer, they will also provide opportunity for getting people in developing countries online.



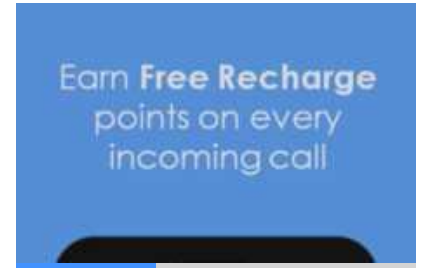
Free Data-Earning Apps

Gigato is an App That Provides Free, Unrestricted Internet Data For Users



Ad-Watching Coupon Apps

The MyAds App Allows Users to Receive Money When Watching Advertisements



Ringtone-Replacing App Payouts

The PayTunes App Replaces Ringtones With Advertisements



Pay-For-Use Data Apps

Earn Talktime Provides Pays Users Through a Variety of Different Functions

Omnichannel Assistance

Brands create seamless shopping micro-moments through digital assistance

Implications - Embracing the increasing interconnectivity of digital and physical, consumers are leveraging online resources to make their shopping experience, even more intuitive. Brands are adapting by taking an omnichannel approach to their consumer engagement, offering personalized assistive functions that help make shopping, either online through e-commerce or in-store brick and mortar, much more seamless. Where friction creates a barrier to purchase, brands that enhanced the shopper experience through impactful micro-moments will win out with the increasingly digital modern consumer.



Reward-Finding Shopping Apps
'Dosh' Finds Cash Back Shopping Opportunities Automatically



Ethical Shopping Extensions
DoneGood's Chrome Plugin Suggests Alternatives When Shopping Online

Retail Comparison Apps

The FindSimilar App Helps Shoppers at Hammerson Stores Discover New Items



Mobile Mall Wallets
Samsung Pay Members Can Now Use the Mobile Payment Card App for Online Malls

Sensorial Merchandising

Product display captivates consumers through shareable emotions

Implications - With the understanding that most consumers seek out memorable experiences they can then share through social media, brands are carefully curating sensory-packed spaces that cater specifically to that desire. Through elaborately immersive visual merchandising that sparks emotions within consumers, the modern retail environment has found a way to adapt to the highly competitive digital space by playing into it.



Virtual Reality Nail Salons

WAH London's New Flagship Incorporates Tech into Its Business Model



In-Mall VR Theme Parks

Landmark Entertainment is Releasing Its 'LIVE Centers' Across China



Immersive Ice Cream Museums

L.A.'s Whimsical Ice Cream Museum Attracts Social Media Users



Emotion-Powered Pop-Up Shops

This eBay Pop-Up Used Facial Expressions to Help Shoppers Find Gifts

Managerial Education

Employees are empowered to lead through educational workshops

Implications - Investing in their own employees, more companies are taking the initiative to enroll newer recruits into leadership and educational programs. Through accelerated skill development, the transition time into fully integrated confident employees is shortened, resulting in a team that feels empowered to take on demanding roles and new challenges as they strive for increased leadership.



Holistic Wellness Conferences

The W.E.L.L. Summit Aims to Provide a 360-Degree View of Wellness



Archetypal Improvement Workshops

'Deeper Discovery' is a Developmental Program for Small Groups



Company-Wide Data Skills Courses

Airbnb's 'Data University' Was Designed by the Company Itself



Educational Business Platforms

'Teamfluent' Helps Improve Business Performance Through Learning



Educational Online Fashion Courses



Coal Miner Coding Classes

Responsive Display

In-store tech provides adaptive assistance to individual shoppers

Implications - While grocery prices tend to fluctuate to offer new deals each week, the use of technology within stores creates a much more personalized experience, offering deals and information to specific customers with little need for human intervention. By being able to analyze shopper data and offer assistance, responsive in-store display is becoming imperative for retailers who want to provide tailored customer service that adapts to the needs of individual consumers.



Smart Grocery Concepts

Coop Italia Imagines a Supermarket of the Future Powered by Microsoft



Intuitive Grocery Displays

Whole Foods' Interactive Store Display Helps Make Purchase Decisions



Dynamic Grocery Pricing

Wasteless Uses Data Analytics to Change Prices on Produce Over Time



Intuitive Grocery Displays

Cloverleaf's shelfPoint System Detects Purchasing Patterns

Futuristic Grocery Stores

Whole Foods' Store of the Future is Both Sensory and Tech-Savvy

Instantaneous Chore

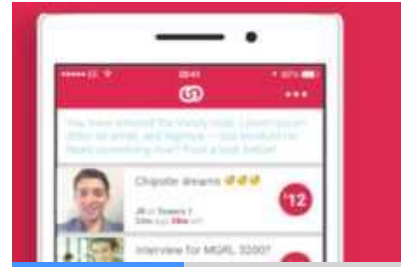
On-demand services run errands for busy consumers

Implications - For consumers who are either too busy or otherwise inconvenienced every time they need to run an errand, there are a multitude of on-demand apps sprouting up to fulfill these niche needs. Saving consumers time, energy and even worry about potentially forgetting something, instant deliveries and services mean consumers don't have to run out on their lunch breaks to get their laundry done or make a special trip for gas or milk. In a culture where the phrase "there's an app for that" increasingly rings true, instant gratification and hyper-convenience reign supreme.



On-Demand Laundry Services

Mulberry's Laundry Offers Service in Minnesota and the Bay Area



Errand-Outsourcing Apps

This Task App Lets Students Post Paid Tasks For Other Students to Claim



On-Demand Fuel Services

Booster Fuels Fills Your Car Up Without the Trip to the Gas Station



On-Demand Razor Subscriptions

'Gillette On Demand' Offers a Quick Razor Delivery Service



MEGATRENDS

4 EXAMPLES, 36 RELATED



37,175 Total Clicks
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The kit model is applied to those looking to start their own business

Implications - In the digital age, turning great ideas into profitable businesses is much easier than ever before; however, this accessibility of resources is moving beyond digital means through subscription boxes and programs. These kits provide step-by-step instructions for hopeful entrepreneurs, with tangible items to aid in the entrepreneurial process. This speaks to the democratization of resources.



Entrepreneur-Specific Subscription Services

The FEONA Box is a Service for Female Entrepreneurs



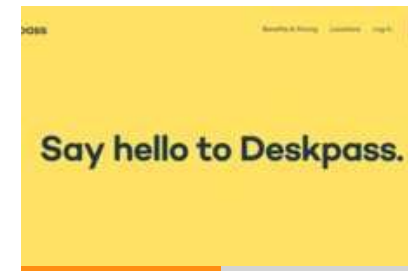
Female-Focused Entrepreneurial Subscriptions

The 'Leader Ship Box' is Made for Professional Women



Women's Entrepreneurship Subscription Boxes

Sparkle Hustle Grow Help Women in Leadership Positions



Monthly Co-Working Subscriptions

Deskpass Connects Individuals with Shared Office Space



PATTERNS



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4 EXAMPLES, 33 RELATED

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Habitual Hotel

Cafes and hotels cater to the modern consumer's realistic lifestyle habits

Implications - Productivity guilt is slowly giving way to more intuitive relaxation methods that offer the freedom for consumers to be themselves and feel at home. With free time becoming an increasingly precious commodity and personal wellness gaining precedence in consumers' minds, modern consumers are faced with the consistent struggle of trying to make time to do what they love best – lounging.



All-Day Nap Bars

'Siesta & Go' Rents Beds and Rooms for Catching Up on Sleep



TV-Watching Retreats

Three Mobile, Samsung and Netflix Launched a 'Bed 'N' Binge' Retreat



Mobile Nap Trailers

Casper's UK Sleep Tour Introduces a 'Sleepmobile' on Wheels



Restorative Nap Cafes

Nescafe's Cafe in Japan Offers Space for Napping on World Sleep Day



Multi-Purpose Women's Clubs

'The Wing' is a "Home Base for Women on Their Way" in NYC



MEGATRENDS

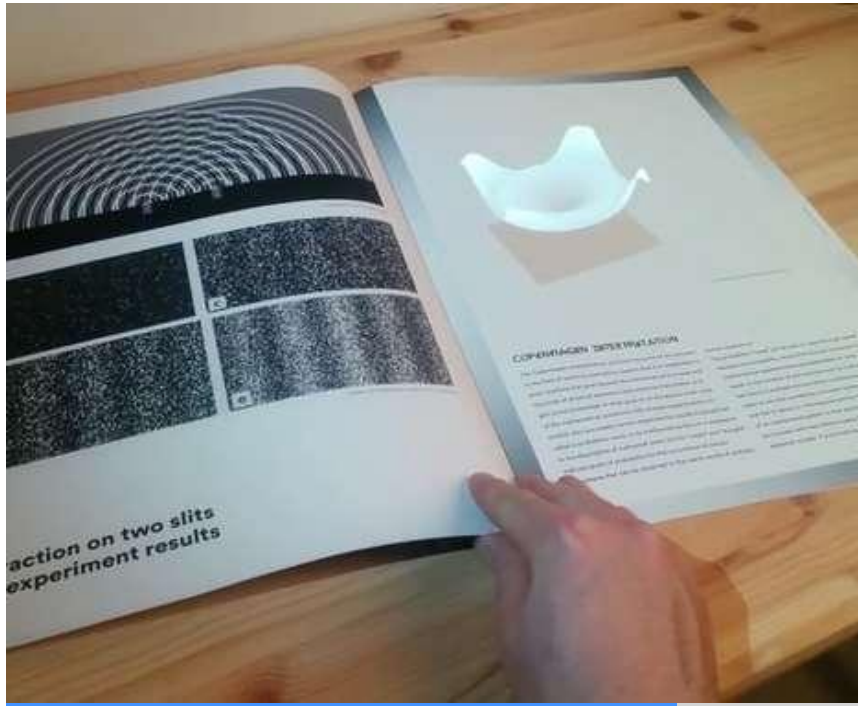
5 EXAMPLES, 42 RELATED

97,208 Total Clicks
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Augmented Package

AR features entice consumers to engage with products in-store

Implications - Incorporating augmented reality features into product packaging and displays is quickly becoming the new way for brands to create a memorable experience for consumers. These interactive moments enhance the shopping experience through engagement that is inspiring and visually enchanting. In addition to enticing consumers on location, AR interactions also generate social media content, spreading word of mouth marketing on a wider scale and showcasing the importance of engaging the constantly connected consumer via digital mediums even in-store.



DIY Augmented Reality Books

This Augmented Reality Book Requires No Apps or Special Glasses to Use



AR Egg Cartons

Vital Farms' Newly Redone Egg Carton Design Comes to Life with Augmented Reality



AR Code Candy Packaging

This PEZ Packaging Features Scannable Codes that Unlock Mobile Games



Augmented Sausage Packaging

Bemis' Transforms Branding with Interactive Package Systems



Augmented Reality Sneakers

The Monte Z High-Tech Sneakers Have a Design That Comes to Life in AR

Eco Insights

Deliberate Reduction

Consumers buy less, but more intelligently to reduce consumption

Implications - Tying into the desire to consume consciously, consumers are beginning to buy less, but better. Consumption is more about quality than quantity by way of apps and services that curate only the best and most necessary offerings. This small tweak to consumption is an incremental, easy-to-implement way for consumers to make a global difference.



Clothing Repair Pop-Ups

The Patagonia Worn Wear Truck is Travelling Across the US Fixing Gear

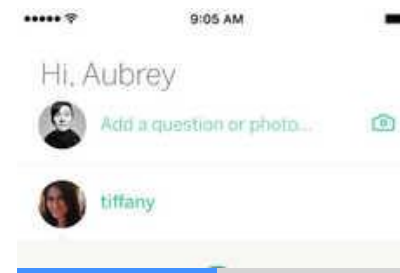


Maximally Minimal Fashion Collections

'Honest-Rosie' Offers 30 Unique Outfits from Six Pieces

Consumption-Reducing eCommerce Platforms

The 'Buy Me Once' Online Shop Only Sells Items That Last



Inspirational Tidying Apps

'KonMari' Motivates One to Simplify Their Life the Marie Kondo Way

Fashion Insights

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The New Nudes

As product palettes expand to ensure inclusivity, 'nude' shades grow in number

Implications - From beauty to fashion, brands are expanding their definition of "nude" to include a wider variety of shades, specifically catering to those with darker complexions, a group that has been previously ignored by the mainstream. This progression demonstrates an effort on the part of envelope-pushing brands to better align their product offering in order to reflect the demographic makeup of the market.



Complexion-Matching Hosiery Retailers

FleshTone.net Provides Nude Hosiery in a Variety of Shades



Inclusive Footwear Collections

The New Louboutin Range Features an Extended Nude Palette



Crowdsourced
Eyeshadow
Palettes



Universal Eye
Shadow Shades



WOC Makeup
Collections



TV Star Cosmetics Collections

The MAC x Taraji P. Henson Collection is Ultra Versatile



Inclusive Nude
Nail Lacquers

SCORE
6.7

POPULARITY
ACTIVITY
FRESHNESS



PATTERNS



MEGATRENDS



7 EXAMPLES, 60 RELATED

267,277 Total Clicks
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Pale Pink Persuasion

Millennial pink persists in all forms of branding and fashion

Implications - Deemed by some as "millennial pink," while others may refer to it as "Tumblr pink," the pastel hue has quickly become a mainstay in branding, fashion and advertising that is proving to be successful and even contagious. In addition to its direct relation to a reclamation of the the color pink by young women as a symbol of empowerment, this shift highlights a collective visual consciousness of those particularly tapped into image-based social platforms.



