

20
23
**TREND
REPORT**

Welcome to The New Era of Chaos

Around the world, we had eagerly awaited a simpler, post-pandemic period, but reality is sinking in that we are not about to embrace a period of smooth sailing. We are embracing a world of faster paced change, political and media polarity, supply chain woes, inflation, debt, and geopolitical conflict. That's not the end of the pandemic that most people wanted, but it is the outcome that many frameworks predicted.

In my 2020 and 2021 world summit keynotes, I walked through 4 frameworks which each predict incremental chaos, using 4 different approaches. I've detailed them in the extended cut of this letter (on the next page), but the simplicity is that we expect more chaos, which for you, will equate to opportunity if you hunt the trends.

In these time periods of rapid change, consumer trends are your secret weapon. Those that study the trends find themselves uncovering new insights, that lead to products and services for our evolving world.

In a time of chaos, the question of "what business are we in" becomes a CEO-level 'problem' and your answer needs to derive from fresh, current research about what the consumers actually want and need. Based on our study of 250,000,000 people, we are happy to present you with some of the freshest ideas across many categories. Enjoy the report, and if you want to bring your inspiration to life, join us at **Future Festival!**

Let's Create The Future.



Jeremy Gutsche

CEO of Trend Hunter

NY Times Bestselling Author & Keynote Speaker – JeremyGutsche.com



TRENDAHUNTER
CREATE THE FUTURE

Our Historic Time Period



This report focuses on insights and OPPORTUNITIES, but in this current time period, I would be remised if I did not touch on the broader global trends that are rattling our world. In my last Future Festival World Summit Keynote, I did this by exploring 4 different frameworks that help explain our current reality. It seems that all 4 of these frameworks are aligned in predicting that there will more chaos, right now:

1. Our Post-Pandemic Chaos Framework – By studying past pandemics, from the Renaissance to the Spanish Flu, the key insight is that post-pandemic, we never retreat the past, but we also don't jump to the new normal. We enter an era of incremental chaos – The New Roaring 20s – where people make up for lost time and competitors reveal new products. **This theory predicts chaos from 2022 to 2032**

2. Generational Theory and The Saeculums – We tend to think of the world in a linear way, and people miss out on all the patterns. But it wasn't always that way. The ancients studied generational patterns, which led to deep understanding of how the timing of your life, compared to major wars or chaos, results in a series of patterns that impact each generation that follows. Applied to today, this **theory predicts chaos from 2008 to 2028**.

3. The Changing World Order – Ray Dalio's work shows us that nations rise and fall, and if you analyze 8 different factors you can see, understand and predict the rise and fall of empires over the span of a couple hundred years. **That theory predicts increasing criss and tension between USA and China, and also predicts rising inflation, a debt tsunami, increased money supply, polarity, a challenge to the reserve currency, and conflict.**

4. The Accelerating Pace of Change – Last, in an accelerating world of technology, we expect Artificial Intelligence and the globalization of knowledge to make the pace of human change not-so-human-at-all. **This theory simply predicts that the next 3-5 years will have more innovation than the last 10.**



**<< Watch This as a Keynote Video:
Post-Pandemic Opportunity**

<https://www.youtube.com/watch?v=0217ziYift8>

For context, Trend Hunter is the world's largest trend firm & an award-winning innovation accelerator, relied on by 800 brands



Fast Custom Research

- Dedicated Advisors
- Custom Reports (20x faster)
- Monthly 1:1 Walkthroughs and Brainstorming



Keynotes & Workshops

- Trend Presentations
- Innovation Workshops
- Speaker Series



Events & Tools

- Future Festivals
- Innovation Assessment & Tools
- #1 Trend Dashboard & Library

We offer 5 levels of Trend Reports.

This is our generic FREE report focused on consumer insights with 1-4 years of impact



1. Fast Custom Trend Reports - Join 1,106 brands who have relied on us for over 11,149 custom reports. You'll get better, faster, custom consumer insight with thoughtful, 30-50 page reports full of applicable, fresh ideas, as quick as 24 hours.

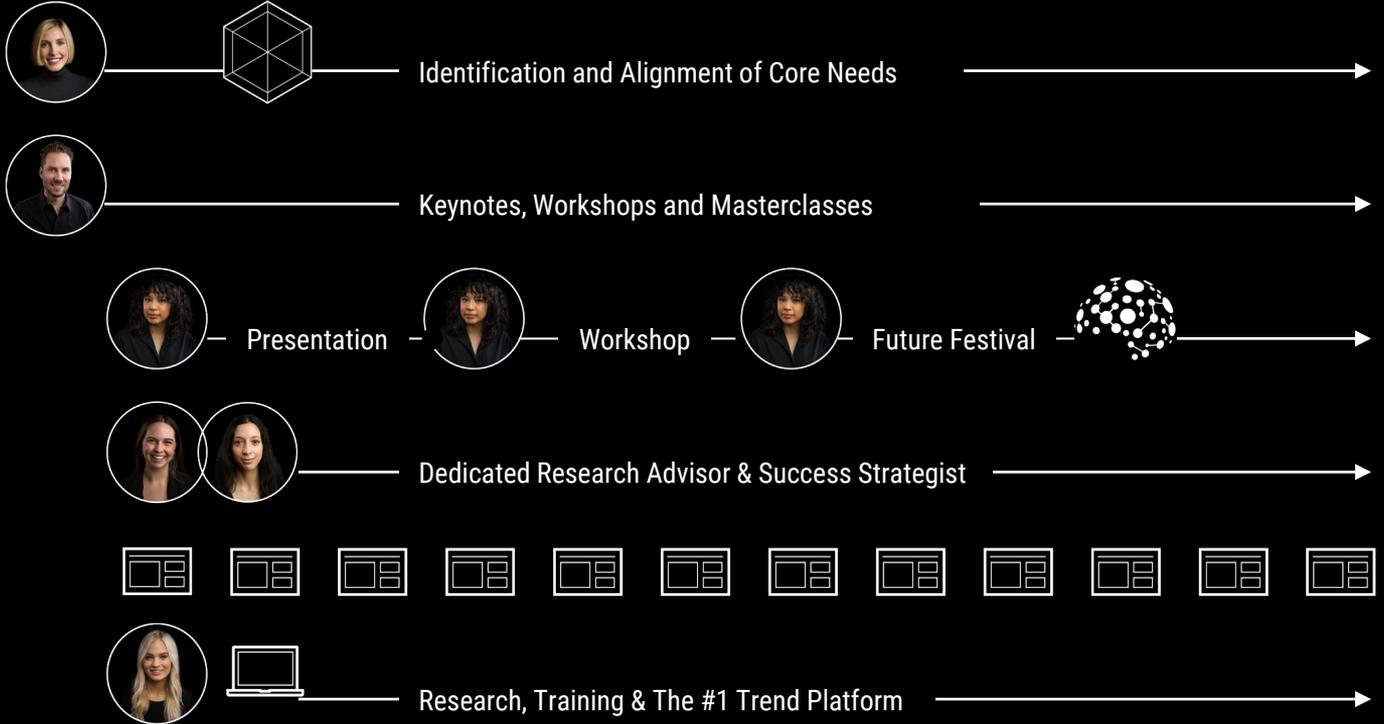
2. Custom Trend Presentations & Workshops - Bring trends to life, inspire your team and create a culture of trend-driven innovation with a custom presentation.

3. Premium 5+ Year Trend Reports - Thoughtful, well-researched reports to accelerate your strategic planning and forecasting

4. Trend Report Library - 80+ categories of premium trend reports and 416,897 examples.

5. The 2023 Trend Report (FREE) - This Report!
Our must-read annual reveal of need-to-know trends.

This report is free because our main business is that we design research & advisory programs to help brands win



The problem we solve is that it is *not* easy (or efficient) to filter our world into *insight* or to *make innovation happen*

Our Changing World

- COVID-19
- AI
- Social media
- Globalization
- Big Data
- The Cloud
- East vs. West
- 3D Printing
- Millennials
- CRISPR
- VR + AR
- Robots
- Sustainability
- Personalization
- Uncertainty
- Influencers
- Lower Barriers
- Social Business
- Diversification
- Gender Equality
- Empowerment
- What Else???

Inadequate Resources



Market Reports

lots to filter & not custom



Trend Companies

high-level & generic



Custom Research

slow & expensive



Magazines & News

too much & not custom



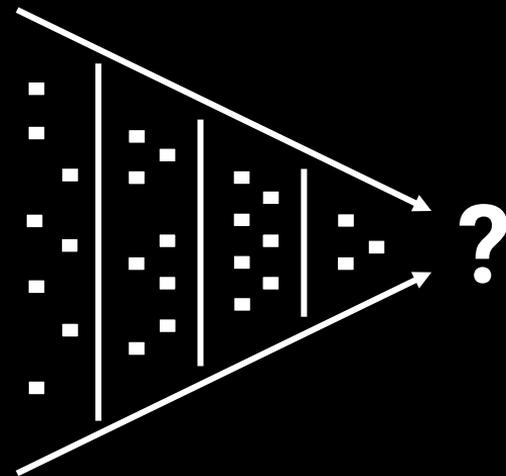
Manual Searching

random & what ranks

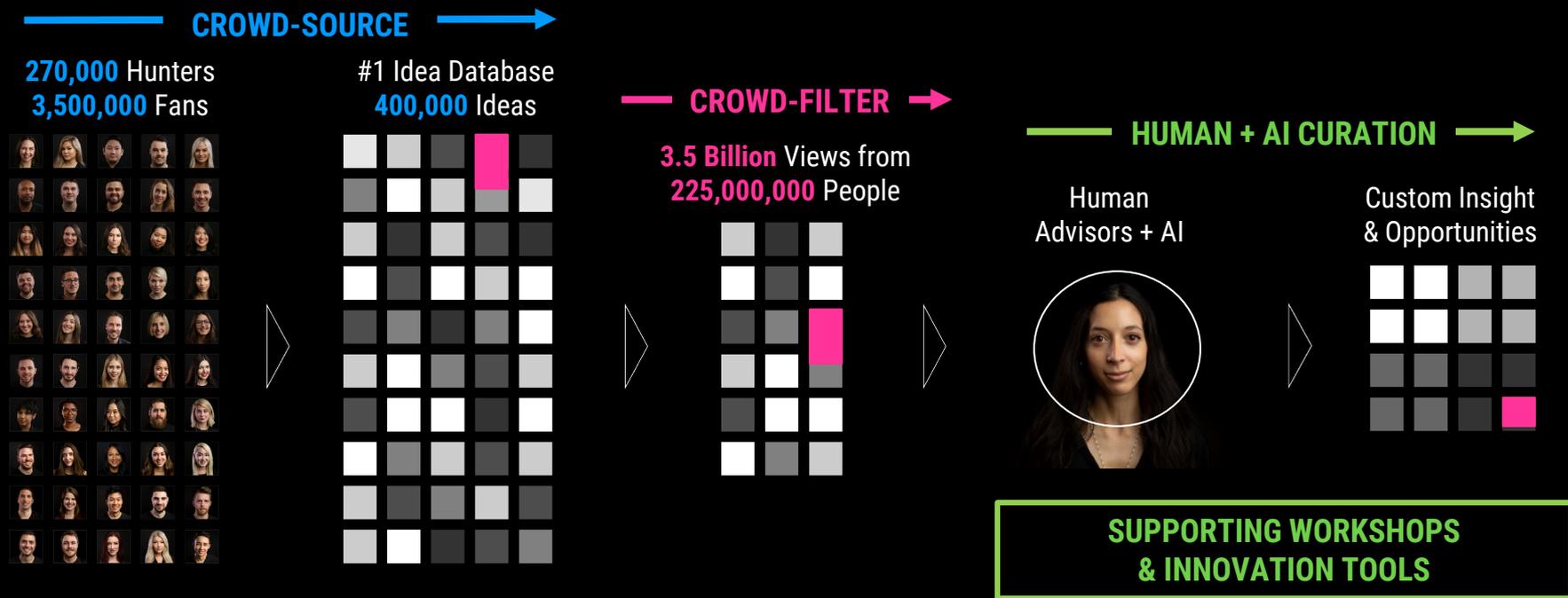


Conferences

inspiring, but not specific



Our methodology is rooted in the #1 largest, most powerful trend platform to cut through noise and *Find Better Ideas Faster*™