Sublime Fashion Branding

Middle Sister's Brand Identity is Showcased in a Palette of Pastel Pinks



Korean Shoemaker Beauty Brands

Korean Shoemaker Sovo Has Launched Nuca Skincare



Social Media-Inspired Beer

Hash Beer Feminizes Such Packaging for Its to be More Instagrammable



Miniature Beauty Advent Calendars



Modernized Velcro Sneakers



Artisanal Rose Water Concepts



Gum-Inspired Lip Salve Packaging

SCORE
7.3

POPULARITY

ACTIVITY

FRESHNESS



PATTERNS



MEGATRENDS



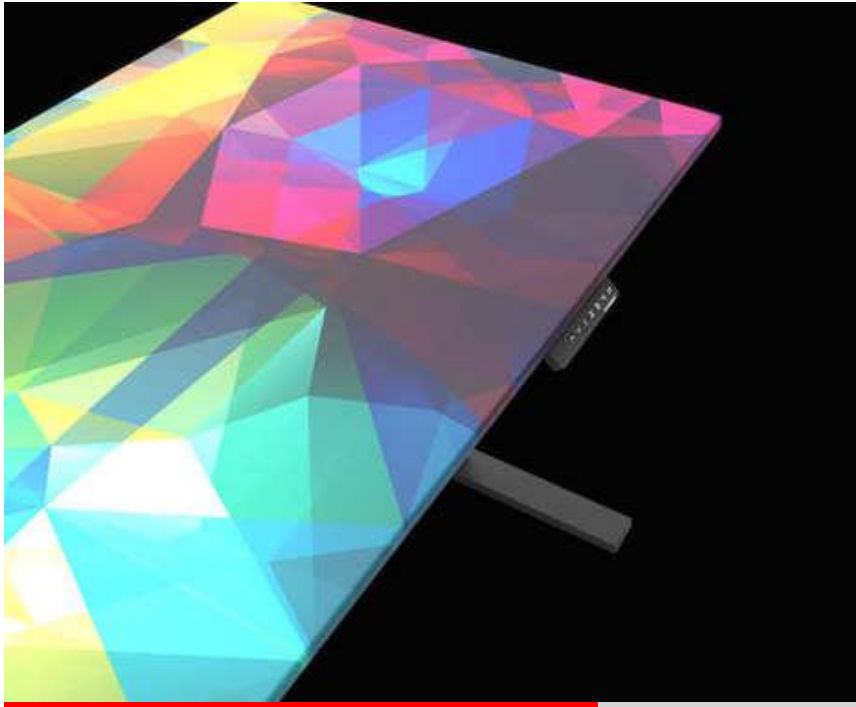
7 EXAMPLES, 63 RELATED

127,535 Total Clicks
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Maximalist Mundane

Consumers looking to alleviate the boredom of routine find expression

Implications - Minimalist design and its concurrent lifestyle -- Marie Kondo's teachings, for example -- have risen in popularity due to information overload. As a backlash to this movement, a sub-segment of consumers is going in the opposite direction, seeking excess. This is an act of rebellion, but also a method of alleviating the boredom of routine through unabashed self expression.



Customizable Desk Covers

Evodesk Allows Consumers to Personalize Their Workspaces With Vinyl Skins



Branded Luxury Hair Ties

Chanel Hair Ties are a Chic 90s-Inspired Accessory for the Spring



Vibrant Tie-Dye Sneakers

Maison Margiela Released a Pair of Multicolored Sneakers for Spring



Rainbow Unicorn Umbrellas

The Magical Unicorn Umbrella Adds an Air of Whimsy to a Rainy Day



MEGATRENDS

4 EXAMPLES, 36 RELATED

93,949 Total Clicks
[Hunt.to/345298](https://www.trendshunter.com/Hunt.to/345298)

Athleisure Beauty

Fit fashion evolves to integrate cosmetics that complement athletic lifestyles

Implications - Far from going out of style, athleisure is increasingly permeating adjacent categories, going beyond activewear and into the beauty and skincare realm. As cosmetic brands adapt to the new demand for fitness-focused products, we're starting to note launches of gym-specific makeup collections and lines of skincare and haircare tailored for active lifestyles. This shift demonstrates a new niche in the world of beauty as athleisure trends continue to evolve.



Post-Workout Skincare Kits

Mio Skincare's 'Gym Kit' Includes Workout Wipes and a Wonder Gel



Sweat-Ready Beauty Sets

Clinique's Pep Rally Kit Packs Gym Bag Essentials into a Water Bottle



Restorative Workout Haircare

The Hair Warrior Products Offer Protection from Sweat and Heat



Sweat-Proof Cosmetics

'Sweat Cosmetics' is a Beauty Line Designed for Highly Active Women



Gym-Friendly Makeup Collections



Athletic Mascara Marketing

SCORE
6.4

POPULARITY
ACTIVITY
FRESHNESS



PATTERNS



MEGATRENDS



6 EXAMPLES, 44 RELATED

71,184 Total Clicks
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Utilitarian Ephemera

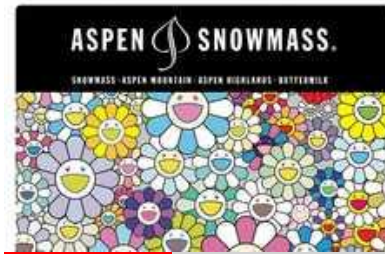
Collectors are enticed by special design-led ticketing collaborations

Implications - While the phenomenon of collecting ephemera is rooted in the old world, recently, brands and institutions are collaborating to transform everyday paper tickets into treasured pieces of art. In addition to solidifying the social and cultural currency of such brands, this progression suggests a new collective nostalgia for printed matter in the digital age, and the opportunity for brands to insert themselves in this meaningful space.



Streetwear Brand Transit Cards

Supreme Created Custom MetroCards for Style-Savvy Commuters



Artist-Designed Ski Lift Tickets

Takashi Murakami Has Designed Souvenir Lift Tickets in Aspen



Special-Edition Movie Tickets

Regal Cinemas is Offering an 'Ultimate Ticket' to Star Wars Fans



Commemorative Subway Passes

The Taipei Metro Has Released a Year of the Monkey Pass



Ticket-Inspired Towels

This Beach Towel Design by Cineplex Provides a Free Trip to the Movies



MEGATRENDS

5 EXAMPLES, 44 RELATED

124,340 Total Clicks
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Post-Ironic Tourist

Statement pieces celebrate the normcore in stereotypical tourist attire

Implications - Fashion-forward consumers can be observed channeling nostalgia with post-ironic statement pieces inspired by the image of a stereotypical tourist from both streetwear and luxury brands. This unique shift highlights the all-encompassing nature of the normcore fashion movement in taking inspiration from seemingly overlooked references, and the meanings attached to such kinds of utilitarian dress.



Men's Couture Streetwear

The Fall/Winter Louis Vuitton Collection Was Presented with Supreme



City-Centric Hawaiian Shirts

These Wacko Maria Shirts Have a Vintage Vacation-Ready Look



Minimalist Streetwear Viscors

These Dime MTL Hats Use a Simplistic White and Gray Color Palette



Premium Artisan Camera Straps

The Cruick Leather Camera Straps are Designed to Last a Lifetime



Tropical Skate Shoes



Masculine Bandanna-Print Sandals



MEGATRENDS

6 EXAMPLES, 54 RELATED



112,734 Total Clicks
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Sci-Fi Accessorized

Lowkey fandom references are incorporated into everyday fashion pieces

Implications - Hyper-niche branded products from sci-fi, fantasy and fairytale genres are being embraced by adult consumers in order to pay subtle reference to the cultural impact of the brand iconography. This emerging pattern can be seen as evidence as the growing acceptance of youth as an attitude and lifestyle choice allowing individuals to celebrate their nostalgic preferences as a means of personal expression.



Ethical Sci-Fi Shoes

The Po-Zu Star Wars Character Shoes are Stylishly Modern



Sci-Fi Unmentionables

These Star Trek Uniform Panties Let You Secret Dress for the Enterprise



High-Fashion Sci-Fi Purses

The Star Wars Death Trooper Vegan Leather Bag is Officially Licensed



Medieval Weaponry Umbrellas

This Game of Thrones Outdoor Umbrella Features the Handle of a Sword

SCORE

7.4

POPULARITY



ACTIVITY



FRESHNESS



PATTERNS



MEGATRENDS



4 EXAMPLES, 36 RELATED

51,640 Total Clicks
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Leisurewear Revolution

Luxury and streetwear sweatsuits provide consumers with a high-low mix

Implications - With the influence of athleisure now ubiquitous in the fashion market, the sweatsuit has been re-embraced by streetwear and department store brands alike in high-end fabrics that emphasize luxury and leisure over active working out. This shift demonstrates a continually evolving relationship between consumers and their clothing in the pursuit of a healthy work-life balance.



Structured Ukrainian Streetwear

Syndicate's New Line Blends Modern Sportswear with Retro Classics



Pastel Winter Sportswear

The New 10.Deep Collection Makes Use of Faded Hues for a Modern Look



Streetwear-Inspired Fast Fashions

The ZARA Streetwise Line Takes Inspiration from Yeezy Season 3



Co-Branded Designer Tracksuits

These Reebok and Vetements Tracksuits Honor Popular Vintage Styles



Modernized Men's Jumpsuits



Ergonomic Post-Workout Clothes

SCORE
7.0

POPULARITY
ACTIVITY
FRESHNESS



PATTERNS



MEGATRENDS



6 EXAMPLES, 54 RELATED

145,926 Total Clicks
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Dependable Garment

Gen X looks for practical applications of fashionable attire

Implications - While fashionable attire is still of importance to Gen X, they care more about being smart with their hard-earned cash, preferring to invest in attire that has a sensible function rather than a simply decorative one. Prioritizing comfort and wellness, this generation is influenced by their preference of online shopping to find innovative, dual-purpose products that have an added practical benefit.



Stylish Computer Eyewear

The Felix Gray Computer Glasses Combat Eye Strain and Reduce Glare



Antibacterial Bamboo Underwear

Aubrey & Oakes Underwear is Designed for Optimal Comfort



Heat-Generating Unisex Hoodies

'G-Tech Apparel' Offers a Warmer Alternative to Normal Sweaters



All-Season Pyjama Pants

Panttoo's Unique Loungewear Features a Built-In Sock Option



Doctor-Recommended Flip-Flops

FitFlop's Supportive Sandals are Designed for Problematic Feet

SCORE
6.9

POPULARITY
ACTIVITY
FRESHNESS



PATTERNS



MEGATRENDS



5 EXAMPLES, 45 RELATED

71,408 Total Clicks
[Hunt.to/350331](https://www.hunt.to/350331)

Procedural Pampering

Self-care brands focus more on rituals than products with step-by-step kits

Implications - As an industry, personal care is deeply rooted in the idea of pampering the self. This becomes more about ritual than product for the social media-age consumer. As a result, brands within self care are emphasizing a step-by-step process with their products, including tools and instruction to enable consumers to take this in-depth approach at home.



Botanical Mask Applicator Sets

The Hanacure Facial Harnesses the Benefits of the Lotus Flower



Aromatic Bridal Kits

Saje Wellness' Bridal Body Care Set Refreshes and Relaxes



All-In-One Face Mask Packaging

This Powder Face Mask Provides a Built-In Bowl and Measuring Spoon



Relaxation-Inducing Cosmetics

Glossier's Back-To-Reality Trio Encourages Self-Care

Transformation Ritual

Skincare products use dynamic textures to communicate hyper-effectiveness

Implications - The success of a skincare product is as reliant on the ritual as it is on the sheer effectiveness of the ingredients. Products that transform throughout the use ritual provide instant, tangible satisfaction, making product use more enjoyable while also signifying effectiveness. As well, the interactivity of a transforming product provides a memorable experience.



Bubbling Clay Face Masks

Milky Piggy's Carbonated Bubble Clay Mask Has a Cloud-Like Consistency



Earthy Face Mask Powders

Srichand's Tanaka Gold Powder Mask is Sourced from Tree Bark



Rubberized Gel Masks

The MD's Pick Gel Rubber Face Masks Boast a Unique Formula



Hardening Honey Skincare

The May Lindstrom Honey Mud Uses Clay to Naturally Purify the Skin

High-Tech Reversal

Consumers integrate technology into their anti-aging skincare regimen

Implications - Second to owning a time machine to rewind the aging process, high-tech tools that promise to reverse fine lines and prevent future wrinkles are the answer for many consumers when it comes to sophisticated anti-aging they can use at home. As demand for instant gratification leaves creams and serums in the lurch, many consumers are turning to lasers and electronics that they can integrate into their skincare routines without having to undergo the pain of injectibles or surgery. This shift demonstrates a desire from consumers to take matters into their own hands when it comes to age reversal.



DIY Face Mask Machines

Fruits and Vegetables Can Be Used in Preup's Face Mask Maker



LED Skincare Gadgets

LightStim's Handheld Light Therapy Devices Reduce Wrinkles and Acne



Collagen Production-Enhancing Lasers

The Tria Age-Defying Laser Can Be Used at Home



Affordable Light Therapy Treatments

The Conair True Glow System Offers At-Home Light Therapy



Eye-Illuminating Gadgets

mē's 'Bright' Handheld Device Targets Dark Undereye Circles

Millennial Rewind

Skincare brands are positioning anti-aging products to target younger markets

Implications - Through playful branding, sophisticated skincare formulas are being repositioned to appeal to the Millennial crowd. Considered the generation that sparked the self-care movement, many Millennials pride themselves on having elaborate skincare rituals that are highly informed by digital media and online forums. Brands are leveraging this momentum to promote preventative anti-aging products to this younger demographic that is both highly concerned and highly educated about its health and wellness.



Millennial Anti-Aging Cosmetics

'Nia' is a New Skincare Line to Keep Youth Looking Youthful



Unicorn-Themed Face Masks

BioBelle's #UnicornGlow Masks Brighten Skin and Reduce Fine Lines



Anime-Themed Cosmetic Products

The Tony Moly x Pokemon Collection Features Themed Creams



Silver Peel-Off Face Treatments

Glamglow's Peel-Off Mask Leaves Firmer Facial Skin Behind



Bust Care Kits

Pure Smile's 'Oh! My Busty?!' Provides a Scrub, Mask and Lotion



PATTERNS



MEGATRENDS



5 EXAMPLES, 44 RELATED

43,773 Total Clicks
[Hunt.to/356091](https://www.trendshunter.com/hunt/356091)

Life-Stages Insights

Amalgamated Play

Brands merge analog & digital to create games that involve physical interaction

Implications - Seeking to maintain an element of physical engagement, toy brands are creating games and platforms that combine digital software with tangible interactions. Integrating this dual-functionality into the foundation of the toy itself, brands are requiring kids to use physical objects like building blocks and letters as a means to activate digital platforms and games. This physical component not only speaks to the benefits of analog play, but it also signifies a turn toward hybrid forms of engagement.