We can help you **save time, effort & money**, because our platform enables custom research that is **better** and **20x** faster

Traditional Trend Research = 2 Month



Trend Hunter = 1 Day = Fast, Data-Driven, Fresh & Cost-Effective



... and we help brands bring innovation to life with our events, keynotes, books, tools, and our EPIC Future Festival



TREND HUNTER FUTURE FESTIVAL™



ACCELERATION Accelerating growth through digital transformation and data-driven insights.	PROLIFERATION Expanding market reach through digital marketing and social media.	NATURALITY Embracing natural and sustainable products and processes.
CONSUMER Understanding and addressing the needs and preferences of diverse consumer segments.	AI Leveraging artificial intelligence for data analysis and personalization.	REDIRECTION Pivoting business strategies to address market changes and challenges.
REDUCTION Optimizing operations and reducing costs through automation and efficiency.	INTEGRATION Combining different technologies and services to create seamless experiences.	GEN-ETICATION Embracing genetic engineering and personalized medicine.
QUALITY Prioritizing high-quality products and services to build customer loyalty.	EMERGENCY Addressing unforeseen challenges and crises through agile decision-making.	DIVERGENCE Exploring new and unconventional ideas and solutions.
CONVERGENCE Combining different industries and disciplines to create innovative solutions.	MULTI-STATEMENT Addressing multiple customer needs and preferences through personalized offerings.	PERSONALIZATION Tailoring products and services to individual customer preferences.
CO-CREATION Engaging customers in the product development process to create value.	MANUFACTURE Optimizing manufacturing processes for efficiency and sustainability.	



TREND HUNTER



You should *REALLY* consider coming to Future Festival.

It is a perfect time to bring your team together for real inspiration.



"Future Festival is a concentrated dose of inspiration and insights. This event is a must-attend!"

– Associate Brand Manager

56 attendees



"Hands down, the best way to experience innovation & the future."

– Consumer Insight Specialist

24 attendees

Chicago Tribune

"Future Festival created opportunities for our team and expanded our people's thinking." – CEO

9 attendees



"The best event I've ever attended, and we go to motorcycle races."

– Head of Sensing and R&D

16 attendees



"The best, most engaging and most relevant business event I have ever attended."

– Chief Strategy Officer

65 Attendees



"No service out there captures Consumer Behavior as well as Trend Hunter!"

– Creative Development Manager

29 attendees



"Trend Hunter Future Festival gets you thinking in a new way about what is possible!"

– Director of Consumer Insights

32 attendees



"Undoubtedly the most meaningful conference I've ever attended."

– VP of Sales

39 attendees



"If you want to plan for a better, faster and winning future for both you and your business, Future Festival is for you." – Director of Global Innovation

81 attendees



BACARDI

"Future Festival truly immerses you in a mindset of innovation. My team and I have already come up with more than 10 ideas that could improve our culture and our bottom line." – Bev Scientist

36 attendees



"Any senior executive would benefit hugely from taking a couple of days and attending Future Festival."

– Global VP of Innovation

8 attendees

CLUB MONACO

"I invite you to come with your team, because that's something you want to share. That's something you want to create a culture around, and we can all learn from this." – CEO

6 attendees

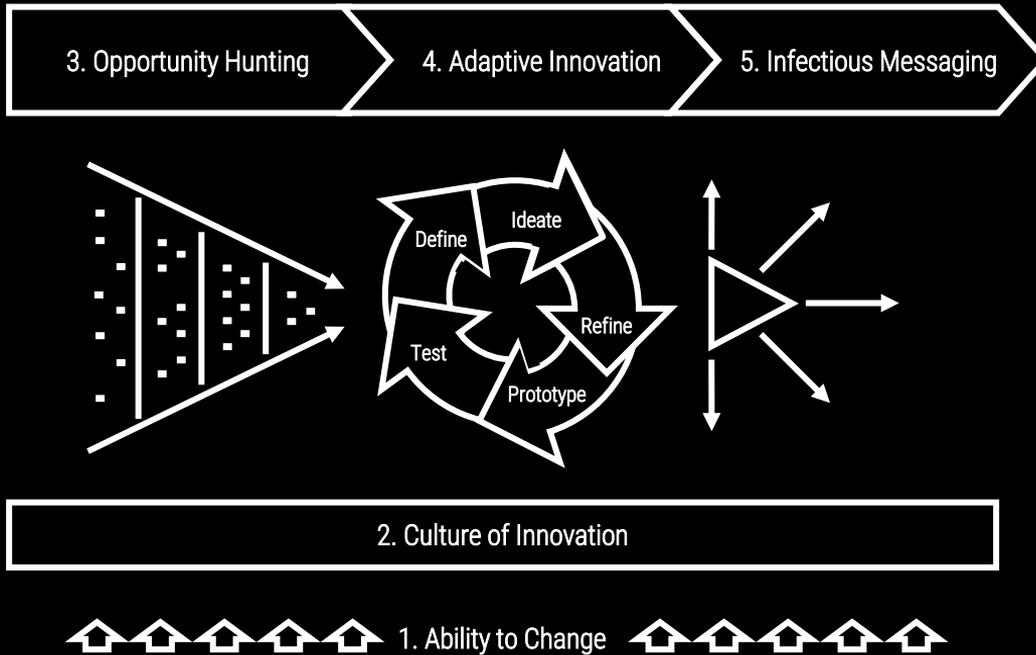
This year, we have a lot of new launches, including our Masterclass program, a 5-day immersion led by our founder

Jeremy Gutsche, runs a 75 person training company, Trend Hunter, focused on creating Accelerator Programs to make change happen. They have developed training program for 700 brands, ranging from NASA and Google to Red Bull and Visa. Their programs are rooted in award-winning, New York Times Bestselling methods.

All of Trend Hunter's Innovation Masterclass Programs kick-off with Jeremy's latest keynote, based on his award-winning book Create the Future that contains tactics for disruptive thinking and tools to help you make innovation happen.



The Masterclass is like an executive education program, but applied to your own projects, supercharging your elite team



Day 1 – Ability to Change

What are the key factors that would block this & how to we address them?

Day 2 – Culture of Innovation

How do we roll out cultural change and make this actually happen?

Day 3 – Opportunity Hunting

What are the key clients, opportunities, approaches to make this win?

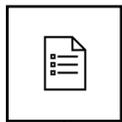
Day 4 – Adaptive Innovation

These strategies are new. How do we refine them, again and again and again?

Day 5 – Infectious Messaging

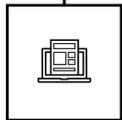
How do we message our best ideas to the team and teach the team to communicate in pitches

If you want to learn more, schedule a call with an advisor to chat about topics, ideas & events



Topics Call

- Do you have any upcoming projects or presentations?
- What is the purpose / goal / desired breadth vs depth?
- Is this a new curiosity? Time-crunched rush? CEO meeting?



Fast, Custom Research in as Little as 24 Hours

i. High-Level Insights

Key opportunities, tied to megatrends w/ hyperlinked examples

ii. Market & Case Studies

Must-see examples, competitor dynamics and more

iii. Workshop Questions

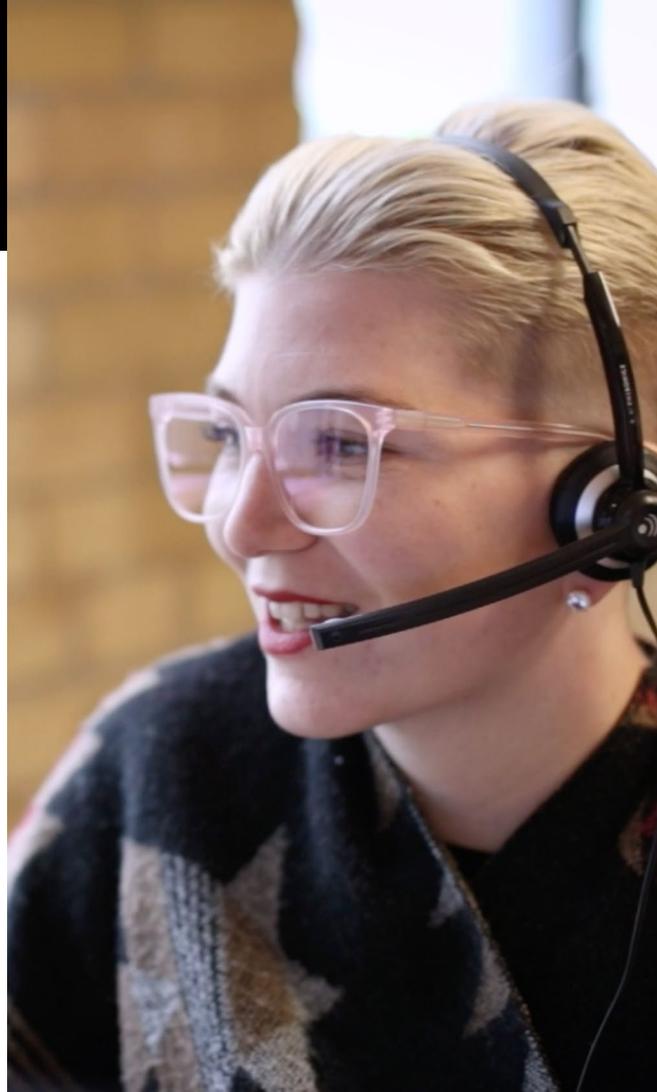
Thought-provoking questions to tie it all back to your brand



Report Walkthroughs & Facilitated Brainstorms



"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!"



Or get inspired sooner with our 360 page, award-winning handbook of methods, tactics and workshops

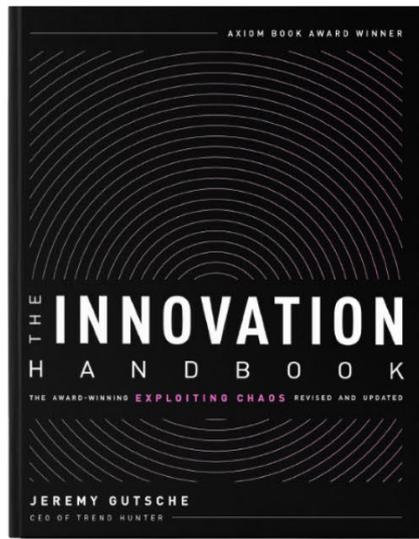
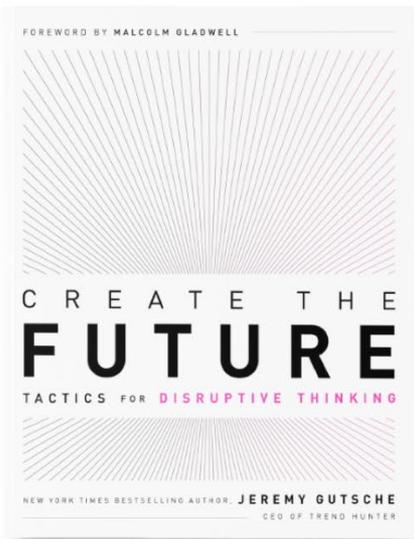
Innovate Through Chaos

#1 Bestseller in Strategic Management -
Featured in *The Economist*, *Forbes*, *Fast Company*, *Entrepreneur*, *Inc Magazine* -

Create the Future is a tactical guidebook for disruptive thinking, innovation, and change, paired with *The Innovation Handbook*, an updated version of the award-winning book, *Exploiting Chaos*. The 360-page bestseller is loaded with the same tactics, tools and frameworks that Gutsche's team uses to accelerate 700 of the world's most powerful brands, billionaires, CEOs and NASA.