Physical Touchscreen Toys

The 'Pocket Racing 2.0' Racing Cars React to the On-Screen Action



Talkative Smartphone Toys

The Smapon Communication Toy Works in Tandem with a Phone



Toy-Incorporating Game Platforms

The 'Yibu' Gaming Platform Blends Real World Toys with Digital



Smart Alphabet Toys

These Classic Wooden Letters Teach via iPad Apps



Gaming Puzzle Toys

Learning Game System Puzzlets Gives Kids Coding and Game Development Skills

Productionized Prodigy

The high capabilities of Gen Z are maximized through services and products

Implications - Where the Millennial generation had teen entrepreneurs, Generation Z has child prodigies. This is due to the increased accessibility and range of information, which in turn breeds a highly competent generation of children and tweens who are redefining the idea of what kids are capable of. Products and services that aid in this natural sense of entrepreneurship among children ensure Generation Z reaches their full potential.



Empowering Entrepreneurial Toys

Fashion Angels' 'It's My Biz' Toys Inspire Careers in Business



Tween Influencer Communities

The AwesomenessTV Network Supports Young Content Creators



Entrepreneurial Shoe Workshops

Savvy Society's Workshops Teach Girls to Use 3D Printing Techniques



Child-Focused Entrepreneurial Events

'Kid Talks' Inspire Young Attendees to Reach Goals



MEGATRENDS

4 EXAMPLES, 34 RELATED



32,981 Total Clicks
[Hunt.to/349960](https://www.hunt.to/349960)

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Collaborative Narrative

Choice-based storytelling engages children through confidence-boosting

Implications - Giving children a chance to have some flexibility and control of the narrative presented to them in character-driven stories sends a powerful message to young Gen Zs that their decisions have implications and make an impact on the story's final outcome. This not only fosters critical thinking and confident decision making early on, it also encourages young minds to become more invested in the narratives that they've contributed to.



Collaborative Story Apps

The 'TaleAStory' Lets Users Create their Own Tale One Line at a Time



Chat-Based Adventure Games

'Humani: Jessie's Story' is Told Through the Facebook Messenger App



Empathy-Based Video Games

This Battle Game Lets Players Fight Monsters or Make Friends With Them



Interactive Reading Apps

'Amazon Rapids' Gets Kids Interested in Reading Through Text Messaging

Upleveled Preservation

The Boomer demographic engages in higher-end health management

Implications - Boomers have reached retiring age at a time when they have quite a bit of disposable income, creating a large generation of potential luxury consumers. Combining their pragmatic needs with a touch of luxury simultaneously provides tactical and emotional appeal. The convergence of function and style for Boomers can be seen within the health industry specifically, with potential applications beyond.



Comfort-Focused Walking Shoes

Samuel Hubbard Shoe Company Sells Stylish Shoes for Middle-Aged Men



Jewelry-Inspired Fitness Trackers

The CarePredict Tempo Keeps Track of Seniors' Lifestyle Patterns



Connected Pill Caps

The Pillsy Cap Automatically Reminds Users to Take Their Daily Doses



Connected Aromatherapy Devices

The 'AromaCare' is Able to Connect to a User's Smartphone

SCORE
6.6

POPULARITY
ACTIVITY
FRESHNESS



PATTERNS



MEGATRENDS



4 EXAMPLES, 36 RELATED

47,978 Total Clicks
[Hunt.to/352691](https://www.hunt.to/352691)

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Upleveled Nostalgia

Millennial consumers seek high-end trinkets with sentimental value

Implications - Millennials are delaying adulthood, achieving adulthood milestones at a later rate than any other generation. The money they are saving by avoiding things like homeownership is spent growing their key values of individuality and memorable experience; as they grow older and attain more disposable income, however, their tastes become more sophisticated. This has caused growth within the high-end nostalgia market.



Adult Summer Camps

Camp No Counselors Invites Grown-Ups to Enjoy Youthful Freedom with Booze



Disney Character Bags

Coach's New Disney Collection Features Playfully Redesigned Bags



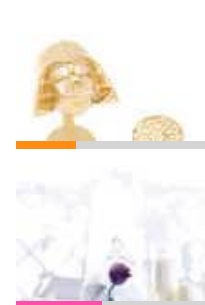
High-End Mood Rings

Leo Black's Sophisticated Mood Ring Jewelry Piece Costs \$1,150



Enchanting Fairy-Tale Hotels

The Mondrian Soho in New York Was Inspired by Beauty and the Beast



Geeky Golden Cufflinks

Fairy Tale Beauty Serums

Peaceful Play

Soothing toys attract both adults and kids

Implications - An under-discussed side effect of play is relaxation. This is boosting the adult desire for mindless enjoyment by way of small, tactical toys, while also boosting mindfulness components in toys targeted toward children. Stress is high in the digital age due to the frequency and volume of content consumption, making incremental relaxation more necessary than ever.



Wooden Fidget Toys

MOKURU is a Desktop Toy That Flips, Rolls and Does Tricks



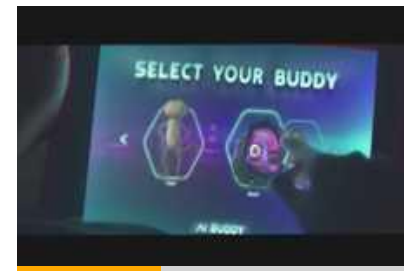
Responsive Tactile Stress Balls

The Interactive 'Stressball' Senses Body Data and Responds



Heatable Plush Toys

The Microwaveable Heat Therapy Stuffed Animals Offer Soothing Warmth



Comforting AI Characters

'AI Buddy' is a Virtual Friend for Kids in Military Families

In-store customization stations generate engagement from Gen Z

Implications - In an effort to make brick and mortar retail spaces more of a destination for families, brands are offering in-store customization of toys and products for kids. Encouraging the children of maker parents to add their own personal touch to a product and make it truly unique to them, these brands are creating memorable moments for families to share in, enhancing engagement within the retail space. This interactivity appeals to the Gen Z demographic as they are interested in taking their world into their own hands and creating rather than passively buying.



DIY Toy Store Figurines

The 3DplusMe Kiosks Allow Consumers to Create Personalized Action Figures



Interactive Doll Retailers

The American Girl New York Shop is Dubbed "The Store of the Future"



Branded Emoji-Themed Pop-Ups

Pepsi's New 'Have Fun' Pop-Up Showcases the Brand's Custom PepsiMojis



Personalized Building Block Kits

This LEGO Store Produces Custom Lego Kits in a Child's Likeness



MEGATRENDS

4 EXAMPLES, 32 RELATED

71,726 Total Clicks
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Lifestyle Insights

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Instagrammable WELLth

Wellness is pushed as a status symbol through design-conscious health

Implications - The Attention Economy is of the utmost importance to the Millennial group whose disposable income is lower and slower to emerge than other generations, making all parts of the Millennial lifestyle an opportunity to boast status. This is especially true of health, as "Wellth" -- the idea of carefully curated physical well-being -- is being integrated into products and services by way of design-consciousness and deliberate "Instagrammability."



Sweetheart Pharmacy Interiors

This Madrid Pharmacy Features a Romantic Ode to Health



Transparent Daily Multivitamins

Ritual Multivitamins Contain No Synthetic Fillers or GMOs



Experiential Sports Bra Pop-Ups

The NikeWomen BraHaus Pop-Up Sought to Offer Custom Sports Bras



Warrior-Inspired Supplements

Wild Health Warriors Makes Chinese-Inspired Supplements for Health



Eclectic Pharmacy Branding

Rumeli70 Pharmacy's Logo and Packaging References Turkish Art



MEGATRENDS

5 EXAMPLES, 45 RELATED

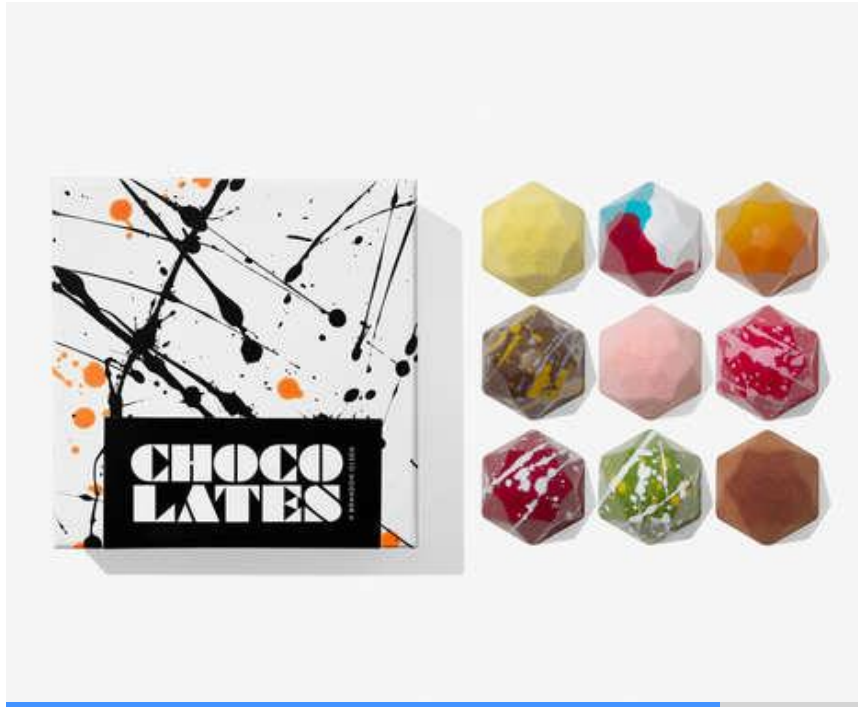


148,085 Total Clicks
[Hunt.to/343174](https://www.hunt.to/343174)

High-Brow Confection

Boutique shops offer art-infused edibles

Implications - Battling the idea that sweet indulgences are meant for children, boutique confectioners are infusing these treats with elegance. This combines physical, taste-based indulgence with visual indulgence, providing extra value for older consumers -- Millennials in particular -- for whom indulgence is defined by a connection to status, experience, and value. This multi-leveled approach to the concept of treating oneself grants the penny-pinching Millennial an extra level of permission to indulge.



Artistic Chocolate Shops

Toronto's Chocolates x Brandon Olsen Serves Up Colorful Hand-Made Bonbons



Exclusive Eclair Pastry Shops

'Nugateau' is a Toronto Patisserie Serving Up Fresh Eclairs Daily



Gourmet Popsicle Shops

'The Pop Parlour' Serve Up Artisan Ice Pops in Orlando



Small-Batch Chocolate Shops

Brooklyn's FINE & Raw Makes Artisan Treats from Conscious Ingredients



Experimental Gelato Shops

The Death in Venice Gelato Company Serves Up Unusual Flavor Combinations



PATTERNS



MEGATRENDS

5 EXAMPLES, 37 RELATED



181,369 Total Clicks
[Hunt.to/344135](https://hunt.to/344135)

Alcohol brands create interactive drinking games that promote staying in

Implications - Alcohol-fueled game nights entice the growing number of consumers who would rather spend a night in with close friends. As a countertrend to the excursions prevalent in Millennial party culture, we're seeing a movement towards more intimate gatherings that appeal to the socially anxious segment of this demographic. This evolution creates opportunity for alcohol companies to create brand-specific games and products to fuel this growing demand.



Alcohol-Accompanying Board Games

The Brand 'Stranger & Stranger' Has Released a Board Game



Gameshow-Inspired Drinking Games

The 'DRINKO' Drinking Shot Game is Modeled After Plinko



Drinking Game Tequila Packaging

This Packaging Can Be Used to Ship Tequila Bottles and Play Games



Card-Based Wine Tasting Games

Read Between The Wines! Offers a Playful Experience for Vino Lovers

Stress-Free Tech

Technology is leveraged to combat stress and promote mental health

Implications - As awareness and de-stigmatization of mental health continues to grow, an increase in technology trends around regulating stress and promoting emotional wellness are becoming more readily available for the everyday consumer. This beneficial shift demonstrates an increase in demand for technology that enhances the user's well-being, not just their lifestyle.



VR Escapism Programs

This Chemotherapy Patient Program Uses Virtual Reality as a Form of Escape



Hi. I'm joy.|

I'll help you track and improve your

Mood-Detecting Chatbots

AI 'Joy' Can Keep Track of Human Emotional States on Facebook Messenger



Stress-Regulating Driver Seats

Faurecia's 'Active Wellness' is a Health-Monitoring Biometric Seat



Stress-Fighting Gadgetry

The Pip Monitors the Skin's Electrical Current to Determine Stress Levels



Stress-Reducing Health Trackers

The 'Lief' Tracks Heart Rate Variability to Decrease Stress

Lifestyle Trial

The try-before-you-buy model moves into unexpected places

Implications - As retail moves into the digital space, more brands are offering the option to try products before buying them. This concept is easier to execute in spaces such as fashion, but what about larger purchase decisions with long-term lifestyle implications? More accuracy, extended sampling, and the use of data come together to make for more thorough trial periods in an era where consumers expect hyper-curated products and services. This model proves particularly strategic in the face of the skeptical Gen X demographic who prefers proof of value before committing to large purchases.