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

FOREWORD BY MALCOLM GLADWELL



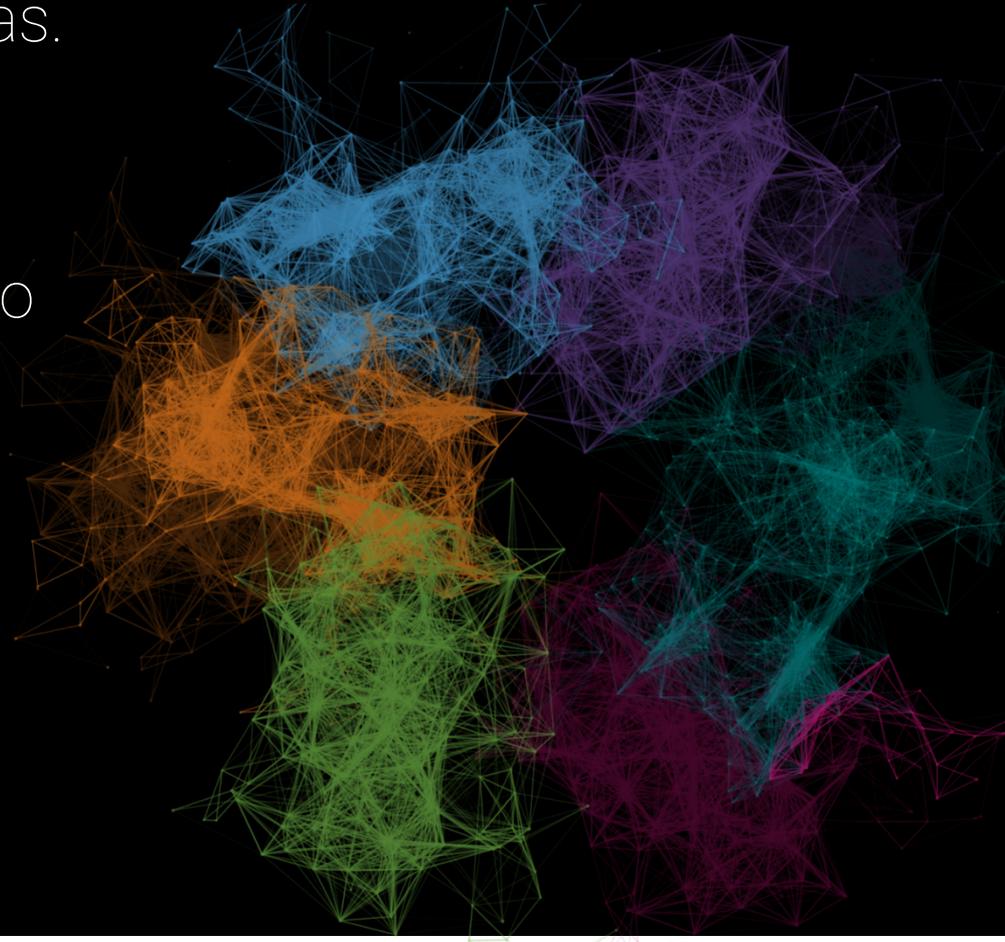
- amazon Bestseller in Business
- amazon Bestseller in Creativity
- Wired Marketing "Best book on innovation"
- Citytv "Tons of insightful facts"
- SUN "Energizing & inspiring"
- Bloomberg Businessweek "Memorable"
- TORONTO STAR "Chicken soup for the confused executive's soul!"

The 2023 Trend Report

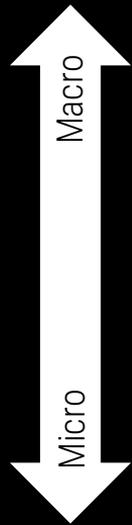
- 1** Overview & Megatrends
- 2** Tech Insights
- 3** Business & Marketing Insights
- 4** Food & Beverage Insights
- 5** Retail Insights
- 6** Eco Insights
- 7** Social Good Insights
- 8** Fashion & Cosmetics Insights
- 9** Health & Wellness Insights
- 10** Art & Design
- 11** Culture Insights

We categorize the world into high-level patterns, megatrends, insights and ideas.

We believe if you study these patterns, you are more likely to **Predict & Create The Future**



A key tool is our megatrend wheel. You'll note that our 6 patterns are the highest level, and never change, trickling down to our megatrends, insights & ideas



Patterns of Opportunity

- Patterns of Chaos – All opportunity can be mapped to six patterns
- Each Pattern Drives Several Megatrends

18 Megatrends

- Long Term – Designed to predict 5-10 years out

10,000 Insights (the "Sweet Spot")

- Medium Term – Predict 1-4 years out
- Clusters of Opportunity – These are identified from studying ideas, looking for meaningful groups of examples that are related

500,00 Individual Ideas

- Shorter term – Individual ideas or case studies that can be inspiring



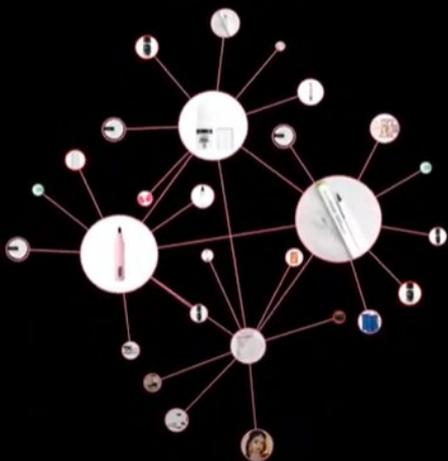
 <h3>ACCELERATION</h3> <ol style="list-style-type: none"> 1. Perfecting One Thing 2. Aspirational Icon 3. Exaggerated Feature 4. Reimagined Solution 	 <h3>Prosumerism</h3> <p>From user-generated content to maker culture, today's consumers expect professional tools & services.</p>	 <h3>CYCLICALITY</h3> <ol style="list-style-type: none"> 1. Retro + Nostalgia 2. Generational 3. Economic + Seasonal 4. Repetitive Cycles 	 <h3>Nostalgia</h3> <p>Fond memories fuel a desire to bring the past into the present, especially with respect to one's formative years.</p>
 <h3>Catalyzation</h3> <p>Brands have taken a role of accelerating the personal development of consumers.</p>	 <h3>AI</h3> <p>We are entering a transformative new era, denoted by an exponential growth in data, robotics and intelligence.</p>	 <h3>Naturality</h3> <p>The desire for sustainable products, including local, organic, recyclable and pronounceable ingredients.</p>	 <h3>Youthfulness</h3> <p>The world is becoming more playful, driven by generations not ready to grow up, including Boomers who desire a more active, enriched life.</p>
 <h3>REDUCTION</h3> <ol style="list-style-type: none"> 1. Specialization 2. Fewer Layers + Efficiency 3. Crowdsourcing 4. Subscription 	 <h3>Instant Entrepreneurship</h3> <p>New services make it easier than ever to conceptualize, fund, launch and companies.</p>	 <h3>REDIRECTION</h3> <ol style="list-style-type: none"> 1. Refocusing 2. Reversing 3. Surprising 4. Gamifying 	 <h3>Tribalism</h3> <p>Allegiant groups are more readily formed around specific interests, causes and even brands.</p>
 <h3>Curation</h3> <p>Hyper-targeted offerings, services, subscriptions and recommendations to simplify lives with better things.</p>	 <h3>Simplicity</h3> <p>In a fast-paced, cluttered world, simplicity stands out, resulting in focused businesses & clean design.</p>	 <h3>Gamification</h3> <p>The application of game dynamics to real-world problems results in a world that's more competitive and engaging.</p>	 <h3>Experience</h3> <p>In a world abundant with 'stuff,' experience becomes a more important currency and life priority.</p>
 <h3>CONVERGENCE</h3> <ol style="list-style-type: none"> 1. Combining + Layering 2. Adding Value 3. Co-Branding + Aligning 4. Physical + Digital 	 <h3>Multisensation</h3> <p>Tech, AR, VR and interactive experiences are raising our expectations in the realms of entertainment, retail and even food.</p>	 <h3>DIVERGENCE</h3> <ol style="list-style-type: none"> 1. Personalization, Customization 2. Status + Belonging 3. Style + Fashionizing 4. Generational Rebellion 	 <h3>Authenticity</h3> <p>Social media and a resistance to traditional advertising have created a desire for authenticity and reality.</p>
 <h3>Co-Creation</h3> <p>Brands, products, services and customers are increasingly co-creating an interdependent world.</p>	 <h3>Hybridization</h3> <p>Lines are blurring as business models, products and services merge to create unique concepts and experiences</p>	 <h3>Personalization</h3> <p>Small batch production technologies and more personalized media are creating an expectation for personalization.</p>	 <h3>Many-to-Many</h3> <p>A mass proliferation of sellers and media creators has shifted the world to a many-to-many economy.</p>

We use our “insights” to identify pockets of opportunity.

To us, an insight is a cluster of several ideas that stand out

e.g. Gene-Personalized Products

7 Ideas, 63 Related Examples, 197,000 Clicks



Gene-Personalized Products

Brands use customer genetics to personalize and market their offerings



Genetically Specified Beer Glasses

The 'DNA Glass' is a Beer Vessel Designed Based on Biology



DNA-Based Custom Brews
D.N.A.L.E is a Beer Based on London Brewer Ciaran Giblin's DNA



Disposition Test Kits
Marmite's DNA Testing Kit Determines Whether a Person is a Lover or Hater



Customized Skincare Serums
Two22 Makes Personalized Organic Skin Serums Following a Genetic Test



DNA-Analyzing Sommeliers



DNA-Based Restaurant Dishes

SCORE
5.8

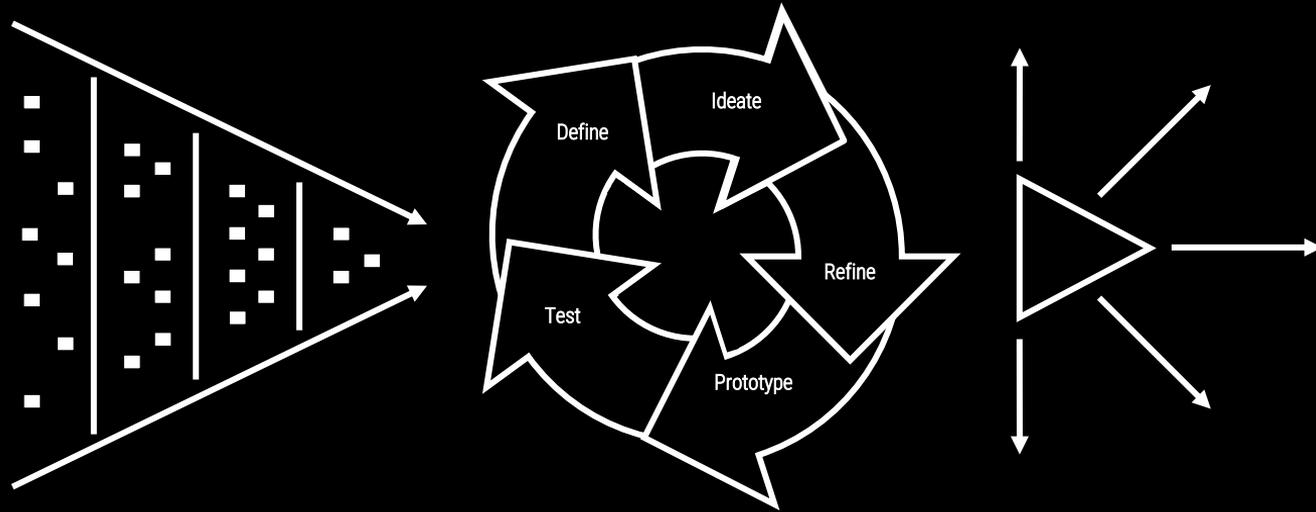
POPULARITY ██████████
ACTIVITY ██████████
FRESHNESS ██████████



7 EXAMPLES, 63 RELATED
46,835 Total Clicks
Hunt for 352281

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Most people don't internalize it,
but bedrock of every big idea is the consumer insight



1. Consumer Insight
(an unmet need)

2. Innovate
(your value prop)

3. Launch
(a product or service)

If you miss the insight, **you fail.** If you 'get' the insight, **you thrive.**

**Market Leaders Who Failed Because
They Slightly Missed the Consumer Insight**

Smartphone:	Blackberry	vs. Apple
Laptop:	Smith Corona	vs. HP
Streaming:	Blockbuster	vs. Netflix
PC:	Xerox	vs. Microsoft
Encyclopedia:	Encarta	vs. Wikipedia
Electric Car:	GM	vs. Tesla
Digital Cam:	Kodak	vs. Canon

Watch a video to learn more... it can be a helpful way to get more from this report, which focuses on insights



<https://youtu.be/d2bsFOjDVZ4>

When Reading This Report, Here's What The Icons Means

Understanding Content Classification & Article Scoring

Below, you'll find an overview of the different types of content featured in our trend reports, as well as a breakdown of our scoring system that's used to evaluate the performance of the content in your report.