High End Rental Experiences

The New Neiman Marcus Outlet Includes Rent the Runway Styles



Virtual Optometry Platforms

Ditto Offers Intuitive Frame Recommendation Tech for Retailers



Dog-Borrowing Apps

Bark'n'Borrow Brings Dog Owners, Wannabe Owners and Professionals Together



Testable Car Purchasing Sites

Hellocar Gives Consumers the Chance to Test Out Their Car for a Week



PATTERNS



MEGATRENDS



4 EXAMPLES, 31 RELATED

35,454 Total Clicks
[Hunt.to/349173](https://www.hunt.to/349173)

Prescriptive Planners

Built-in guidance incentivizes Millennials looking for analogue confidants

Implications - Choosing analogue diaries for their private thoughts and aspirations over the paranoia of questionably secure digital formats, Millennials are attracted to journals that can offer guidance rather than a set of intimidating blank pages. Allowing them to visualize their goals and dreams in a structured way, a systematic approach to journaling provides those accustomed to the instant gratification of digital devices a sense of direction as well as satisfaction with each mini task completed.



Structured Success Planners

The SELF Journal Designs Encourage Accomplishments with Setting Goals



Challenge-Based Agendas

This Creative Planner Helps You Accomplish Your Goals in 30 Days



Entrepreneur Planning Workbooks

The 'Startup Daybook' Daily Planner Gets Users Focused on Strategy



Comprehensive Productivity Planners

Spark Notebooks Cater to Those Who are Serious about Success



Goal-Oriented Notebooks



Analog Organizational Systems

SCORE
6.9

POPULARITY
ACTIVITY
FRESHNESS



PATTERNS



MEGATRENDS



6 EXAMPLES, 46 RELATED

138,727 Total Clicks
[Hunt.to/349497](https://hunt.to/349497)

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Format Over Flavor

Food and beverage sees a shift in focus towards aesthetics over taste

Implications - In the modern age of Instagram-driven behavior, the photo-worthiness of food is more important than ever before and, in some cases, is starting to take precedence over culinary legitimacy. In order to attract the niche but insatiable demographic of younger consumers on the hunt for their next shareable moment, QSR brands are starting to adopt multi-hued offerings that tend to prioritize aesthetic innovation over flavor enhancement.



Technicolor Grilled Sandwiches

This Rainbow Grilled Cheese is Colored Based on Each Food Flavor



Rainbow Burger Buns

Joe's Bar in New York Offered Very Colorful Brioche Buns for Burger Week



Rainbow Sushi Recipes

This Colorful Japanese Dish Uses Natural Flavors to Dye the Rice



Tie-Dye Pancake Recipes

Diner By the Sea Offers Vibrant Technicolor Flapjacks for Diners to Enjoy



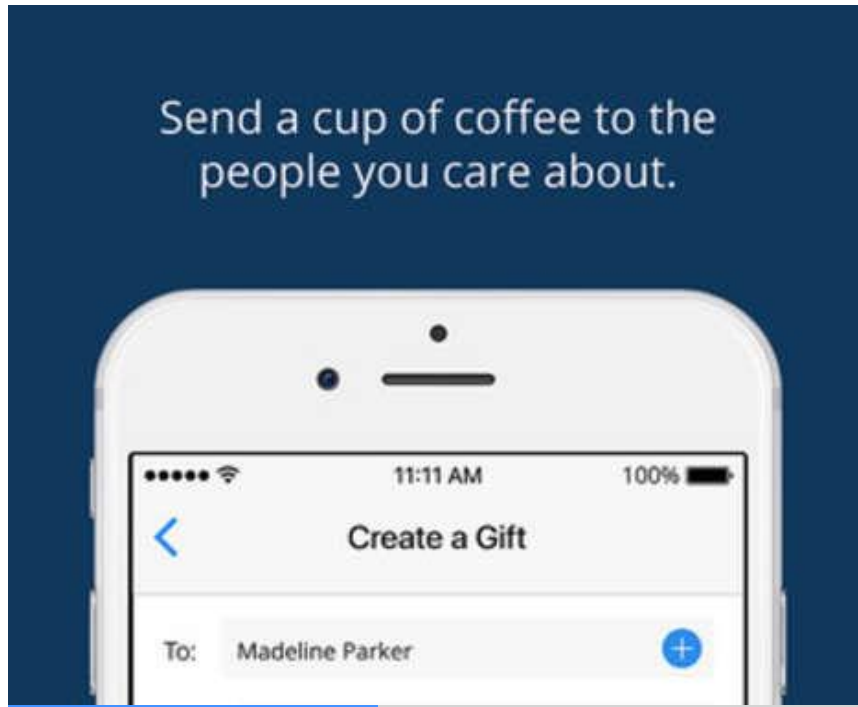
Chromatic Unicorn Hot Chocolates

This Hot Beverage from Crème and Sugar is Folklore-Inspired

Automated Kindness

Consumption guilt drives consumers to find ways to improve their karma

Implications - The rise in curation makes it easier than ever for consumers to remain inside their own bubble of specific content, like-minded people, and tailored products. This self-contained approach to life may be enjoyable, but it can create feelings of guilt for those who want to better the world. Automated acts of kindness alleviate this guilt without disrupting the curated daily routine. In order to truly alleviate this guilt, these products and services are not branded and often consumer-made, highlighting a sense of community over capitalism.



Charitable Coffee-Gifting Apps

The 'Nack' App Allows Users to Buy Anyone a Cup of Coffee



Karma-Inspired Community Donations

The Little Free Pantry is Uniting an Arkansas City With Charity



Anti-Bullying Mobile Apps

The BullyBox App Gives Students a Better Way to Report Bullying



Relationship-Building Business Apps

The 'bonjoro' Customer App Lets Brands Send Personal Thanks

Pioneer brands in the alchemy-based wellness realm gain cult-like followings

Implications - As health-focused consumers look to make informed decisions empowered by newly gained knowledge, many are opting for new age wellness brands driven by alchemy-based knowledge and that provide natural products guided by principals of both modern and ancient medicine. This shift demonstrates a desire from consumers to partner with pioneering wellness brands that are ready to serve as catalysts on their health journey.



Scientific Beauty Supplements

Fountain is a Range of Drinks That Inspire Health and Beauty



Superfood Beauty Tonics

The Cluo Juices Feature Skin-Boosting Ingredients Such as Moringa



Opulent Health-Boosting Supplements

The Super Elixir Powder is a Premium Nutritional Solution



Boosting Cognitive Powders

The 'Brain Dust' Edible Talc is a Natural Brain Stimulator



Powdered Herbal Lattes



Mushroom Superfood Supplements

SCORE
5.8

POPULARITY
ACTIVITY
FRESHNESS



PATTERNS



MEGATRENDS



6 EXAMPLES, 53 RELATED

79,752 Total Clicks
Hunt.to/349828

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Everyday Pun

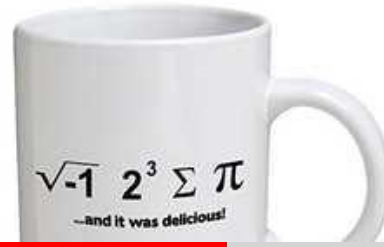
Adult consumers deal with the mundane by infusing it with humor

Implications - Adult consumers looking to escape the monotony of everyday responsibilities find a small way to indulge with products that reference puns. This small dose of humor also creates an opportunity to showcase one's personality in a way that speaks specifically to like-minded individuals. The nature of puns focuses around a sense of tribalism and belonging, which is an especially poignant need in the social media age.



Punny Christmas Crewnecks

This Festive Feline Sweatshirt Makes a Pun on Seasons Greetings



Comical Mathematical Mugs

The 'I Ate Some Pie...' Uses Math Equations to Spell Out Puns



Architectural Pun Scarves

Sam Jacob Studio's 'Insulation Scarf' is an In-Joke for Architects



Pun-Patterned Dresses

The Wreath Witherspoon Dress From Draper James Features a Punny Print



MEGATRENDS

4 EXAMPLES, 35 RELATED



425,792 Total Clicks
[Hunt.to/349967](https://hunt.to/349967)

Gamified Cognition

Improving brain and body wellness takes precedence in Gen X and Boomer leisure

Implications - Trying to maintain the health of their brains as much as their bodies, the Gen X and Boomer demographics turn to brain-boosting games that can easily be incorporated into their day-to-day in an effort to improve cognitive well-being. Adapting quickly to the digital world, these age-defying demographics are on the hunt for simple brain-boosting apps to use in their downtime with the double benefit of achieving both improved performance in their everyday lives while also combating internal signs of aging.



Competitive Brain-Boosting Apps

The 'Fit Brains Trainer' App Guides Users Through Mental Exercises



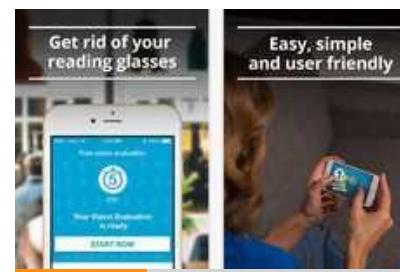
Cognitive Design Games

The 'Designercise' Board Game Enhances a Player's Creative Thoughts



Mood-Enhancing Chatbots

The 'St.Panda' Chatbot Instills Happiness Habits Through Simple Chats



Vision-Improving Mobile Apps

The GlassesOff App Reduces One's Need for Reading Glasses

SCORE
5.4

POPULARITY
ACTIVITY
FRESHNESS



PATTERNS



MEGATRENDS



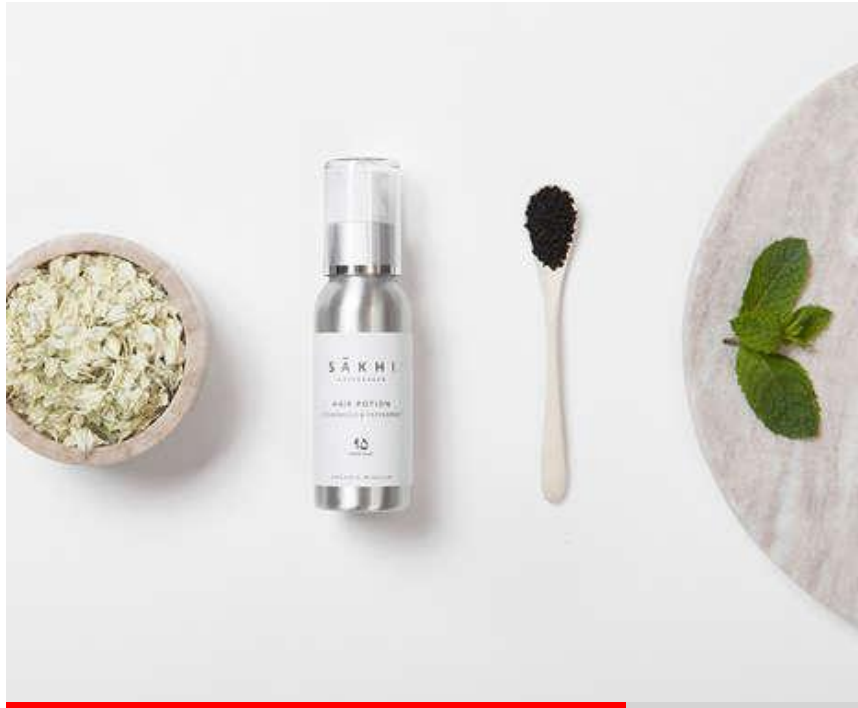
4 EXAMPLES, 36 RELATED

62,792 Total Clicks
[Hunt.to/350284](https://www.trendshunter.com/hunt/350284)

Blessed Beauty

Halal and kosher cosmetic brands use organic ingredients to appease consumers

Implications - As far as ingredients go, established halal and kosher companies are holding themselves to a higher standard by producing products that are free-from cruelty, alcohol, and animal by-products. Often with an additional focus on a GMO-free formula, kosher and halal companies are also using eco-friendly packaging along with new business models influenced by the social enterprise movement. Creating a new omnicultural beauty movement in the process, this progression is ideal for those that have sensitive skin and religious preference.



Culturally Influenced Skincare Brands

Sakhi Copenhagen Fuses Nordic and Eastern Healing Traditions



Halal Skincare Products

Singapore Skincare Brand Klarity Provides Certified Cruelty-Free Products



Charitable Halal Cosmetics

PHB Ethical Beauty Aims to Become an Not-for-Profit Organization



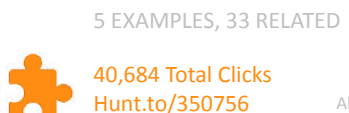
Certified Kosher Cosmetic Brands

BAKEL Offers a Series of Cruelty Free Cosmetic Items



Sweet Kosher Lip Balms

noyah is a Natural Lip Care Brand That Offers Kosher Lip Balms



Fast-Fad Lifestyle

The fast fashion model rages on, while impacting other industries

Implications - Fast fashion retailers have changed the apparel industry by enabling mid-range spenders to partake in style fads at their peak. In the information age however, aesthetic fads can be observed in other lifestyle categories, with social media elevating them to popularity as ferociously as any fashion fad. As a response, brands in other lifestyle categories are borrowing from the fast fashion model by leading with aesthetic as opposed to quality. This is especially important to consumers who are acutely aware of their personal brand.



Color-Changing Blended Beverages

The Starbucks Unicorn Frappuccino will be Available for Five Days



Rainbow Cosmetic Kits

Wet N Wild's 'Unicorn Glow Box' is a Limited Set of Multi-Colored Cosmetics



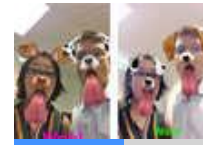
Blackened Ice Cream Burgers

The Pear Tree Cafe Black Coconut Ice Cream Burger is Darkly Delicious



Duplicate Lip Kits

This Cosmetic Kit is Inspired by Kylie Jenner's Signature Product



Instant Messaging Copycats



Affordable Retail Store Wines



MEGATRENDS

6 EXAMPLES, 54 RELATED

66,478 Total Clicks
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Reactionary Reverie

Glittery treats serve as a distraction from an anxious political climate

Implications - Consumers are being drawn to food and drink products marketed around fairy tale-esque iconography that aims to re-position consumption as an experience of escapism. In addition to being a continuation of the acknowledgement of "adulting," this shift highlights the desire for escapism amid uncertain political times and the ease of creating an imaginary narrative around dining.