Consumer Insights:

The what and why of major industry shifts. Consumer Insights are split into two sections: the trend section and the insight section.

Specific Examples:

Carefully selected individual innovations to provide more in-depth analysis.

Clustered Lists:

Collections of related examples to broaden your perspective and expose you to adjacent opportunities.

The 2023 Trend Report

- 1 Overview & Megatrends
- 2 Tech Insights**
- 3 Business & Marketing Insights
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- 8 Fashion & Cosmetics Insights
- 9 Health & Wellness Insights
- 10 Art & Design
- 11 Culture Insights

Businesses offer parenting apps that go beyond raising infants

How could your brand make its customers'
lives easier?

Gen Z Investing

Investing for young Gen Z consumers is made easier with apps and communities

Trend - Gen Z is entering a new world of fintech, and banking apps, community platforms and services are being designed to help them navigate investing in the modern age. These platforms ensure that young consumers are able to set themselves up for the future in today's changing financial landscape.

Insight - Banking and investment services aren't just about monetary exchanges, but cryptocurrencies and apps that give users more autonomy over their money. This changing financial landscape has a learning curve, and more consumers are pushing for financial literacy being tackled within the education system to address this. With the North American education system still lagging behind, some brands and communities are helping to fill that gap.



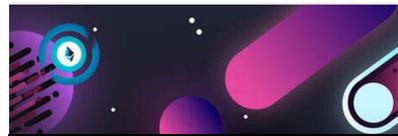
Gen Z-Oriented Fintech Banking

Hero Financials is an Alternative Banking Solution for Canadians



Teen-Targeting Investing Apps

This App Helps Teens Invest Responsibly With Parental Permission



Teen-Focused Crypto Investment Apps

Step Launches First-Ever Crypto Investment Product for Teens



Investing Gen Z Group Chats

Finary Raises Money to Build the Investing Chat Platform

7.0
Score

Popularity



Activity



Freshness



⚡ Catalyzation

4 Featured, 35 Examples

21,298 Total Clicks

URL: [Hunt.to/482021](https://hunt.to/482021)

Investing for young Gen Z consumers is made easier with apps and communities

How could your brand better prioritize
customer education and support?

Brands release programs and products that help build Web3 literacy in children

Trend - As Web3 becomes more prevalent, some brands are focusing on building Web3 literacy among children. Programs and products in this space include everything from metaverse coding practice platforms, to family-friendly NFT platforms.

Insight - Building literacy in new technologies is crucial for people of all ages, but particularly for younger demographics who will likely grow up in a world where these technologies are ubiquitous, instead of simply in-development. Millennial parents are interested in setting their kids up for their future, and tech literacy in different forms is particularly important to them.



Family-Focused NFT Platforms

Toekenz Collectibles Launches Kid-Friendly NFT Marketplace, 'TOEKENZ'



Child-Centric Metaverse Coding Platforms

This Portal Helps Kids Develop Metaverse Coding Skills



Iconic Children's Book NFTs

Dapper Labs is Set to Launch First-Ever Dr. Seuss NFT Platform



Education-Oriented Metaverses

Mainbot Launches the First Educational Games Metaverse, 'Winkyverse'

8.5
Score

Popularity



Activity



Freshness



Catalyzation

4 Featured, 36 Examples

24,668 Total Clicks

URL: [Hunt.to/481919](https://hunt.to/481919)

Brands release programs and products that help build Web3 literacy in children

How could your brand better focus on
consumers' understanding of its industry?

More browsers and browser extensions are prioritizing privacy

How could your brand better prioritize its
customers' privacy?

Metaverse Education

Metaverse-based education programs offer more immersion than online learning

Trend - As the metaverse expands, brands and institutions are creating spaces in the metaverse that are designed to educate customers. Everything from specialized education to educational programs and games can now be observed in this virtual space.

Insight - Virtual learning has become popular in the last several years not only because of the pandemic, but because of its ability to make education more accessible despite geographic or cost-related barriers. By taking the next step and adapting educational programs or experiences into the metaverse, consumers are able to find even more immersive online learning programs that they can benefit from.



Metaverse Fashion Education Programs

CFDA Launches Metaverse-Focused Educational Partnership



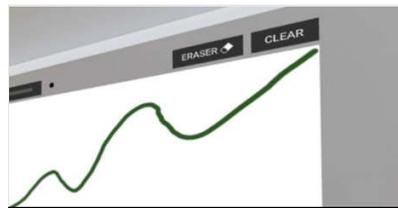
Blockchain-Powered Education Programs

The Elite Education City Powered by Blockchain



Education-Oriented Metaverses

Mainbot Launches the First Educational Games Metaverse, 'Winkyverse'



B2B Web3 Education Platforms

Frame Allows Users to Create Education Environments in the Metaverse

7.3
Score



Experience
Catalyzation

4 Featured, 32 Examples
25,273 Total Clicks
URL: Hunt.to/479044

Metaverse-based education programs offer more immersion than online learning

What type of immersive learning experiences would be beneficial for your brand's customers or employees?

App-based travel and activity guides prevail as pandemic restrictions lift

How is your company shifting its services to
accommodate post-pandemic consumer
habits?

Companies are leveraging app technology to enhance the park-goers' experiences

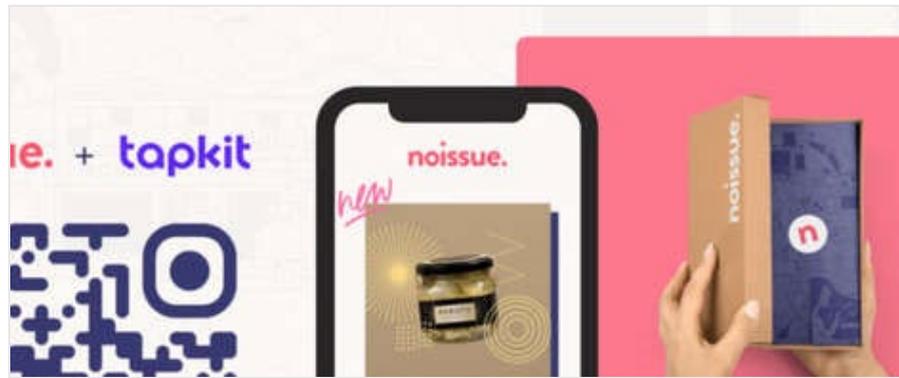
How can your company merge interactive
digital and physical experiences?

Connected E-Commerce

Connected e-commerce packaging solutions prioritize safe deliveries

Trend - Smart e-commerce packaging solutions are increasingly common as businesses aim to deliver items with both efficiency and transparency. Packaging solutions in this space include everything from temperature-controlled connected boxes, to packaging with QR codes to engage customers.

Insight - As consumers spend more time shopping online, they expect that brands prioritize their purchase experience just as they would in-store. The growth of the e-commerce industry has prompted brands in this space to prioritize efficiency, transparency and customer engagement in order to satisfy consumer demands.



Sustainable QR Code Packaging
Noissue Acquires Tapkit To Build Dynamic QR Codes and Microsites



Connected Temperature-Controlled Shipping Boxes
The 'Ember Cube' Boasts Smart Cloud-Based Features



B2B Product Tracking Platforms
Nefab's Connected Packaging Services Eliminates Supply Chain Issues



Express Shipping Shopping Apps
Sam's Club Expands Scan & Go App with the new Scan & Ship Feature

6.4
Score



-  Experience
-  Catalyzation
-  Artificial Intelligence

4 Featured, 35 Examples
21,446 Total Clicks
URL: [Hunt.to/476320](https://hunt.to/476320)

Connected e-commerce packaging solutions prioritize safe deliveries

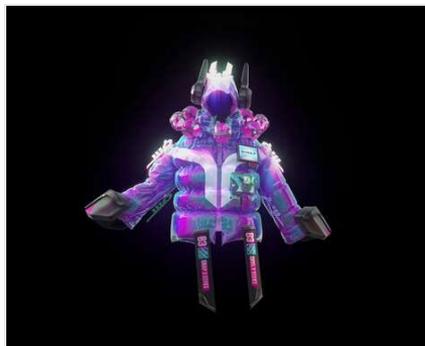
How could your brand better prioritize the
customer journey post-purchase?

NFT Renting

Digital assets can now be borrowed and rented by consumers

Trend - Brands in the NFT space are now creating rentable NFTs, or platforms that rent them. These services allow consumers to lend or lease their digital assets, usually avatars for games, and then have them returned.

Insight - The NFT space continues to rapidly diversify in its offerings, with brands and individuals alike trying to maintain the digital assets' relevance past a buzzy, trending topic. By creating different applications and uses for NFTs, brands are trying to ensure they remain valuable for the average consumer.



Virtual Gaming Jackets

RTKFT Studios' METAJACKET is Designed to Be Worn by Gaming Avatars



Rentable Digital Assets

PARISQ's IQ Protocol Allows NFT Owners to Rent Their Virtual Land



Exclusive Avatar Rentals

reNFT is a Protocol That Enables P2P NFT Rentals



NFT Rental Platforms

Vera is a Decentralized Protocol for Essential Financial Services for NFTs

7.3
Score



⚡ Catalyzation

4 Featured, 45 Examples

57,074 Total Clicks

URL: Hunt.to/473556

NFT Renting

Digital assets can now be borrowed and rented by consumers

How is your brand ensuring that its more
"trendy" pursuits have longevity?

Cryptocurrencies are now being used as gifts

How is your brand incorporating
cryptocurrencies into its product/service?

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- 5 Retail Insights
- 6 Eco Insights
- 7 Social Good Insights
- 8 Fashion & Cosmetics Insights
- 9 Health & Wellness Insights
- 10 Art & Design
- 11 Culture Insights

Creator Marketing

Content-creators' marketing skills and opportunities are supported through apps

Trend - As content-creation continues to see boosts in popularity, platforms in this space are increasingly offering programs, education, and opportunities for creators to learn how to best market themselves. TikTok is especially focused on supporting creators in this way .

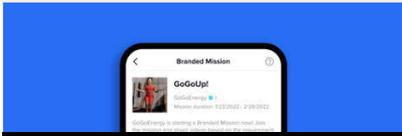
Insight - TikTok's impact over the last few years in everything from pop-culture to business is vast, and consumers who create content on this platform are inevitably looking to grow their audiences, brands, and their ability to receive money for their work. By supporting creators in this process, TikTok is able to ensure that those creators and their followings remain on the platform.



App-Based Marketing Tips
TikTok Launches the Second Season of its Made for TikTok Series



Hybrid Music Distribution Platforms
TikTok Launches New SoundOn Platform for Musicians



Creator-Based Marketing Opportunities
TikTok Announces its Branded Ad Product for Creators



TikTok-Specific Creative Universities
TikTok Launches Creative Agency Partnerships University

6.8
Score



 Catalyzation

4 Featured, 33 Examples

7,356 Total Clicks

URL: [Hunt.to/481152](https://hunt.to/481152)

Content-creators' marketing skills and opportunities are supported through apps

How could your brand better support its
customers in their goals?