Color-Changing Blended Beverages

The Starbucks Unicorn Frappuccino will be Available for Five Days



Animal Print Donuts

These Lisa Frank Pastry Rings Are Decorated With A Rainbow Cheetah Pattern



Healthy Rainbow Lattes

The Good Sort in NYC Released an Iced Drink That's Topped with Confetti



Unicorn-Inspired Chocolates

The Chocolate Brand 'Ritter Sport' is Offering a Mystical New Flavor



Colorfully Galactic Bagels



Rainbow-Colored Cookie Dough

Pseudo-Surgical

The wellness wave has consumers seeking extreme methods of self-care

Implications - The need for self-preservation is at an all-time high in the midst of the wellness wave. However, the maker culture movement puts consumers at odds in that they want professional-grade self care, yet they prefer to execute it themselves. Self-care products that are packaged and ritualized to mimic surgical or medical procedures satisfy these conflicting needs.



Interactive Face Mask Packaging

THE OOZOO's Power Capsule Mask is Activated with an Add-In



Oral Dental Care Cameras

The 'MTG' Dental Camera Lets Users Keep an Eye on Their Teeth



Injectable Face Masks

This Korean Face Mask from THE OOZOO Features a Syringe for a Serum Infusion



Scientific Skincare Vials

Hyalu's Skincare Packaging Resembles High-Tech Tools from a Laboratory



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4 EXAMPLES, 36 RELATED

30,130 Total Clicks
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Incorporating preferential services keeps employees motivated

Implications - As health and wellness becomes increasingly integrated into the office, employees are further incentivized by workplaces that cater to their lifestyle goals. Millennials in particular are the drivers of remote working, so in order to keep employees happy and motivated within the office space, engaging services and incentives are being adapted for the modern workplace. From fitness classes to healthy food options, the office is becoming more aligned with the way employees want to live their lives, enticing them to stay longer and increasing overall job satisfaction.



Nutritious Workplace Lunch Services

LunchOwl Aims to Create Productive Employees Through Food



Lifestyle-Enhancing Offices

The 'LogMeIn' Office Combines Modern Design with Rustic Elements



Specialized Office Yoga Programs

Yoga Promotes Health and Wellness in Corporate Environments



Workplace Meditation Sessions

'Mindfresh' Offers Meditation Experiences for the Office



MEGATRENDS 4 EXAMPLES, 36 RELATED



49,005 Total Clicks
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Aiducational

Health products integrate education into the use process

Implications - The wellness wave has created an influx of new health products, making it difficult for brand skeptics to identify which products are most trustworthy. Integrating education into product use alleviates this by establishing a positive brand-customer relationship. Furthermore, this positions the product as a catalyst for the overall betterment of the consumer.



Pro-Aging Skincare Collections

Well Within's Planted in Beauty Emphasizes Wellness and Beauty



AR Migraine Experiences

This Project Uses Augmented Reality to Educate People About Migraines



Natural Sleep Kits

This Sage Set Supplies a Variety of Natural Sleep Aids



Scannable QR Wrappers

Zego's Snack Wrappers Use Codes to Show Results of Batch Tests for Allergens



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4 EXAMPLES, 36 RELATED



51,699 Total Clicks
[Hunt.to/352478](https://www.hunt.to/352478)

Startup Genetics

The direct-to-consumer model finds new applications with DNA-specific wellness

Implications - As consumers look to act on newly gained knowledge made easily accessible by data-powered smartphones, biotech startups are emerging to offer DNA-specific wellness solutions that are at times controversial in nature. In particular, this progression highlights the adaptable nature of the health and wellness movement and the opening up of various markets as the direct-to-consumer model expands to new categories.



Genetic Lifestyle Guidance

The DNA Lifestyle Coach Uses AI Technology To Help You Achieve Wellness



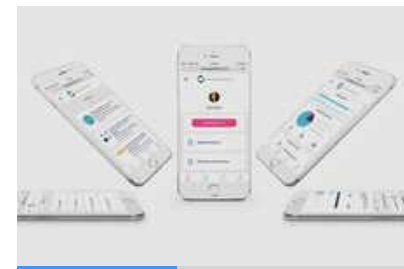
Genetic Nutrition Kits

ORIG3N's LIFEPROFILE FUEL Assesses One's Food Needs Based on DNA



Personalized Supplement Services

The 'Care/of' Vitamins and Supplements are Tailored to Your Needs



Genetics-Revealing Apps

myGenome Makes Your Full Genome Sequencing Available via Your Smartphone

Healing crystals are harnessed in everyday lifestyle products

Implications - As new age wellness converges with the health-driven lifestyle movement, consumers are embracing products that boast for both aesthetic and healing purposes. This shift speaks to the new consumer commitment to self-care and preventative wellness and the ways in which this converges with the pursuit of all-natural products.



Healing Crystal Planters

Etsy's AirFrend Shop Specializes in Raw Stone Plant Accessories



Healing Crystal Candles

These LVL CO. Candles Aid with Mental Well-being and Mindfulness



Mythical Crystal Manicures

Nail Swag's 'Tarot Nails' Service Involves a Tarot Card Reading



Healing Crystal Water Bottles

VitaJuwel's Gem Stone Bottles Promote Naturopathic Healing



Purifying 5-Step Facials

Gemstone Organics' Facial Kit Includes Crystal-Infused Skincare Products

Beauty Bewitchment

Mythical branding plays up the alluring nature of all-natural skincare remedies

Implications - New products are employing "magical" imagery and language in branding efforts that look to woo consumers by playing up the bewitching nature of ancient healing wisdom. This shift also demonstrates the interest in seeking out dynamic new rituals that prioritize both mind and body wellness.



Mythical Creature-Inspired Serums

Farsáli's Unicorn Tears Facial Serum is a Multipurpose Product



Restorative Oil Kits

Aquarian Soul's 'Magic Remedies Set'
Addresses Headaches, Anxiety and More



Magic Mushroom Skincare Treatments

The Kypris 'Glow Philtre' Features Silver Ear Ingredients



Mood-Boosting Bath Oils

MOA's Bath Oil Blend 'Potion' Promises to Dispel Negativity



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4 EXAMPLES, 33 RELATED

33,950 Total Clicks
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Companionate Influencer

Viral canines parlay Instagram fame into meaningful brand partnerships

Implications - In a curious progression of direct-to-consumer marketing by way of social media influencer campaigns, Insta-famous dogs are parlaying viral buzz into prosperous brand partnerships. This intriguing progression speaks to the evolving nature of the pet economy, while it also serves as an example of how influencer marketing is expanding beyond the more obvious iterations in fashion, beauty and experiences such as music festivals.



Puppy Proposal Photoshoots

The Sebastian Loves Luna Engagement Album Showcases Canine Love



Promotional Pet Couches

Scotch-Brite Showed Off its Lint Rollers with the #WorthTheMess Campaign



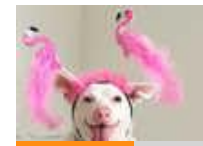
Canine Food Bloggers

Popeye is the Foodie Dog Starring in This Popular Instagram Account



Canine Streetwear Retailers

Pawkier's Clothing for Pets Draws Inspiration from Popular Brands



Disabled Dog
Social Accounts



Viral
Fashion-Savvy
Dogs

Activating Personalized

Interactive pop-ups invite customers to co-create products

Implications - Meeting the desire for both direct-to-consumer brand interactions and limited edition, personalized merchandise, brands are hosting pop-up experiences that invite customers to experiment in order to co-create custom products. This progression demonstrates the need to engage consumers with memorable brand touchpoints during a time when brand loyalty is at times difficult to garner.



Fast Beauty Maker Labs

The Essence Maker Shop Invited Fans to Co-Create Products In-Store



Luxurious Ice Cream Pop-Ups

This Magnum Pop-Up Featured Edible Flowers and Pearls



Scarf-Personalizing Pop-Ups

Hermes' Pop-Up Store Takes Inspiration from the Task of Doing Laundry



Special Admission Cafes

The Nescafé Taproom Lets Visitors Create Custom Brews on Site



Customizable Chocolate Bar Pop-Ups

London's KitKat Pop-Up Let Fans Create Custom Confections

Novelty Workout

Fitness trends are nichifying to offer variety to aspirational consumers

Implications - Looking to ease their way into the fitness craze, many consumers are looking for more accessible workout classes that promise physical benefits with a side of fun. Through niche exercises that are more interest-based, consumers -- from those that would never dream of entering a gym to those who find regular fitness classes too repetitive -- are finding a happy medium that suits their particular lifestyle and interests.



Bed-Based Workout Classes

The U.K.'s David Lloyd Clubs Rolled Out the First 'Napercise Class'



Core Workout Sledgehammers

The MostFit Core Hammer is Safer Than a Sledgehammer and Tire



Jaw Workout Classes

Cadbury and 1Rebel are Teaming Up to Offer a Unique Fitness Class



Crowdsurfer Workout Classes

Gym Box and Stubhub Teamed Up to Offer a 'Crowd Surf Ready' Class



Speedy Celebrity Workouts

This Kendall Jenner Workout Only Takes 11 Minutes to Complete at Home

Brands celebrate individuality by embracing multifaceted identities

Implications - Consumers are more empowered than ever to speak out about their differences and in turn, they have greater expectations of the brands they follow to echo this messaging and celebrate what makes them unique individuals. The focus has shifted from the empowerment of one particular group, to the empowerment of unique individuals. This concept proposes systemic changes toward a bias-free society that accepts all, and speaks to "equality" in its truest form.



Inclusive Runway Shows

The SmartGlamour Spring 2016 Show Featured Models of All Shapes and Sizes



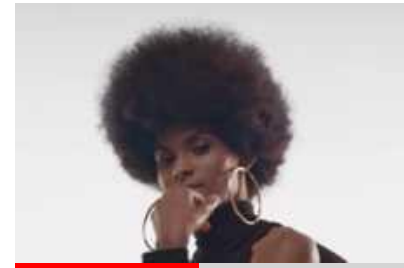
Interactive Inclusive Museums

This Museum Celebrates All Forms of American Writing



Trans Women Short Stories

This Fictional Book Features Stories That Were Written by Trans Women



Inclusive Celebratory Hair Ads

Pantene's New 'Gold Series' is Accompanied by an Empowering Ad

Wellness Cocktail

Superfood cocktails combine flavors of the moment from both worlds

Implications - Cocktails infused with superfood ingredients such as turmeric or charcoal entice consumers looking to indulge without abandoning their health and wellness goals. Highlighting the potential convergence seemingly oppositional drinking experiences, this shift also demonstrates the desire to enjoy the advantages of two very different things at the same time.



Alcoholic Juice Bars

This Juice and Smoothie Bar Switches to Serving Healthy Cocktails at Night



Healthy Celery Cocktails

This Celery Gimlet Offers a Healthier Alternative to Sugary Drinks



Health-Oriented Cocktail Menus

PRESS Developed "London's 'Healthiest' Cocktail Menu"



Superfood Cocktail Menus

Exile Bistro's Drink Menu Features Algae and Chaga Mushroom Cocktails



Uplifting Turmeric Cocktails

Sandlot's Superfood Cocktail Gets Its Bright Color from Turmeric

Fitcation

Consumers are battling productivity guilt through fitness-oriented vacations

Implications - Increasingly concerned about their overall health and wellness, consumers no longer look solely for relaxation and indulgence when planning their vacations, rather, they're looking for ways to integrate productivity and self-improvement. Fitness-focused retreats are the ideal solution for the consumer looking to dip their toe into the aspirational healthy lifestyle and feel great about a vacation getaway with friends. This shift is indicative of the way health and wellness is increasingly being seen as a status symbol.



Floating Urban Workout Tours

The 'Paris Navigating Gym' Gives a Workout Tour of Paris by the Seine



Luxury Fitness Retreats

'The Body Camp' is a Luxury Retreat for Health-Conscious Travelers



Jogging Tourism Apps

The RunGo App Lets Travelers Experience Cities While Getting Fit



Group Fitness Tours

This Platform Helps Users Organize Fitness-Oriented Vacations

Honest Affordability

Brands are taking a no-frills approach to product pricing

Implications - While premium price points often convey a sense of status to consumers, in-the-know shoppers are being drawn towards no-nonsense brands that promote top-of-the-line quality at ultra-affordable pricing. Keeping packaging and extras to a minimum, brands are realizing the value of offering high quality products that compete with the biggest name brands while staying accessible to the masses, strengthening their reputation among consumers as being authentic and honest.



Honestly Priced Jewelry

Starling Jewelry Uses a Direct-to-Consumer Model for Transparent Pricing



Ultra-Affordable Cosmetic Collections

Beauty Pie's 10-Piece Skincare Range is Priced Under \$10



Minimalist Anti-Aging Serums

'The Ordinary' Skincare Chooses Quality Over Fancy Packaging



Universally Priced CPGs

Brandless Offers Common Household Goods Priced at \$3 Each



Affordable Infused Facial Shimmers

Elf Cosmetics' Facial Whip Comes in a Range of Flattering Tones

SCORE
7.0

POPULARITY



ACTIVITY



FRESHNESS



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MEGATRENDS



5 EXAMPLES, 45 RELATED

34,948 Total Clicks
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Food brands aim to align themselves with youth culture through novelty products

Implications - Food brands are attempting to embed themselves in youth culture by creating clever branded merchandise that emphasizes the experience of consumption. Tying into the role of material objects as "props" in the attention economy, this progression highlights the new opportunity for brands to engage consumers through novel, lifestyle-driven aesthetics in order to cultivate a community of fans.



Fast Food-Scented Candles

This KFC Candle Smells Like Fried Chicken



Scented Donut Chain Candles

The Krispe Kreme Candles are Available in Three Scents



Ice Cream-Flavored Lip Balms

Ben & Jerry's is Now Selling Ice Cream Lip Balm with Natural Oils



Cheddar-Flavored Lip Balms

Red Lobster Now Offers an Unusual Promotional Makeup Product



Burger-Flavored Toothpastes

Burger King's Fun Toothpaste Flavor Mimics the Taste of the Whopper

Contextual Consumption

With its symbolism now preceding it, coffee becomes a canvas for viral fads

Implications - Highlighting the ubiquitous nature of coffee as a symbol of social interaction and much more, the experience of coffee consumption has become a space for innovation that also provides a unique view into the current cultural collective consciousness at any given moment. This progression demonstrates the new context of coffee as a gourmet food experience rather than a commodity, a transition that can be observed taking place currently in other adjacent categories such as cannabis.



Coffee-Filled Dessert Cones

Japan's Coffee Cones are the Latest Caffeine Craze



Blue Matcha Lattes

This Bright Blue Latte Will Set Your Instagram Feed Apart From the Rest



Avocado Latte Cups

Truman Cafe's 'Avolatte' is Served in a Real Avocado Half



Carbonated Cold Brews

Stumptown's Cold Brew Coffee in a Can is Boasts a Sparkling Fizz



Healthy Gothic Lattes



Citrus-Flavored Coffee Sodas



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MEGATRENDS



6 EXAMPLES, 50 RELATED

36,928 Total Clicks
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Cannabis Community

Consumers form meaningful connections around local cannabis culture

Implications - Given the nature of consumers in congregating around local brands, many cannabis-focused businesses are becoming community centers as customers naturally form around emerging institutions. This shift speaks to the desire for experiences that lend themselves to the cultivation of offline connections in order to offset the effects of the majority of individuals spending so much time online, as well as specifically highlighting the implications of something like cannabis legislation in disrupting behavioral norms.



Cannabis Church Organizations

The International Church of Cannabis Will Be Opening on April 20th



Members-Only Cannabis Clubs

The Privée Social Club is an Exclusive Group for Weed Enthusiasts



Cozy Cannabis Retailers

Colorado's High West Cannabis Dispensary Resembles an Elegant Residence



Inclusive Cannabis Expos

The lift Cannabis Expo Explores the Different Faces Behind the Industry



Feminist Cannabis Communities



Cannabis-Friendly Yoga Classes

Gothic Cuisine

Blackened menu items serve as an antidote to over-the-top rainbow treats

Implications - In a time when consumers of all ages are motivated by the social sharing of everyday experiences, individuals are opting for gothic-looking all-black menu items that visually entice with the help of ingredients like squid ink, black sesame or coconut ash. In addition to being seen as a reaction to the current cultural obsession with fantasy-inspired aesthetics that offer a taste of escapism, this progression speaks to the desire to see familiar experiences enhanced with multi-sensory elements that also boast practical effects such as detoxification.



All-Black Ice Cream Cones

LA's Little Damage Serves Waffle Cones Made with Charcoal



Instant Black Ramen Noodles

The Squid Ink Black Seafood Cup Noodles Have a Dark Broth



Spiced Rum Ice Creams

The B'lack Summer Skream' Truck is Serving Up Pitch Black Ice Cream



Healthy Gothic Lattes

This Charcoal Latte From Damson & Co Has a Distinctive Black Color



Charcoal Pizza Crusts



Detoxifying Charcoal Brownies



MEGATRENDS

6 EXAMPLES, 48 RELATED



48,627 Total Clicks
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Generalized Progress

Services that offer unspecified learning tap into a desire for betterment

Implications - Today's consumer is more conscious than those of the past, and is acutely aware of whether a product or service is conducive to their personal betterment. Services that provide an opportunity to increase non-specific life skills satiate this need. The lack of specification highlights the idea that consumers are looking to improve the self for the sake of betterment, not as a means to an end in terms of their career or status.



One-on-One Mentoring Platforms

'InternStreet' Works on Project-Based Courses



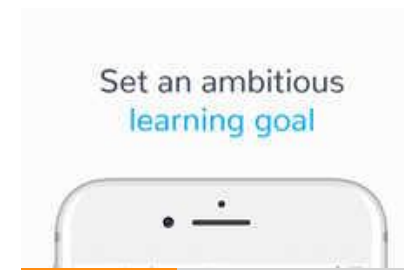
DIY Advice Platforms

'Skildo' Connects DIYers with Other DIYers to Take on Projects



Curiosity-Based Apps

The Curiosity App Spotlights Fun Facts, Articles and Makes Learning Fun



Self-Helping AI Coaches

The 'Month to Master' App Uses an AI Coach to Teach Skills in a Month

Marketing Insights

Incognito Launch

Brands go undercover to allow new products to receive unbiased reviews

Implications - While many may associate having a well-known brand name as a marker of success, the limitations of which become clear as established brands launch products in a covert nature in order to allow for unbiased first-hand customer experiences. This progression demonstrates the innate cognitive biases associated with consumer purchasing decisions and the opportunity for brands to avoid "big brand skepticism" in this way.



Deceptive Shampoo Campaigns

Suave Professionals Has Released a Creative Ad to Market Its Shampoo



Deceptive Coffee Shop Menus

Tim Hortons Opened a Fake Cafe Called 'Perfectly Uncomplicated Lattes'



Deceptive Salad Bar Pop-Ups

McDonald's Created 'The Salad Society' to Promote Its Healthy Options



Gluten-Free Bakery Stunts

Loblaws Debuted Its Gluten-Free Range at a "Fake" Bakery in Montreal

Tutorialized Parenthood

Brands bond with young parents through tutorial-style digital marketing

Implications - As Millennials transition into parenthood, brands look to reinstate their ubiquity as household names by speaking to this demographic's parental inclinations and offering a helping hand. Taking a note from influential online gurus, brands are leveraging digital marketing platforms like YouTube to create tutorial-style videos as well as empathetic ads in order to connect with parents, especially moms, on a more personal note, positioning themselves as helpful resources. This humanizing approach serves to form tighter bonds with new parents who need all the help they can get and are looking for brands they can trust.



Newborn Care Web Channels

The Johnson's Baby U.S. YouTube Channel Helps Parents With Newborns



Quilt Company Web Channels

The Missouri Star Quilt Co. Offers Online Quilting Tutorials



Parental Anti-Aging Ads

Clinique's 'Am I Getting Old' Campaign Targets an Audience of Moms



Familial Blogger Campaigns

Lysol's 'Family Chores' Webisode Features Say Yes Blogger Liz



Baby-Friendly Cleaning Tutorials

This Lysol Influencer Campaign Features Project Nursery Bloggers

Geo-Targeting

Location-based engagement increases consumer interactivity

Implications - With the rise of geo-tagging and GPS-connected applications, location-aware marketing becomes increasingly targeted. Engaging consumers by creating a more personalized form of brand interaction, location-based sharing taps into the tech-savvy demographic's desire to connect with their surroundings digitally. This omnichannel approach to consumer engagement denotes an evolution in how brands are targeting younger demographics.



Location-Based Movie Posters

Thinair and Panasonic Partner to Create Interactive Digital Poster



Geo-Targeted Truck Billboards

The RoadAd Boards Change Content Depending On Trucks' Location



Interactive Social Cinemas

Cinex Lets You Tweet Live on the Big Screen While Watching a Movie



National Park Geofilters

The Parks Canada App Unlocks Hidden Filters at Various Locations



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4 EXAMPLES, 36 RELATED

45,948 Total Clicks
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Explicit Psychographic

Marketing evolves to accommodate a post demographic approach

Implications - Through the democratization of information in the digital age, consumers are less inclined to be oversimplified and categorized by traditional demographics. With the rise of individualism and demand for representation, there's an increasing need for marketers to avoid boxing consumers into demographic segmentations based on limiting factors like age, gender, economic status, sexuality or race. Though this psychographic approach has been employed internally for some time, it is only now being integrated explicitly into branding and product.



Male Makeup Brand Ambassadors

Influencer James Charles Will Be Covergirl's Newest Ambassador



Subversive Fast Fashion Ads

The New H&M Ad Shows a Less Constricted Representation of Femininity



Ageless Lingerie Marketing

56-Year-Old Model Mercy Brewer Fronts Lonely Lingerie's Latest Campaign



Individuality-Celebrating Hotel Ads

The Venetian's 'Come as You Are' Ad Celebrates the Individual



Thoughtful Masculinity Ads



Modest Luxury E-Retailers

Total Commute Embedment

Street-level activations help brands connect with on-foot commuters

Implications - As brands have almost seamlessly intergrated themselves into the commute experience of drivers and those who use public transportation, many are launching campaigns that help them embed into the daily commute of those who walk to work. This progression speaks to the need to brands to adapt their advertising efforts to reflect the daily physical and digital spaces occupied by consumers.



Secret Celebratory Burgers

A foodora Burger's Priest Pop-Up Hit Toronto, Montreal and Vancouver



Sleep-Based Brand Activations

This Bold Event from Greggs Promotes Its New Flat White Coffee



Chocolate-Built Pop-Up Bars

The Carlsberg Chocolate Bar Has Opened Its Doors in Shoreditch



Emergency Soup Can Campaigns

Heinz is Helping Londoners Beat the Winter Blues with Free Soup



Rock Wall Billboards



Friendship-Form ing Bench Stunts

Aesthetics-based urban marketing increases organic consumer engagement

Implications - With no unique wall left un-selfied, brands are shifting their focus to a share-worthy marketing approaches, leveraging the modern consumer's drive for self-documentation. While the urban environment has long been a great space to engage consumers organically throughout their daily commute, a more immersive element is being incorporated through playful visuals and aesthetic backdrops that entice passersby to interact and share. This approach is a low-cost technique that works particularly well for smaller brands that rely more heavily on word of mouth marketing.



Vivid Co-Branded Basketball Courts

Nike and Pigalle Designed a Stunning Geometric Basketball Court



Climate Change Sculptures

Lorenzo Quinn's Sculpture Reminds Viewers of Environmental Effects



Travel-Themed Selfie Walls

The #DeltaDatingWall Presents a Photo-Op for Online Daters



Moon-Replicating Installations

'The Museum of Moon' is Set to Descend Over London, England



Sculptural Floral Bouquets

This Floral Designers 'Surprise Bouquets' are Beautifying NYC Streets

Regional Narrative

Large and small brands tap into local love by leveraging geo-specific stories

Implications - In an effort to win consumer trust by tapping into a sense of community, large and small brands are leveraging hyper-local products and marketing explicitly based in familiar narratives to those in the region. This makes for extreme relatability that battles a natural sense of big-brand skepticism.



Storytelling Cosmetic Shops

The Body Shop's Pop-Up Location Connects Consumers to Product Origins



Hyper-Local Dumpster Desserts

This Frozen Summer Treat Repurposes Ingredients from the Trash



Syrian Family-Reuniting Ads

The Air Canada Commercial Brings a Syrian Refugee Family Peace



All-American Coffee Subscriptions

Monthly Java Offers a Journey from State to State Through Taste

Influencer Subscription

Social media personalities and celebs become more accessible through kits

Implications - Subscription services are a business model that is gaining popularity, due to its ability to invite more customer interaction with the products contained. This invitation for collaboration is especially beneficial for celebrities and influencers looking to expand accessibility. As well, subscriptions encourage a ritual, as opposed to simply offering a product, making it an especially appealing business model for modern consumers.



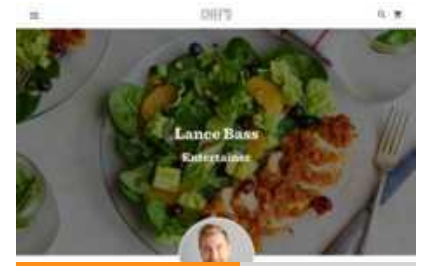
Muslim Blogger Beauty Boxes

The Fashion Blog 'Muslim Girl' is Launching a Subscription Box Service



Songstress Athleisure Collaborations

Demi Lovato's Fabletics Collection Inspires Confidence



Celebrity-Created Meal Kits

Lance Bass is Launching Southern Meal Kits with Chef'd



Celebrity Chef Meal Kits

Chef Matty Matheson Released a Subscription-Free 'MUNCHIES' Meal Kit

Insider Elitism

Campaigns and services focused on local knowledge convey authenticity

Implications - For brand-conscious consumers, there is a sense of pride in being the first to find a new brand or service. This sense of pride is diminishing in the information age due to the availability of information. To maintain a sense of insider elitism, services are tapping into local insider information. This represents a unique opportunity for brands looking to establish authenticity through camaraderie.



Secretive Pop-Up Billboards

Antisocial Social Club Teased the Location of Its Pop-Up in a Fun Way



Asian Street Food Tours

The Hanoi Street Food Tour Gives Travelers an Authentic Eating Experience



Crowdsourced Architecture Guides

The Architectour Books Curate the Best Urban Architecture



Ride-Sharing Restaurant Guides

The Uber Restaurant Guide Highlights Popular Dining Spots



Digital Street Art Tours

'graffitalley.to' on Instagram Captures All of Toronto's Graffiti Alley

Pop Culture Insights

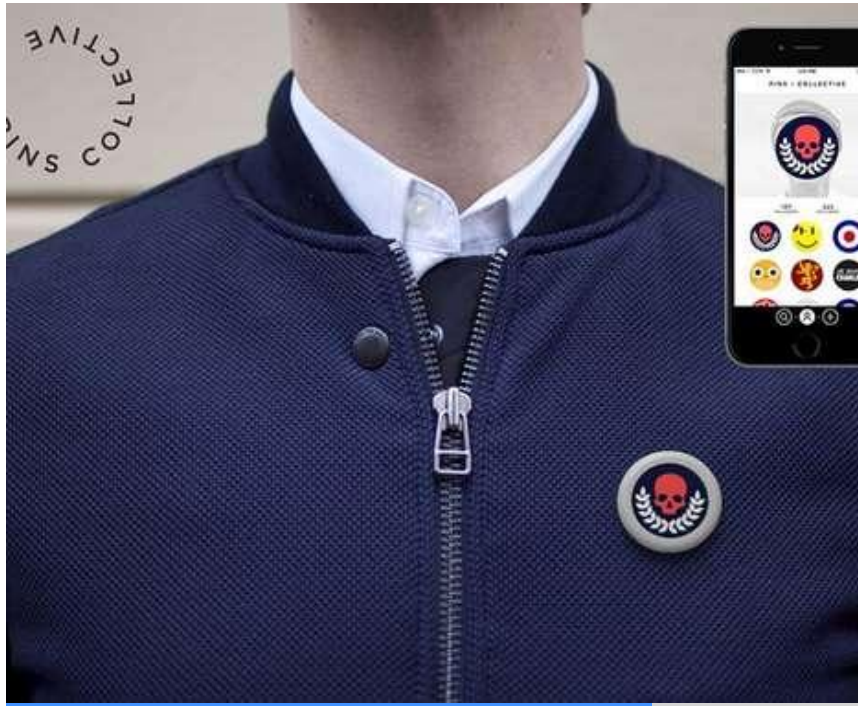
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Utilitarian GIF

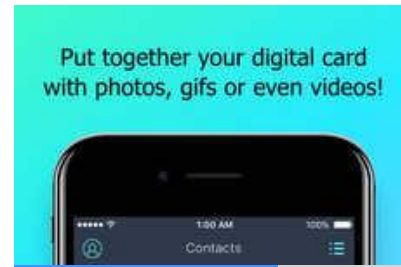
Consumers engage with GIF-powered platforms for both business and pleasure

Implications - Stretching beyond the use as cultural shorthand online, the GIF format is being wielded by consumers and brands alike to communicate various type of information with the help of personalization platforms. Given this new functionality in both personal and professional spaces, this shift highlights the ways in which consumers are open to the re-contextualization of imagery for other purposes.