Metaverse Support

The customer service experience will become more immersive through the metaverse

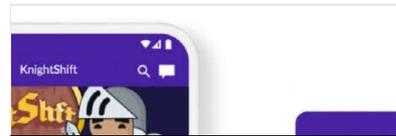
Trend - As the metaverse expands, customer service in the metaverse is becoming a recognized innovation that can create more valuable support experiences. Brands in this space are already finding ways to better engage with customers that foster mutual empathy and more efficient processes.

Insight - The metaverse's uses are going beyond gaming and art/design-based experiences and into functional processes that can benefit the various needs of both businesses and customers. As this space grows, businesses are using it to create customer experiences that prioritize customers' growing desire for more effective and immersive engagement with brands.



Metaverse Medical Support Centers

TMRW Launched the World's First Medical Center in the Metaverse



Metaverse Customer Support

Helpshift Launched a Free Plan for Metaverse Support



Metaverse User Support Companies

Helpshift Launched 'Metashift' to Target Customer Service in VR



Tailored Metaverse Support Platforms

ModSquad Offers Comprehensive Customer Service for Businesses

6.5
Score

Popularity



Activity



Freshness



Experience

Catalyzation

4 Featured, 24 Examples

8,785 Total Clicks

URL: [Hunt.to/481218](https://hunt.to/481218)

Metaverse Support

The customer service experience will become more immersive through the metaverse

How could your brand use the metaverse to
enhance its customer support services?

Airport Activations

Experiential airport activations once again become the norm post-pandemic

Trend - As travel opens up in a post-pandemic world, brands are once again curating experiential, pop-up experiences in airports for travelers to enjoy. These activations make use of travelers' waiting times in airports and prioritize experience over fast shopping.

Insight - When consumers are traveling by air, they typically spend a lot of time idle and waiting. This presents an opportunity for brands, as filling the time and preventing boredom become a priority for consumers who are waiting for their flights. Here, experience-based shopping is just as valuable as convenience-based shopping.



Airport Whiskey Pop-Ups

House of Suntory and Lotte Launch an Immersive Pop-Up at Changi Airport



AR-Enabled Airport Vodka Experiences

Grey Goose & Swipe Back Launch an AR Activation at Heathrow



Immersive Airport Shops

Hudson Set to Launch Innovative Airport Store Called 'Evolve By Hudson'



Luxury Airport Pop-Ups

Chanel Opens Two Airport Pop-Up Shops to Promote Its 'Factory 5' Collection

8.0
Score



Experience
Catalyzation

4 Featured, 45 Examples
34,437 Total Clicks
URL: Hunt.to/478805

Airport Activations

Experiential airport activations once again become the norm post-pandemic

What kind of pop-up experience would be
valuable for your brand's customers?

Branded Game

Brands launch game-based experiences in the metaverse

Trend - The virtual interactivity that's possible in the metaverse has made it the perfect space for brands to create experiences that are based in or aligned with games. These branded metaverse-based games familiarize consumers with brands' products while prioritizing experience.

Insight - As the metaverse and its impact on a range of industries expands, consumers are increasingly engaging with the space. Just as social platforms opened up a new way for brands to interact with customers in their homes, the metaverse offers the opportunity for brands to engage customers in a way that's more experiential.



Retail-Branded Metaverse Spaces

Nike Reveals Details About New NIKELAND 3D Space on Roblox



Branded NFT Treasure Hunts

Volkswagen South Africa Promotes Safety Features through Game On



Phygital Burrito Making Experiences

Chipotle Launches the Chipotle Burrito Builder on Roblox



Hand-Painted Video Game Menswear

The Sims 4 Modern Menswear Kit Features Designs by Stefan Cooke

8.0
Score

Popularity



Activity



Freshness



Multisensation

Experience

Artificial Intelligence

4 Featured, 34 Examples

30,392 Total Clicks

URL: [Hunt.to/477950](https://hunt.to/477950)

Brands launch game-based experiences in the metaverse

What type of interactive gaming experience
could your brand develop to better engage
with its customers?

In-Game Activation

Brands create pop-up experiences in popular video games

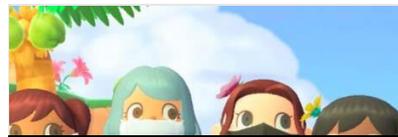
Trend - In-game marketing has become increasingly popular, with brands taking it to the next level with pop-up experiences they've curated in collaboration with popular video game brands. Everything from jewelry to personal hygiene brands have featured their products in the virtual world this way.

Insight - Consumers are more frequently engaging with brands' marketing initiatives due to the prevalence of social media. Now, it's taking more creativity on the part of brands to capture consumer interest at home, and brands that are able to successfully accomplish are able to draw in young consumers in-particular.



Virtual Vegan Clothing

H&M Recreated Its Newest Fashion Collection in Animal Crossing



Inclusive Gaming Razor Campaigns

Gillette Venus Debuts Skininclusive Summer Line on Animal Crossing



Video Game Jewelry Pop-Ups

Pandora and Animal Crossing Partner to Launch In-Game 'Pandora Island'

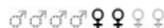


Branded Metaverse Clubhouses

American Eagle Makes Roblox Debut, Promoting Members Always Capsule

8.0
Score

Popularity



Activity



Freshness



Hybridization

Catalyzation

4 Featured, 41 Examples

46,456 Total Clicks

URL: Hunt.to/474494

Brands create pop-up experiences in popular video games

What's a more novel way your brand could
engage with its customers?

Metaverse Pop-Up

Metaverse-based or themed pop-up stores offer unique forms of engagement

Trend - Retailers are creating unique "pop-ups" within the metaverse, or in brick and mortar spaces that have adopted elements of the metaverse in their layouts and designs. These experiences offer a unique spin on a popular marketing technique.

Insight - As pandemic restrictions lift around the world, more consumers are ready to get back to their normal routines--which means more time spent shopping in-store. Brands that are able to merge the convenience of online shopping with the immersion of in-store experiences will be of special interest to consumers who have grown accustomed to digital-only brand experiences.



Metaverse Pop-Up Shops

Hogan is Launching a Virtual Pop-Up Store and Dropping Exclusive NFTs



Metaverse-Ready Digital Jackets

Moose Knuckles' New NFT Jacket Was Designed by Tiaso Marinho



Hybrid Retail Storefronts

Metaverse, Schmetaverse Showcases Next-Gen & Traditional Design



Phygital NFT Art Festivals

NFT Art & Music Festival 'Wynwood Studios' is Coming to Miami Art Week

8.9
Score

Popularity



Activity



Freshness



Experience

Catalyzation

4 Featured, 32 Examples

34,888 Total Clicks

URL: [Hunt.to/474300](https://hunt.to/474300)

Metaverse-based or themed pop-up stores offer unique forms of engagement

How could your brand create unique
experiences for its customers in a post-
pandemic world?

Anime Collab

As anime grows in popularity, brands collaborate to create original content

Trend - Japanese anime has grown in popularity thanks to streaming services making this programming more accessible around the world. To ride on this popularity, businesses are now collaborating with anime brands in order to create content in the form of movies, shows and videos games.

Insight - Streaming services have made it easier for consumers around the world to access content that would have otherwise been unavailable to them, and this has caused greater interest in content across cultures. The constant demand for new content has caused brands to re-think their approach to creating work--whether that's in producing content faster, or in exploring new collaborations.



Automaker-Made Anime Shows

Acura Has Launched a Trailer for Its Upcoming Racing Anime



Convenience Store Anime Series

7-Eleven Japan Created the Animated Mini Series Rainbow Finder



Video Game Anime Movies

'Shenmue the Animation' Adapts Yu Suzuki's Video Game Series into a Show



Anime-Video Game Collaborations

Fortnite and Naruto Release New Game Bundles

5.7
Score

Popularity



Activity



Freshness



Co-creation

4 Featured, 36 Examples

43,766 Total Clicks

URL: [Hunt.to/471573](https://hunt.to/471573)

As anime grows in popularity, brands collaborate to create original content

What's a collaboration that your brand
could initiate to promote its
product/service?

Immersive Hosting

Brands offer at-home dining experiences with immersive elements

Trend - Brands and creators are offering (or conceptualizing) immersive at-home dining experiences with creative elements for people to better enjoy eating at home. Experiences include everything from TV screens that simulate food flavors to art-themed cooking tutorials.

Insight - With pandemic-related restrictions forcing consumers to spend more time eating and cooking at home, people have gotten more creative with the various meals, experiences, and takeout offerings they're willing to try. These consumers are seeking out unique or restaurant-like experiences at home in order to mitigate boredom and liven up their routines.



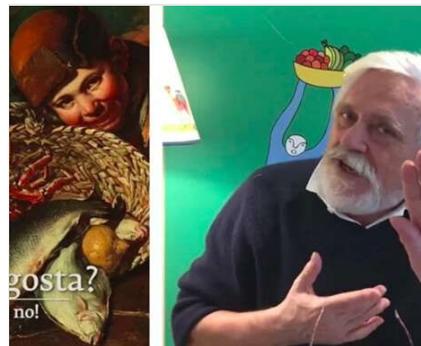
At-Home Entertaining Partnerships

HBO MAX x Moët Hennessy Elevate Entertaining Experiences at Home



Immersive At-Home Dinner Experiences

celebrationhome is a Sensory Oriented Luxury Dinner Service



Art Gallery Cooking Tutorials

#Uffizidamangiare Invites Chefs to Cook Dishes Inspired by Artwork



Multisensory Television Screens

The Lickable Taste the TV Replicates Dishes with Flavor Canisters

6.1
Score

Popularity



Activity



Freshness



Experience

4 Featured, 36 Examples

53,017 Total Clicks

URL: [Hunt.to/470406](https://hunt.to/470406)

Brands offer at-home dining experiences with immersive elements

How is your brand adapting to pandemic-
fueled consumer habits?

Diverse Content

Media and communications companies accept and promote consumers' creative content

How could your brand better adapt to the
push for inclusion?

Sports Inclusion

The sports industry prioritizes inclusion-specific promotions and programs

Trend - Whether in ethnic diversity or women's and LGBTQ+ rights, the sports industry is adapting to changing consumer expectations for standards of inclusion by creating programs and promotions that promote equality. These emerging offerings speak to the industry's growing desire to better reflect and cater to their audience.

Insight - North American consumers in particular have the expectation that brands meet their expectations when it comes to inclusion and the promotion of human rights. Now that individuals are more open about aspects of their identity like gender, sexuality, and/or ethnicity, they require that brands are able to reflect their preferences, rather than the preferences of a select few. Additionally, today's consumer is more educated on various social causes, and as a result expect that even the most traditional industries are adapting to their more evolved perspectives on social issues.

What are some customer-facing and
internal programs that your brand could
create to prioritize diversity?

2.2
Score

Popularity



Activity



Freshness



⚡ Catalyzation

🕒 Authenticity

1 Featured, 44 Examples

73,185 Total Clicks

URL: Hunt.to/423801

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Vegan Lunch

Kids' lunch foods and snacks are offered in vegan formats

Trend - As more consumers adopt flexitarian diets, they're passing those diets on to their children as well. This can be observed in the snack and meal options that kids now have for school lunches--with vegan foods and beverages being increasingly popular.

Insight - Ethical consumption is becoming more popular as factors like inhumane farming practices and climate change impact consumers' purchase decisions. The focus is increasingly on passing these practices on to the next generation in order to combat the long-term impact of unethical production



Plant Milk Cheese Sticks

Miyoko's Vegan Cheese Sticks for Kids are Kind to Animals & the Planet



Non-Dairy Pudding Pouches

GoGo squeeZ AlmondBlend Pudding Has Less Sugar Than Dairy Pudding



Free Vegan Kid Milk

Scottish Nurseries Will Now Offer Free, Fortified Plant-Based Milk to Kids



Vegan Lunchtime Meat Alternatives

These New Richmond Products Come in Four Varieties



Kid-Friendly Organic Waffles

EnviroKidz's Vegan and Gluten-Free Waffles are Fun & Nourishing

6.2
Score



Naturality

5 Featured, 45 Examples

28,153 Total Clicks

URL: Hunt.to/481149

Vegan Lunch

Kids' lunch foods and snacks are offered in vegan formats

How could your brand better prioritize
ethical consumption?