Animated GIF Pins

These Digital Pins from Pins Collective Display Customized GIFs



Digital Business Card Apps

'100AM' Helps People Exchange Contact Details Paperlessly



Airport GIF Stations

Easyjet and Stansted Airport Set Up a Real-Time Departure Board at a Subway



Governmental GIF Archives

The National Archives and Records Administration is Collecting GIFs



Video Meme GIF Converters

'GIPHY Loves Vine' Creates and Saves Vine GIFs

Advantageous Subversion

Celebs spin unflattering memes into alternative revenue streams

Implications - Rather than acknowledging internet jokes made at their own expense outright, several savvy celebrities are spinning such situations by producing licensed merchandise of their own, a move that above all else, helps them reaffirm their agency. This intriguing shift demonstrates the potential opportunity to convey authenticity by re-channeling seemingly negative commentary into a moment of humorous self-deprecation between the brand and fans.



Exclusive Mugshot Merchandise

Rapper Travis Scott Released a New T-Shirt with His Mugshot on It



Hater-Referencing Tour Tees

The Beyoncé Formation Tour Merchandise Calls Out Her Nay-Sayers



Anti-Role Model Clothing

Rihanna's ANTI Concert Tour Merchandise Has Been Revealed



Reality Star Nail Stickers

JamJarShop's Kim Kardashian Nail Art Celebrates the Star's Iconic Cry

Diversified Storytelling

Gen Z wins fair representation by going behind the camera

Implications - The existence of the Media Gap -- the space between representation in mainstream media and the diversity of audience members -- is widely acknowledged, however, it is expanding beyond who's in front of the camera and into who's behind it. The inclusion of more races, genders, ages, and beyond in the crafting of stories ensures a 360-degree view of diversity in media that is more authentic and deliberate.



Social Media Movie Concepts

Rihanna and Lupita Nyong'o Will Star in a Movie Based on a Tumblr Post



Female-Empowering Streaming Platforms

The YouTube Spaces Program Puts Women's Voices First



POC Reading Apps

'We Read Too' Connects People to Books with Characters of Color



Adolescent-Focused Digital Platforms

Adolescent.net Offers Content From Teenage Influencers

Content Certainty

In the era of 'fake news,' consumers seek out trust-forward alternative outlets

Implications - The Internet has democratized the gathering of information, but it's also granted almost anyone the ability to create content. This creates a lack of trust for all news sources. For the Millennial generation, there is an extra level of mistrust surrounding large news outlets that can only be alleviated by way of alternative outlets that lead with accountability.



Blockchain Newsfeed Systems

Userfeeds is Working on a Ranking Framework for Trusted News Sources



Unbiased Political Apps

This App Fosters Political Engagement Among Millennial Voters



Journalism Crowdfunding Platforms

The 'Byline' Website Helps Support Independent Journalism



Online Trust-Enhancing Sites

Deemly Gives Reputation Scores to Improve Personal Trustworthiness



PATTERNS



MEGATRENDS



4 EXAMPLES, 36 RELATED

27,348 Total Clicks
[Hunt.to/353748](https://www.trendshunter.com/hunt/353748)

Social Good Insights

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DTC Social Good

DTC retail brands strengthen the community element through social good

Implications - One of the benefits of the new DTC retail model -- brands that sell their products direct to the consumer as opposed to using a third-party retail site or space -- is that it highlights a sense of community, as well as authenticity. This is being highlighted through connection to social causes. The connection is a natural progression as entrepreneurial businesses inherently seem more trustworthy to consumers, making DTC involvement in social good seem less like a marketing ploy, and more like genuine activism.



Pride-Supporting Fashion Campaigns

Everlane Spotlighted Hari Nef in Its Celebratory Editorial



Stylish Recycled Swimwear

The Reformation Swimwear Collection is Made from 85% Recycled Materials



Natural Home Essentials Subscriptions

The Honest Essentials Bundle Provides Personal Care Items



Coffee-Based Skincare Kits

Frank Body's Babe Island Kit Helps to Protect Against Winter Weather

Tech Insights

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Dynamic Capture

Users go beyond standard “filters” to make their photos come alive

Implications - As consumer-generated content continues to reign supreme, a need to refine and personalize content is on the rise. As a result, consumers are turning to platforms and apps that help bring their photos to life. Using features like holographic apps and custom lenses to add dimension and texture to a photo, these added features not only offer customization, but they adhere to the standard of modern, multimedia forms of entertainment.



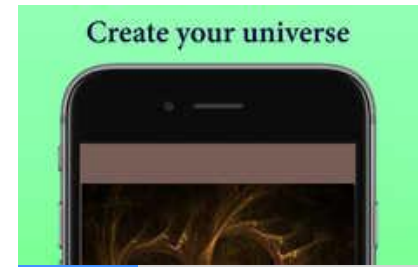
Holographic Camera Apps

The 'Pops' Holographic Smartphone Camera App Brings Photos to Life



Texturing-Enhancing Photography Apps

The Mextures App Allows Users to Add Texture to Their Photos



Lens-Layering Photo Apps

The Chaos Lens Photo App Uses Manipulative Mathematical Photo Lenses



AI Photography Apps

Microsoft Pix Uses AI Technology to Capture the Perfect Image Each Time

SCORE
5.8

POPULARITY
ACTIVITY
FRESHNESS



PATTERNS



MEGATRENDS 4 EXAMPLES, 33 RELATED

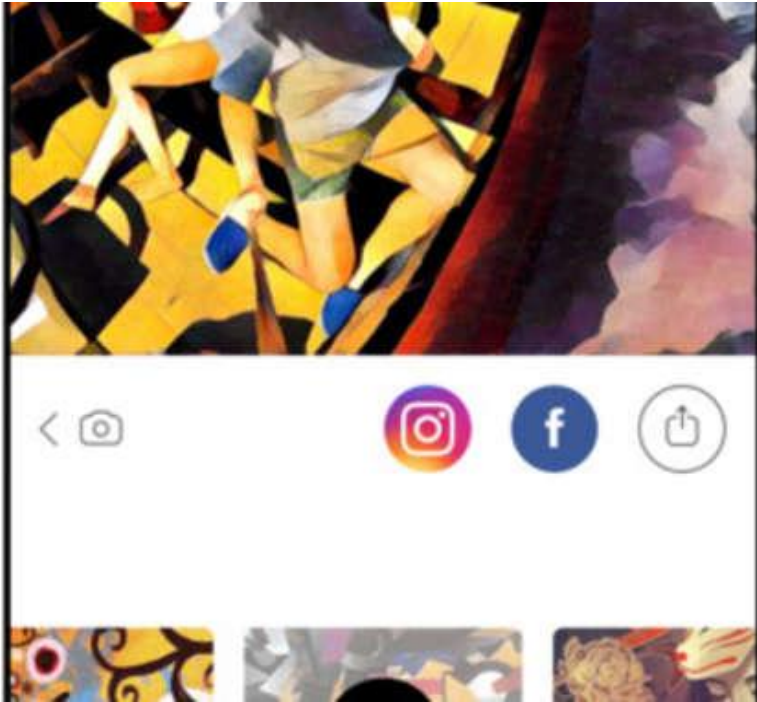


27,302 Total Clicks
[Hunt.to/344466](https://hunt.to/344466)

AI Aesthetic

The world of design implements artificial intelligence

Implications - The intersection of technology and design is complex, as technology can be seen as a way to hinder creativity. The use of AI in this space finds a happy medium, democratizing creativity and enabling easier methods of self expression. This is especially important to today's aesthetic-obsessed consumer.



Stylistic Photo Filter Apps

The Prisma App Transforms Selfies Into Veritable Works Of Art



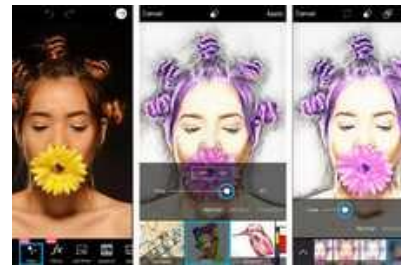
Photo-Edited Music Videos

Junk-E-Cat Has Produced a Prisma-Made Music Video



AI-Based Reality Platforms

Baidu's 'Dusee' is a New Chinese AR Platform for Mobile Devices



Creative Photo Transformation Apps

PicsArt Turns Pictures and Videos into Magic Graphics



Object-Recognition Imaging Softwares

The iOS 10 Photo Update Can Self-Identify Faces and Items

Niche Robotics

Androids are assigned niche, previously human roles in society

Implications - It's no secret that the goal of robotics is to lessen the need for human labor; this concept has reached new heights as robots made specifically to fulfill niche roles in society are developed. The replacement of humans by robots begins with uncomplicated, yet necessary positions. This speaks to the strengths of the technology and hints at more futuristic use of robotics.



Chinese Police Robots

The E-Patrol Robot Sheriff Uses Facial Recognition to Track Criminals



Robotic Cafe Baristas

'Cafe X' Features Coffee Prepared by Industrial Robots



Automated Cargo Robots

Piaggio Fast Forward's Gita Bot is a Personal Valet



Robotic Campus Retailers

The AVE Used SoftBank's Pepper Robot to Drive Foot Traffic



Child-Minding Robots

The Selements Robot Nanny Can Watch Your Children and Follow Them Around



MEGATRENDS

5 EXAMPLES, 41 RELATED



75,322 Total Clicks
[Hunt.to/345194](https://www.trendshunter.com/hunt/345194)

Nurture Droid

Increasingly humanized A.I. establishes widespread trust in technology

Implications - In today's culture of digital migrants raising digital natives, there is not only an increasing reliance on hyperconnectivity, but also a shift towards endearment and full acceptance of technological presence within the roles of caretakers and safety providers. As artificial intelligence becomes increasingly humanized, we begin to recognize a spreading of unquestionable trust in technology as part of the home and even as part of the family.



Child-Tracking Wearables

The Joey Tag is a Wearable GPS Unit to Keep Children Safe



Autonomous Beach Lifeguards

The Amphibious Joint Lifeguard UAV Helps Provide Aid to Those in Need



Reactionary Robotic Pets

The Hasbro 'Joy for All' Robot Cat is Designed for Elderly Owners



Stroller-Rocking Devices

The 'NoomiNoomi' Baby Rocking Device Aids Parents in Soothing Infants



Autonomous Robotic Babysitters



Home Robot Assistants

SCORE
6.9

POPULARITY
ACTIVITY
FRESHNESS



PATTERNS



MEGATRENDS



6 EXAMPLES, 54 RELATED

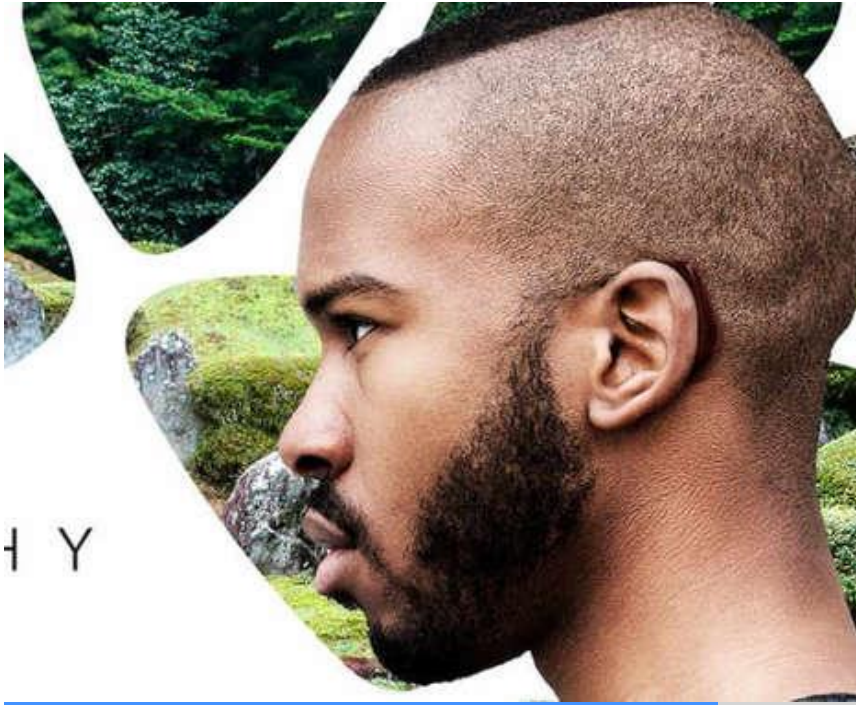
87,119 Total Clicks
[Hunt.to/345648](https://www.trendshunter.com/hunt/345648)

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Invisible Tech

The oversaturation of technology creates a consumer desire for subtlety

Implications - In the early stages of the technology age, when the novelty of connectivity was still intact, consumers sought conspicuous devices as a status symbol. Now that technology is more prevalent than ever, it no longer carries a sense of novelty or status. This calls for more subtle, undetectable technology. Ultimately, technology is now omnipresent and connectivity is a consumer expectation, as opposed to a feature.