Overlooked Opportunity 1: **Workshop Question**

Nose-to-Tail

Nose-to-tail meat-eating businesses help cut down on food waste

Trend - Influenced by Native communities that used all parts of the animals they hunted, nose-to-tail consumption is becoming popular. Now, businesses like restaurants and delis are using parts of animals that would otherwise go to waste in order to prioritize ethical and sustainable consumption.

Insight - Waste-reduction is a major component not just of reducing the impact of climate change, but in ensuring that the Earth's resources aren't depleted while they're needed. With their climate anxiety worsening, consumers are increasingly aware of the need to cut down on global waste, and are turning to brands that are able to promise sustainable business models that do just that. These models are particularly impactful when they're rooted in longstanding traditions.



Premium Nose to Tail Meats

Nose to Tail Offers Regeneratively Raise Meat



Unconventional Boutique Butchers

Prospect Butcher Co. Offers Unusual Cuts Sourced from Local Farms



Exclusive Nose-to-Tail Lunches

Frida's Field Hosted an 80-Person Lunch to Celebrate Its Cattle



Nose-To-Tail Italian Restaurants

Manteca Serves Stuffed Pig Snout and Eclectic Cocktails

4.8
Score

Popularity



Activity



Freshness



Naturality



4 Featured, 27 Examples

5,028 Total Clicks

URL: [Hunt.to/480955](https://hunt.to/480955)

Nose-to-tail meat-eating businesses help cut down on food waste

How could your brand better prioritize
sustainability?

Microalgae Meat

Vegan meat and seafood alternatives are being based in microalgae

Trend - Microalgae's many uses have now extended to imitation meat, with everything from fish to meat alternatives being based in microalgae. These products cater to vegan, vegetarian or flexitarian diets while prioritizing sustainability.

Insight - One of the reasons why alternative foods have become popular even among consumers who aren't vegan or vegetarian is that they promote sustainable production. Alternatives to traditional forms of dairy and meat tend to be harmful to the environment, and the push for reducing environmental harm is making people turn to alternatives.



Umami Microalgae Sausages

NewFish's Plant-Based Mortadella is Made with Wakame Seaweed & Bull Kelp



Cultivated Pork Alternatives

Mewery Makes Cultivated Meat with a Regenerative Plant Base



Plant-Powered Tuna Bowls

Kuleana's Plant-Based Tuna is Available at Poké Bar Restaurants



Plant-Powered Microalgae Patties

Sophie's Bionutrients Created Burger Patties from Microalgae



Cultivated Seabass Fillets

Algae2Fish is a Nutritious Fish Alternative with Zero Bones

7.0
Score

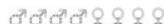
Popularity



Activity



Freshness



Hybridization

Naturality

5 Featured, 44 Examples

27,603 Total Clicks

URL: Hunt.to/479542

Microalgae Meat

Vegan meat and seafood alternatives are being based in microalgae

How could your brand make sustainable living easier for its customers to achieve?

Eco Sweetener

Eco-friendly sweeteners balance function and flavor with sustainability

Trend - Eco-friendly sweeteners are becoming more popular and are being made with upcycled ingredients or "green" production processes. These products also have the benefit of appearing more nutritious to consumers.

Insight - As the alternatives industry continues to grow, so do consumers' expectations in this space. The more sophisticated flavors and ingredients that have made alternative ingredients so popular among consumers are now being merged with additional expectations that include things like nutrition and sustainability.



Pine Needle Food Sweeteners

Researchers are Finding Use for Abandoned Christmas Trees



Natural Zero-Calorie Sweeteners

NutraSweet Natural is a Sustainable Plant-Based Sweetener



Alternative Sugar Chocolates

Supplant's Limited-Edition Bar Features Sugars from Fiber

6.2
Score

Popularity



Activity



Freshness



Hybridization

3 Featured, 36 Examples

44,011 Total Clicks

URL: Hunt.to/478407

Eco-friendly sweeteners balance function and flavor with sustainability

How could your brand elevate its
product/service with additional benefits?

Sustainable Bar

Eco-friendly bar concepts hint at the future of food and beverage retail

Trend - As sustainability becomes a bigger priority for consumers, institutions, and brands--eco-friendly bars are beginning to pop-up. These bars prioritize waste-reduction, upcycling, and water conservation.

Insight - As slowing down climate change becomes more urgent, more consumers now expect that brands reduce their impact on the environment. No longer satisfied with brands paying lip service to sustainability, they're increasingly turning to brands that authentically embody environmental values.



Eco-Friendly Cocktail Initiatives

Zero Waste Month Encourages Sustainable Cocktail Creation



Branded Tequila Byproduct Bars

Jose Cuervo Announced the Launch of a Bar Created from 100% Agave



Sustainable Cocktail Bars

Discarded Spirits Co. Created "the World's Most Rubbish Bar"



Sustainable Bar Concepts

The Heineken Greener Bar Saves Energy and Water and Reduces Waste

6.4
Score

Popularity



Activity



Freshness



Naturality



4 Featured, 33 Examples

31,931 Total Clicks

URL: [Hunt.to/477012](https://hunt.to/477012)

Eco-friendly bar concepts hint at the future of food and beverage retail

How could your brand more authentically
prioritize sustainability?

Carbon-Neutral Cook

Food and beverage brands are offering carbon-neutral cooking products

Trend - Consumers are now able to cook with some carbon-neutral ingredients at home as more brands offer products that are produced with a neutral carbon output. Products in this space include everything from plant-based milks to olive oils.

Insight - Sustainability is something that consumers are now looking to adopt into their everyday routines as their concern over the climate intensifies. Now, they're increasingly turning to brands that are prioritizing the health of the environment, and reducing or neutralizing their impact where they can.



Carbon-Neutral Eggs

Respectful Eggs Come from Free-Range Hens Fed Soya-Free Diets



Climate-Neutral Milks

Neutral Sources Its Milk from Farms That Use Carbon Reduction Techniques



Carbon-Neutral Cooking Oils

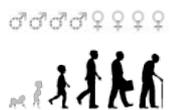
west-bourne Launches a Carbon-Neutral Avocado Oil Set



Carbon-Neutral Pea Milks

Wunda is a New Plant-Based Milk Brand That Uses Yellow Peas

6.3
Score



Naturality

4 Featured, 36 Examples
23,009 Total Clicks
URL: [Hunt.to/476505](https://hunt.to/476505)

Carbon-Neutral Cook

Food and beverage brands are offering carbon-neutral cooking products

How is your brand prioritizing an authentic,
effective form of sustainability?

Brands try to make plant-based eating more cost-accessible

How is your brand prioritizing accessibility
for its customers?

Microgreen Menu

Restaurants curate meals that feature microgreens

Trend - Microgreens have become more popular, with many consumers now growing them at home. In response to this popularity boost, restaurant brands are curating menu items that feature microgreens for a nutritious boost.

Insight - Consumers now have a greater understanding of the ingredients that go into their food, as well as what they need in order to enhance their health. As more consumers prioritize nutrition over dieting, food brands are responding by highlighting key ingredients.



Lab-Grown Meat Deliveries

People in Singapore Can Now Order Three Dishes Made with GOOD Meat



Hemp Microgreens Pizzas

Paper Thin Pizza Shares Pizzas That Replace Basil with Hemp Greens



Freshness-Focused TV Dinners

Fresh Created a Healthy TV Dinner for National TV Dinner Day

5.6
Score

Popularity



Activity



Freshness



🎯 Curation

🌿 Naturality

3 Featured, 27 Examples

32,650 Total Clicks

URL: Hunt.to/473778

Microgreen Menu

Restaurants curate meals that feature microgreens

How is your brand catering to consumers'
enhanced knowledge in its industry?

Metaverse Beverage

The beverage industry is entering the metaverse with digitized products

Trend - The alcoholic beverage industry is turning to the metaverse to create digital branded assets. Companies are creating collectible NFTs alongside their physical products to build a presence in the virtual space and develop an intersection between the tangible and the digital worlds.

Insight - The metaverse space is quickly gaining the attention of the masses. While consumers are excited by the cutting-edge technology, the unfamiliar space can feel overwhelming. As a result, digital products that have connections to the tangible world through product branding create a sense of familiarity to help consumers navigate new technology.



Collectible NFT Cocktails

Eve Bar's Digital Assets Take After the Bar's Signature Serves



Asset-Backed Whiskey NFTs

Rlon Wang & Glenfiddich Created an NFT Whiskey Bottle for Lunar New Year



Extra-Crisp Zero-Carb Beers

Bud Light Next Contains No Carbs and Will Launch with Its Own NFTs



Phygital Tequila Releases

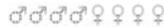
The New Patrón' Chairman's Reserve Comes with the Brand's First-Ever NFT



Asset-Backed NFT Wines

Wine Spies' Enigma Label Released One-of-One Bottles via Auction

6.9
Score



Hybridization

Catalyzation

Artificial Intelligence

5 Featured, 42 Examples

29,997 Total Clicks

URL: [Hunt.to/471932](https://hunt.to/471932)

Metaverse Beverage

The beverage industry is entering the metaverse with digitized products

How can your brand increase its online
presence?

Restaurant Shops

Restaurant-store hybrids merge dining and retail industries

Trend - While it's not uncommon for retail stores to contain restaurants, the reverse--dining establishments that also operate as stores--are becoming more popular. These intimate spaces create more modern versions of the one-stop experiences that large retailers have made so popular.

Insight - With the ongoing pandemic changing how people shop and engage with brands, and the growing popularity of of ecommerce, consumers now need more to be drawn to in-person shopping experiences. Factors like convenience and enhanced experience, often associated with online shopping, now need to be replicated in brick and mortar spaces in order for consumers to prioritize going.



Hybridized Shop-and-Dine Spaces

Farrells Overhauled a Mesmerizing 19th Century Building in London



Hybrid Retail Cafes

Greggs Opens its Tasty by Greggs Cafe Concept in Primark's Flagship Location



Boutique Flagship Restaurants

Breitling Unveiled its Flagship Shop with a Cafe and Restaurant



Allergy-Friendly Hybrid Grocers

The Rundle General Store Offers Curated Produce and a Cafe Space

7.4
Score

Popularity



Activity



Freshness



Hybridization

Experience

4 Featured, 30 Examples

44,287 Total Clicks

URL: Hunt.to/471830

Restaurant Shops

Restaurant-store hybrids merge dining and retail industries

How could your brand better prioritize
customers' in-store experiences?

The 2023 Trend Report

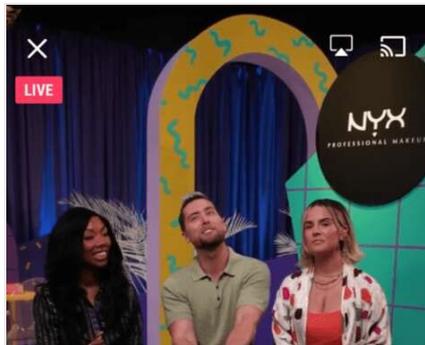
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Livestream Retail

Fashion and beauty brands offer livestream shopping experiences

Trend - With livestreaming being popular across a wide range of apps, fashion and beauty brands are increasingly using livestreaming as a way to market their clothes and beauty products, while simultaneously having customers buy them.

Insight - Branded, celebrity, or influencer-featuring livestreams have sway among Gen Z and young Millennials in-particular, with livestreaming being perceived as more authentic and less edited than other forms of marketing. For brands, using this authenticity helps them build campaigns that offer immediate returns, while connecting them with their target audiences.