Undetectable Wireless Earphones

The Third Skin 'Hy' Wireless Ear Headphones Offer 18-Hours of Use



Digital Cooking Tables

The New Concept Table from IKEA Will Suggest Recipes Based on Leftovers



Bed Phone Chargers

Phone-Charging Furniture Like This Thrive Global Bed are Very Convenient



Non-Obstructive Activity Trackers

CES 2017 Reveals the Sleek Yet Functional Motiv Ring



Heart-Monitoring Bras

Bloomer Tech Created an Undergarment Integrated with Sensor Technology

Self-Memeing

The humor of Internet culture becomes customizable to boost shareability

Implications - Memes and gifs are the focal point of humor within Internet culture. What makes them so appealing to the digital consumer, however, is what makes them so difficult for brands to channel: their authenticity. This authenticity is achieved through extreme relatability and a laissez-faire approach to production; both factors are furthered with services that allow consumers to create or curate their own self-referencing content.



Selfie GIF Creators

The Giphy Says App Instantly Turns Your Voice and Face into a GIF



Musical Selfie Applications

'Face Melody' Turns Selfies into Music Based on Facial Features



Video Meme Creators

Startup HashCut Lets You Make Your Own Video Memes From YouTube Videos



Video Meme GIF Converters

'GIPHY Loves Vine' Creates and Saves Vine GIFs

Robotic Production

Adaptable robotics fulfill a need for ingenuity in the manufacturing process

Implications - As creatively inclined robotics become more commonplace, they are being utilized to take on challenges in manufacturing across industries to produce feats in construction, fashion and more. Able to work with tricky materials and adapt to different demands and conditions, emerging robot technology is increasingly relied upon as a resourceful production asset that also acts as a draw for consumers looking for uniquely manufactured products.



Robot-Made Sneakers

adidas' Futurecraft M.F.G Sneakers are Made Almost Entirely by Robots



Robotically Knitted Solar Canopies

Jenny Sabin Studio's 'Lumen' will be on Display at MoMA PS1



Locally Sourced Building Machines

The Digital Construction Platform Builds Using the Environment



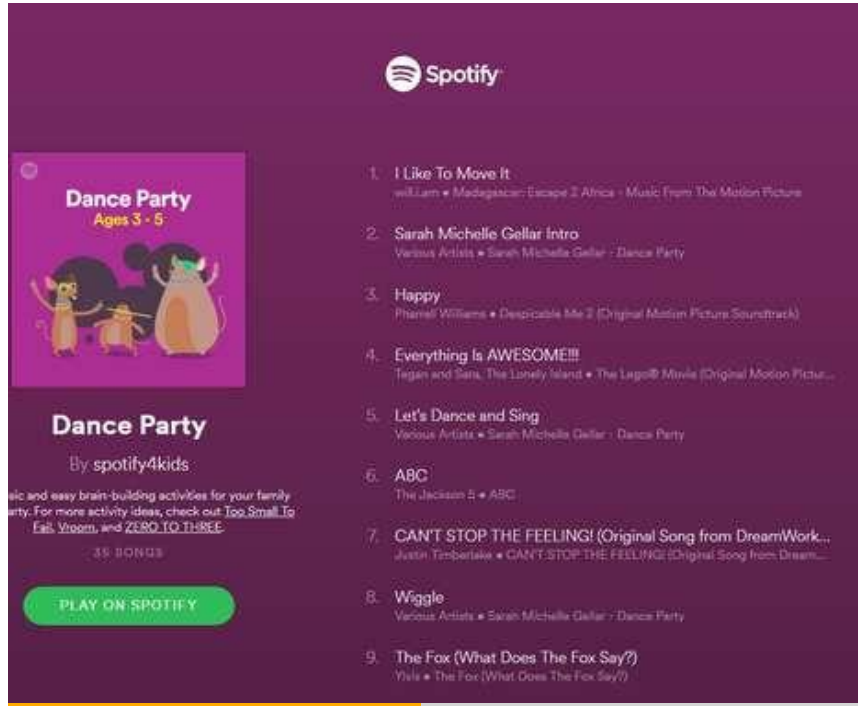
Robot-Crafted Concrete Molds

'Mesh Mould Metal' Enables Plasticity in Concrete Shaping

Digitized Bonding

Tech acts as an aid in strengthening relationships instead of a barrier

Implications - Though technology is often considered a barrier to building stronger relationships, it is now acting as an aid to bonding with loved ones. This is particularly fitting for Generation Z. Despite being seen as a group of "screen addicts" who rarely socialize in face-to-face settings, the youth generation simply uses technology as a way to enhance and deepen bonds with friends and family. Technology is no longer a solo pastime, but a way to unite modern society.



Family-Focused Music Streaming

Spotify's 'Kids & Family' Playlists Help Kids Bond with Parents



Internet Meetup Photography

Amy Lombard's 'Connected' Book Shows Images from 80 Live Meetups



Communal Video-Watching Apps

The Cabana App Lets Users Watch YouTube With Friends Virtually



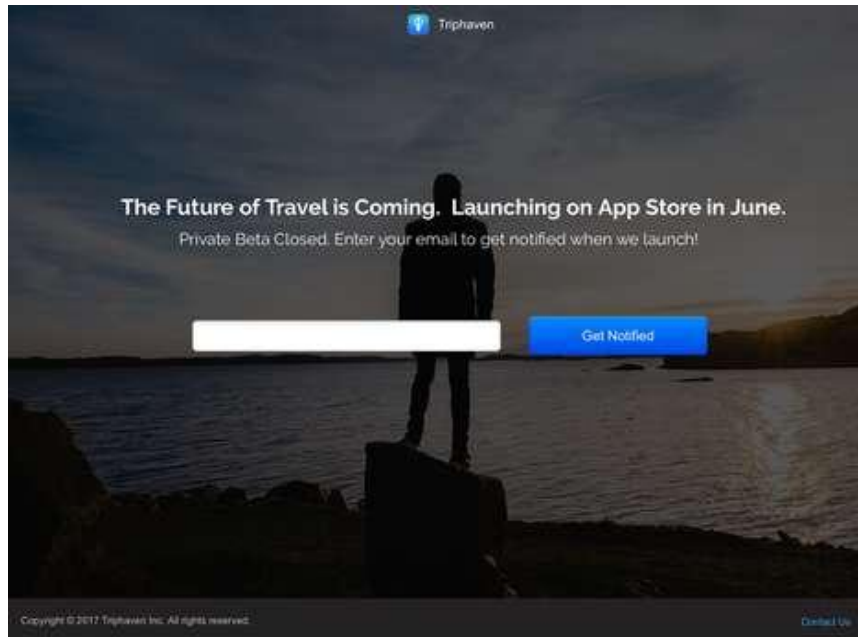
Group Bonding Apps

The Vingle App is a Place to Mingle with Like-Minded People

P2P Travel

Travelers increasingly leverage P2P platforms for the insider experience

Implications - As consumers seek more freedom from their time-crunched schedules, traveling the world is becoming more accessible than ever, especially with the integration of P2P solutions offering a more intuitive approach to gaining worldly experience. One of the biggest benefits of leveraging the P2P economy, including peer-facing apps offering detailed insights from locals, is that modern travelers get the insider access they seek, facilitating communal integration rather than going the surface-level tourist route.



Collaborative Social Travel Apps

'Triphaven' Enables Users to Plan the Perfect Trip



Peer-Based Trip Platforms

TRVL Travel Booking Platform Where You Can Earn 10% Helping Others



People-Powered Travel Apps

'People Make Places' is a Travel City Guide Centered Around People



Local Travel Insider Apps

'Insiders4U' is a New Travel App to Connect with Local Insiders

Virtual Party

The traditional nightlife experience is enhanced through AR and VR

Implications - Everyday use of augmented and virtual reality technologies has yet to be perfected, especially within a context that seems organic and genuinely enhances an existing experience. Nightlife is the perfect platform for the growth of this technology as it is already based in escapism and experience. Converging the worlds of leisure and experiential technology creates a new category of entertainment that goes beyond the tangible.



Historic Rum Pop-Ups

The 'Casa Havana' Club Pop-Up Features a VR Storytelling Experience



AR Cocktail Menus

City Social's 'Mirage' is the World's First Augmented Reality Cocktail Menu



VR DJ Sets

Boiler Room has Released 'VR Dancefloors: Techno in Berlin' Using Google Daydream



Pop-Up VR Bars

The House of Peroni Event Featured Immersive Works of Art

STEM Educcasion

Brands create events for STEM novices to learn and play

Implications - Though STEM toys are increasing in popularity, the act of learning something new, even during playtime, can be intimidating. Brands are alleviating the intimidation factor by creating safe spaces and events for STEM novices to experiment and learn as a community. This adds an element of companionship to a notoriously technical topic.



Female-Focused Tech Competitions

The 'Built By Girls' Challenge Helps Teens Explore Their Ideas



Children's Architecture Programs

The 'Little Architect' Program is Offered at AASA in London



Biolab Equipment Kits

The Amino Labs DNA Playground Starter Set Lets Users Explore Biology



Inspirational Science Events

Inspirefest Family Fringe Taught Kids About the Potential of Sciences

Minimalist Wearable

Wearable tech takes on a more streamlined approach for seamless integration

Implications - As wearable technology becomes more commonplace for everyday consumers, chunky wearables are seeing a sleeker exterior as consumers look for pieces that suit their aesthetics and lifestyle aspirations. Armed with the knowledge that the future of technology is becoming an extension of the human body, many brands are opting for thinner and more streamlined designs that can be almost forgotten by the wearer, opening them up to a world of connectivity without the bulk.



Wearable Calendar Countdown Timepieces

The 'Piece of Time' Timepiece Concept is Minimal in Design



Smart Meditative Headbands
'Elf mmmmit' is a Smart Wearable Device That Relieves Stress as Its Worn



Discreet AR Wearables
This Innovative Ring Design Allows AR to Be Easily Integrated into Life



Fashionable Event Wristbands
Wristbanditz Combines Style and Function in Its Event Wearables



Biometric Connected Rings
The Token Ring Allows for a Host of Features Including Payments

SCORE
8.3

POPULARITY



ACTIVITY



FRESHNESS



PATTERNS



MEGATRENDS



5 EXAMPLES, 44 RELATED

55,883 Total Clicks
[Hunt.to/357047](https://www.trendshunter.com/hunt/357047)

Second-Skin Wearable

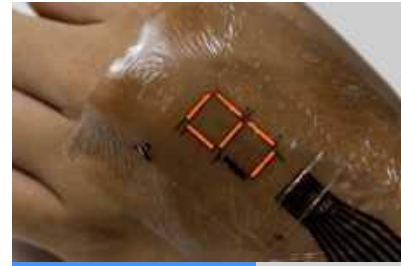
Wearable technology merges with the human body unintrusively

Implications - With the need for constant connectivity inescapable in the modern consumer's lifestyle, wearable technology is becoming more adaptive to the human body through flexible adhesives that can be touched, scanned and tracked for an intuitive experience that is quickly becoming second-nature. As we move towards a future where technology becomes physically integrated into the human body, hesitant consumers are more likely to test out patch wearables that adhere to the skin for a more connected experience before committing to cyborg-style sub-dermal implants.



Wearable Smart Stamps

The Wearable Interactive Stamp Platform Offers Numerous Applications



Wearable Electronic Sensors

The E-Skin Sensors Can Be Fixed to the Skin Like Temporary Tattoos



UV-Tracking Skin Patches

L'Oreal Reveals its Tech-Savvy 'My UV' Skin Patch at CES 2016



Touchscreen Temporary Tattoos

DuoSkin Tattoos Look Like Gold Leaf and Function as Touchscreens

World Insights

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Glacial Stay

Extreme polar vacations appeal to values of the Millennial traveler

Implications - Brought on by both fears of impending climate change and the age of competitive travel via social sharing, high-intensity polar travel excursions to both the Arctic and Antarctica are emerging in a variety of forms. This progression speaks to the expectation of self-betterment through one-of-a-kind travel experiences that simultaneously offer adrenaline-driven activities that still emphasize a connection to nature.



Antarctic Adventure Camps

'White Desert' Offers an Authentic Look at Antarctica's Interior



Remote Nordic Luxury Camps

Luxury Action Offers High-End Custom Experiences in Lapland and Finland



Northerly Safari Lodges

Arctic Watch Offers Adventures 500 Miles North of the Arctic Circle



Arctic Cruise Adventures

Crystal Serenity Offers a Luxurious Mode of Travel to Cold Climates



Polar Bear-Watching Cruises

Adventure Canada's Baffin Island Trip Goes Through Stunning Glaciers



PATTERNS



MEGATRENDS



5 EXAMPLES, 36 RELATED



82,445 Total Clicks
[Hunt.to/344687](https://www.hunt.to/344687)

Scenic Simplicity

Travel accommodations swap out bells and whistles for basic amenities and nature

Implications - In the information age, relaxation is as much about omission as it is about adding experience or value. An example of how this is being applied in the travel industry is through minimalist hotels that swap out tech-enhanced accommodation for basic amenities and the natural beauty of the destination.



Cozy Mini Hotel Cabins

The In-Tenta 'Drop Box' Portable Hotel Suite is Compact Yet Functional



Floating Hotel Sleeping Capsules

The Mizukami Hotel at Huis Ten Bosch Puts Guests on the Sea



Stilted Swedish Shacks

This Bergaliv Landscape Hotel Building Peers Over Forest Treetops



Mobile Glamping Cabins

The Eight 'Epic Retreats' Cabins are Inspired by Welsh Lore

SCORE
8.6

POPULARITY



ACTIVITY



FRESHNESS



PATTERNS



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4 EXAMPLES, 33 RELATED

233,110 Total Clicks
[Hunt.to/354380](https://www.hunt.to/354380)

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