Nostalgic Shopping Livestreams

NYX Cosmetics Hosted a Throwback Event Live on Triller



Luxury Beauty Retail Livestreams

Amala Beauty Launches Interactive Shopping Events on Tmall Global



Live Lifestyle Shopping Apps

Verishop Has Launched 'Livestream Shopping' Feature for iOS App



Clean Routine 101

ine. We've teamed up with
tuples for the ultimate
at 11AM PT for an
to miss.

Livestream Beauty Shopping Series

Klarna and Beautycounter Launched the Better Beauty Livestream

6.3
Score

Popularity



Activity



Freshness



Experience

Catalyzation

4 Featured, 28 Examples

47,808 Total Clicks

URL: [Hunt.to/480214](https://hunt.to/480214)

Fashion and beauty brands offer livestream shopping experiences

How could your brand leverage livestream
retail?

Upcycled Retailer

Retail stores feature upcycled construction or decor pieces

Trend - As sustainability becomes increasingly important to consumers and businesses alike, retailers are using various upcycled materials in either the construction or interior designs of their stores.

Insight - As climate change worsens, anxiety and guilt among consumers who fear for the future of the environment is also worsening. Consumers who want to see brands change in order to better reflect principles of sustainability are looking at both the micro and macro ways that businesses are doing that--and will prioritize brands that take the most impactful approach to sustainability.



Sustainable Designer Stores

Atelier100 Opens in London with the Help of H&M and Ingka Group



Sustainably Made Fashion Stores

Ganni's Flagship Store Helps Nurture More Conscious Consumption



Low-Impact Fashion Stores

United Colors of Benetton's Concept Uses Upcycled Natural Materials

9.4
Score



 Naturality
 Catalyzation

3 Featured, 36 Examples

56,496 Total Clicks

URL: Hunt.to/480148

Upcycled Retailer

Retail stores feature upcycled construction or decor pieces

How could your brand better ensure it's
prioritizing sustainability?

Local Retail

Large retailers incorporate elements of local products or materials into their stores

Trend - In order to help support local economies, some multinational companies are selling locally sourced products, or building their stores with locally sourced materials. This shift comes as small businesses and economies struggle to catch up in a post-pandemic world.

Insight - The pandemic's enormous impact on small businesses in North America has resulted in more consumers wanting to support their local businesses and economies. In order to cater to these consumers, large companies are aiming to brand themselves as community-supporting organizations--making consumers feel more comfortable with purchasing from them.



Sustainable Designer Stores

Atelier100 Opens in London with the Help of H&M and Ingka Group



Educational Denim Displays

IsInstore and Lee's Retail Display Educates About Sustainability



Suburban Checkout-Free Retailers

This New Amazon Go Store is Arriving for Suburban Shoppers



Locally-Sourced Cruise Retail Concepts

Azamara Launches a Destination-Tailored Shopping Program

8.3
Score



Authenticity

4 Featured, 36 Examples
37,918 Total Clicks
URL: [Hunt.to/479988](https://hunt.to/479988)

Local Retail

Large retailers incorporate elements of local products or materials into their stores

How could your brand help support its local
economy?

Autonomous Hub

Unstaffed retailers are popping up in densely populated areas

Trend - Retail hubs like hotels, offices and malls are increasingly featuring unstaffed stores in order to speed up consumers' shopping times. These stores allow for smart detection and automatic charges for products that consumers purchase.

Insight - Consumers who prioritize convenience when shopping expect that brands make the entire purchase journey simpler for them. With smart technology now making automated payments and in-store info more accessible, consumers who prefer in-and-out shopping journeys are increasingly being catered to.



Unstaffed Convenience Stores

Wundermart is an Autonomous Retail Solution for Hotels and Offices



Surprise Collectible Vending Machines

MINISO's Contactless Blind Box Vending Machine Targets Gen Z



Autonomous Stadium Shops

The WooSox Market Introduces an Autonomous Retail Experience



AI-Based Convenience Stores

Auchan Opened the Doors to an Autonomous Convenience Store in France

8.7
Score



Artificial Intelligence

Personalization

4 Featured, 36 Examples

35,350 Total Clicks

URL: Hunt.to/479851

Autonomous Hub

Unstaffed retailers are popping up in densely populated areas

How could your brand better prioritize
convenience within its purchase journey?

Retail Bot

Retail-based robots now have more social features and functions

Trend - Retail bots are no longer only designed to offer assistance in-store--they're now also dealing with some of the social interactions associated with brick and mortar shopping. These bots are designed to foster good will and do everything from greeting customers to bringing them snacks.

Insight - With smart retail solutions becoming increasingly common, some consumers miss the social interactions that come with shopping in brick and mortar stores. These consumers are drawn to businesses that prioritize their experience as a customer despite the convenience-based innovations they're investing in.



Candy-Sharing Retail Robots

Smiley the Robot Brings Customers Candy as They Shop



AI-Powered Retail Assistance Robots

The LG CLOi GuideBot Offers General Information and More



Rule-Enforcing Retail Robots

Robovie Reminds Shoppers of In-Store COVID Regulations



Facial Recognition Reception Robots

The QNAP 'KoiBot' AI Commercial Robot Greetes Guests

7.1
Score

Popularity



Activity



Freshness



Experience

Catalyzation

4 Featured, 36 Examples

54,320 Total Clicks

URL: [Hunt.to/471930](https://hunt.to/471930)

Retail-based robots now have more social features and functions

How is your brand ensuring its customers
are engaged throughout the purchase
journey?

Reflective Display

Connected mirrors help retailers personalize the shopping journey

Trend - As brick and mortar stores compete with ecommerce, businesses are taking cues from the virtual world with tech-enhanced shopping experiences. This now includes connected mirrors being displayed in-store that allow customers to personalize their shopping journey.

Insight - For the average consumer, the benefits of shopping online include the variety of choices, ability to personalize, and convenience. The ease with which they can now purchase and have customized shopping journeys online has made many consumers less likely to shop in-store. Retailers are having to adapt their brick and mortar experiences to these modern ways of shopping in order to compete.



In-Store Home Gyms

Lululemon Installed an Interactive Home Gym Mirror in 40 Canadian Stores



Interactive Smart Mirrors

The FirstLook Smart Mirror Converges Digital & Physical Experiences



Phygital Fashion Shops

Afterpay & AFC Made an Experiential Retail Space for Four Emerging Brands



AR Beauty Mirrors

Amorepacific's In-Store Mirror Limits Consumer Interaction with Staff

8.5 Score



4 Featured, 36 Examples

89,092 Total Clicks

URL: [Hunt.to/471920](https://hunt.to/471920)

Reflective Display

Connected mirrors help retailers personalize the shopping journey

How could your brand better prioritize
customer experience with technology?

Gesture Kiosk

Gesture-controlled interfaces use hand-tracking technology to reduce health risks

Trend - Retail and entertainment industries are opting for gesture-controlled kiosk interfaces to enhance the user experience without contact-related health and safety risks. Hand-tracking technology registers the user's movement to allow touchless screen navigations.

Insight - Amidst the ongoing pandemic, consumers are wary of high-touch zones due to the health risks they pose. While in-person restrictions are lifting in public spaces, consumers are looking for new ways to interact with retail and entertainment products that mimic the safety of a virtual setting. By digitizing brick-and-mortar spaces with touchless technology, consumers are more likely to feel safe throughout their shopping experiences.



Touchless Toy-Building Campaigns

LEGO's Rebuild the World Lets Kids Gesture to Play on Billboards



Gesture-Controlled Interfaces

Ultraleap's Interfaces are a Hygienic Solution to Touchscreens



Contactless B2B Kiosks

imageHOLDERS Launched a Gesture-Controlled Touchless Kiosk



Gesture-Based QSR Menus

PepsiCo Debuted New Touchless Menu Gesture Technology

6.8
Score



- Multisensation
- Experience
- Artificial Intelligence

4 Featured, 36 Examples
45,295 Total Clicks
URL: [Hunt.to/471400](https://hunt.to/471400)

Gesture-controlled interfaces use hand-tracking technology to reduce health risks

How will your brand continue to adapt to
consumers' pandemic-induced lifestyle
changes?

Autonomous delivery systems are designed to be eco-friendly

How is your business looking forward and
prioritizing sustainability?

Grocery Rewards

Grocery stores promise loyalty points that lead to discounts on groceries

Trend - With stiff competition, some grocery store brands are aiming to stand out with apps and loyalty programs that reward consumers with points and discounts on groceries for shopping at their locations.

Insight - Between rising costs and job losses, more people in North America are facing high costs of living that can be difficult to maintain. Worsened by the pandemic, food insecurity is an issue that many consumers are dealing with. Brands that are able to help offset some costs of living in exchange for brand loyalty are therefore increasingly valuable to consumers.

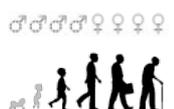
E-Commerce Loyalty Program Launches
Stop & Shop Updated Its Stop & Shop Go Rewards Program

Goal-Oriented Grocery Rewards
myLidl Rewards Features Monthly Games to Save Shoppers on Costs

Consolidated Grocery Rewards Apps
This App Brings Savings & Discounts to 'Save Mart' Customers

DOWNLOAD THE IMPACT APP
Impact Kitchen Launched a Loyalty App for its Toronto Base

5.7
Score



Experience

Catalyzation

4 Featured, 36 Examples

22,986 Total Clicks

URL: [Hunt.to/465568](https://hunt.to/465568)

Grocery Rewards

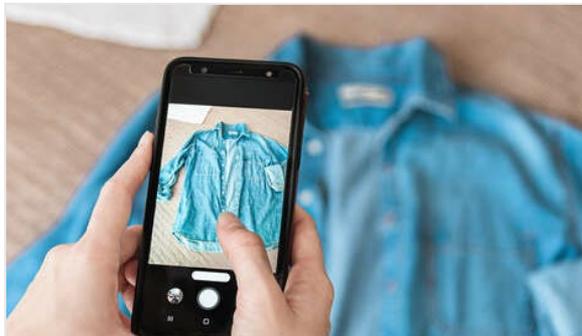
Grocery stores promise loyalty points that lead to discounts on groceries

How is your brand prioritizing its customers'
wellbeing?

Banking apps are including online retail features and functions

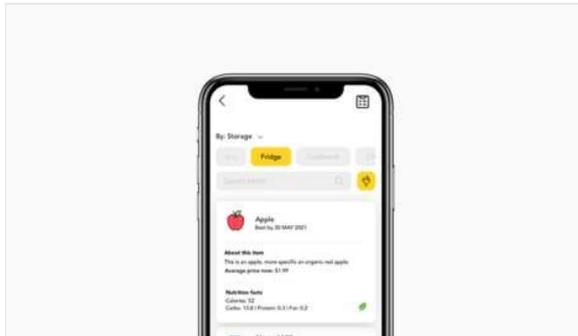
Trend - Banking apps are becoming increasingly functional, now with extended features that allow people to shop (or sell) within the apps. These features help customers consolidate some of their lifestyle habits, merging banking and shopping to create simpler online experiences.

Insight - As the ecommerce industry continues to expand, consumers have come to expect consolidated virtual solutions for their various online purchases. Now, the brands that are able to best prioritize convenience and ease-of-use for everything from online banking to virtual shopping are most appealing to consumers.



Instant Cash Resale Apps

Twig Lets Users Instantly Turn Their Used Things Into Cash



AI-Powered Shopping List Apps

The 'HOUM' App Helps Users Make Smarter Choices



All-In-One Finance Apps

The PayPal "Super App" Arrives Following Partnership With Synchrony Bank

6.8
Score



 Catalyzation

3 Featured, 36 Examples

50,246 Total Clicks

URL: [Hunt.to/465451](https://hunt.to/465451)

Banking apps are including online retail features and functions

How is your brand prioritizing convenience
for its customer base?

The 2023 Trend Report

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- 2 Tech Insights
- 3 Business & Marketing Insights
- 4 Food & Beverage Insights
- 5 Retail Insights
- 6 Eco Insights**
- 7 Social Good Insights
- 8 Fashion & Cosmetics Insights
- 9 Health & Wellness Insights
- 10 Art & Design
- 11 Culture Insights

Sustainability Packaging

Fresh foods and produce are offered with sustainable packaging

Trend - Sustainable packaging solutions are becoming more popular, with grocery stores now offering fresh foods like bread, fruit and vegetables in packaging that's easily recyclable, or even compostable.

Insight - Sustainability is now a focus for most industries as the impact of climate change is felt in real-time. With growing climate anxiety among consumers and an increasingly growing need for businesses and institutions to take steps towards reducing waste and carbon output, some brands are making sustainability easier to achieve for customers.



Biodegradable Produce Packages

Morning Kiss Organic Launches New Products and an Eco Packaging



Eco-Friendly Food Coatings

This Plant-Based Coating Could Replace Plastic Packaging



Sustainable Fresh Produce Packaging

Visy's New Fiber Punnets Make Recycling Much Simpler



Recyclable Bread Bag Clips

Binmo Canada is Using Cardboard Clips to Reduce Single-Use Plastics

8.2
Score



Naturality
Catalyzation

4 Featured, 36 Examples
31,422 Total Clicks
URL: Hunt.to/481671

Fresh foods and produce are offered with sustainable packaging

How could your brand help its customers'
make sustainable choices?

Compostable Cannabis

Cannabis brands use compostable materials to package or produce products

Trend - The cannabis industry's rapid growth in North America has also resulted in its rapid impact on the environment, with production processes and packaging waste contributing to environmental harm. Now, some brands in this space are using compostable materials to produce or package products.

Insight - Sustainability has become top of mind for consumers and brands alike as climate anxiety, along with legal changes that prioritize environmental protection, have pushed people and businesses to reduce their ecological footprint. This will continue to impact all industries, especially as the climate situation becomes more urgent.



Regeneratively-Farmed Cannabis Brands

Cosmic View Ensures its Products are Ethically Produced



Compostable Cannabis Packaging

Maui Dispensary Recently Introduced a New Compostable Packaging



Waste-Reducing Cannabis Packaging

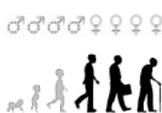
Humidi.co Reduces Plastic Waste with PHA-Based Packaging



Corn Fiber Smoking Filters

Moose Labs Launched its Compostable Corn Fiber Filters

7.5
Score



 Naturality

4 Featured, 36 Examples

20,379 Total Clicks

URL: Hunt.to/478983

Compostable Cannabis

Cannabis brands use compostable materials to package or produce products

How could your brand more authentically
prioritize sustainability?

Eco Menstrual

Menstrual pads and tampons are being made with sustainable materials

Trend - Popular menstruation products like pads and tampons are being adapted with eco-friendly materials to help reduce consumers' environmental impact. These products are made sustainable through the use of biodegradable and/or organic materials.

Insight - Sustainability has become a priority for more consumers as their anxiety over climate change worsens. Now, more people are looking for both micro and macro ways to reduce their impact on the environment--starting with small lifestyle changes that they hope will add up.



Biodegradable Plastic-Free Pads

The ohne Organic Cotton Period Pads Aim to Reduce Plastic Waste



Eco Period Care Subscriptions

Viv for your V Products are Biodegradable, Plastic-Free & Non-Toxic



Planet-Friendly Period Care Expansions

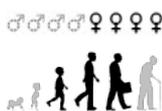
TOTM is Set to Launch its Products in UK Morrisons Stores



Eco Hybrid Tampons

Playtex Clean Comfort is a Tampon with an Eco-Friendly Cardboard Plunger

6.9
Score



Naturality

4 Featured, 36 Examples

32,256 Total Clicks

URL: Hunt.to/476683

Menstrual pads and tampons are being made with sustainable materials

How is your brand helping its customers
prioritize sustainability?

Climate-Positive Initiative

More brands and institutions are prioritizing climate-positivity

Trend - Products, services and infrastructure that actually benefit the environment are currently rare--but some businesses and institutions are starting to prioritize climate-positive products, experiences and urban planning initiatives.

Insight - Sustainability has become top-of-mind for consumers as climate change worsens, and brands and institutions are having to adapt to the push for eco-friendliness. No longer convinced by those that simply pay lip-service to climate issues, consumers seek out businesses that are prioritizing authentic, effective forms of sustainability.



Climate-Positive Fashion Exhibitions

Pangaia & Galeries Lafayette Created an Immersive Experience



Climate-Positive Subscription Services

'Climeworks' Offers an Easy Way to Permanently Remove CO2



Furniture Brand Green Friday Campaigns

IKEA Canada Debuted a Month-Long Green Friday Campaign



Singaporean Climate-Positive Initiatives

Singapore Has Stated that it Wants Efficient Data Centers

6.6
Score

Popularity



Activity



Freshness



Naturality

Catalyzation

4 Featured, 36 Examples

29,247 Total Clicks

URL: [Hunt.to/476391](https://hunt.to/476391)

Climate-Positive Initiative

More brands and institutions are prioritizing climate-positivity

How is your brand authentically prioritizing
sustainability?

Overlooked Opportunity 4: **Workshop Question**

Eco Disinfectant

Brands that specialize in disinfecting cleaning agents prioritize sustainability

Trend - As disinfecting products continue to be popular post-pandemic, brands in this space are increasingly prioritizing sustainability. This shift includes everything from biodegradable wipes to zero-waste sanitizers.

Insight - Consumers' anxiety around the environment is growing as the consequences of climate change become more apparent. In order to ease some of the guilt they feel around their consumption, more people are prioritizing sustainable consumption and are turning to brands that enable this shift.



Sustainable Anti-Bacterial Wipes
biom Launches its Eco-Friendly Wipe Solutions



Zero-Waste Hand Sanitizers
Cleancult's Plant-Based Foaming Hand Sanitizer is Refillable



Mexican Multipurpose Cleaning Solutions
The 'One Step Cleaner' Pill is Versatile and Biodegradable



Biodegradable Disinfectant Wipes
These New Dettol Wipes Promise Sustainability-Friendly Cleaning

7.2
Score



Naturality

4 Featured, 36 Examples

37,005 Total Clicks

URL: Hunt.to/476216

Brands that specialize in disinfecting cleaning agents prioritize sustainability

How is your brand prioritizing
sustainability?

Compost E-Commerce

Brands in the e-commerce space offer compostable packaging

Trend - The growth of the e-commerce industry has resulted in excessive packaging waste and pollution. Now, some brands in this space are offering compostable packaging solutions that help reduce their environmental impact, while simplifying sustainability.

Insight - Despite climate anxiety worsening among consumers, the average person finds adopting sustainability into their lives challenging. Having to create new habits can be time-consuming--preventing some people from trying altogether. Brands that are able to simplify sustainability and work it around consumers' existing lifestyles are appealing to the average person who's looking for easy ways to reduce their personal impact.



Efficient Sustainable Packaging

Antalis Packaging Recently Added a New E-Commerce Range



Fully-Compostable Packaging Bags

This TricorBraun Flex Plant-Based Packaging is Eco-Focused



Sustainable Ecommerce Packaging

Shiseido Launches Sustainable Packaging for E-commerce Consumers

8.8
Score

Popularity



Activity



Freshness



Naturality

Catalyzation

3 Featured, 50 Examples

104,649 Total Clicks

URL: [Hunt.to/475987](https://hunt.to/475987)

Brands in the e-commerce space offer compostable packaging

How could your brand make eco-friendly
consumption easier to attain for its
customers?

B2B Sustainability

Businesses are using platforms and services to adopt sustainable practices

Trend - Businesses and organizations are launching eco-platforms and services to help companies practice sustainability throughout their manufacturing and service-delivering processes. These tools offer personalized solutions to encourage organization and reduce wastefulness.

Insight - Brands across all industries contribute to the global waste problem. As consumers become more eco-conscious, their purchasing habits are changing to support companies with clear commitments to sustainability. More companies are, therefore, looking for new services that help reduce their environmental footprints in order to appeal to eco-conscious customers.



Sustainable Start-Up Funds

The \$50 Million USD Razer Green Fund Supports Green Businesses



Food Waste-Monitoring Solutions

Winnow Solutions Seeks to Be Productive, Sustainable & Profitable



AI-Powered Retail Inventory Solutions

Albertsons Will Use Afresh Technologies for Smart Ordering



Digital Eco-Food Communities

The Future Food Movement Ally Community Strives for Eco-Initiatives

7.3
Score



Naturality
 Catalyzation

4 Featured, 36 Examples
26,508 Total Clicks
URL: [Hunt.to/475568](https://hunt.to/475568)

Businesses are using platforms and services to adopt sustainable practices

What eco-initiatives can your company
implement to become more sustainable?

Sustainable Café

Cafés are prioritizing sustainable design

Trend - Both independent and multinational cafés are now prioritizing eco-friendly retail designs in order to reduce their environmental footprint. These constructions reduce impact while also creating a point of interest for customers.

Insight - As the consequences of climate change become more known, the average consumer is more conscious about their environmental impact. This piqued interest in sustainability has forced brands to re-think how they design, produce and market their products/services in order to appeal to potential customers' evolving values.



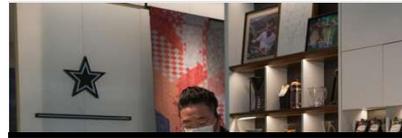
Sustainably Constructed QSR Cafés

Starbucks Canada Announces Plans for New Eco-Friendly Café



Future-Oriented City Designs

Kaleidoscope Nordic Have Proposed the Ultimate Sustainable City



Eco-Friendly Coffee Franchises

Starbucks Opened its First Greener Store in Shanghai



Car-Free Neighborhoods

Culdesac Tempe is Paving the Way to an Eco-Friendly Future



Sustainable Toronto Coffee Shops

Dispatch Coffee Just Opened a Location at 390 Bay Street, Toronto

7.1
Score



Experience
Naturality

5 Featured, 54 Examples
83,856 Total Clicks
URL: Hunt.to/471840

Cafés are prioritizing sustainable design

How is your brand changing its values
alongside its customers?

Eco Banking

Finance apps allow users to make eco-friendly decisions

Trend - Banking and sales apps are allowing consumers to be more sustainable by offering features that have a positive impact on the environment. These include everything from clothing resale functions to making eco-conscious investments.

Insight - Consumers are increasingly aware of the fact that more and more of their future decisions will have to account for climate change and its consequences. These consumers are therefore increasingly seeking out ways that they can reduce their personal impact on the environment.



Instant Cash Resale Apps

Twig Lets Users Instantly Turn Their Used Things Into Cash



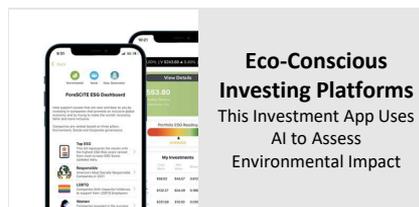
Photovoltaic Plant Investment Apps

This App Helps Users Invest In Solar Power Facilities



Eco Goal-Oriented Investment Apps

The 'FLIT Invest' App Requires No Account Minimums



Eco-Conscious Investing Platforms

This Investment App Uses AI to Assess Environmental Impact



Understand your footprint

Check your environment footprint and how you compare against the average

Environment-Focused Finance Apps

The 'Moneteria' App Helps Users Lower their Carbon Footprint

5.5
Score



Catalyzation

5 Featured, 42 Examples

46,839 Total Clicks

URL: [Hunt.to/465456](https://hunt.to/465456)

Finance apps allow users to make eco-friendly decisions

How is your brand empowering
sustainability?

Eco Air Travel

The future of air travel is more sustainable and eco-friendly

Trend - As concerns about climate change and factors like carbon emissions that accelerate it worsen, air travel businesses are looking to reduce their carbon footprint, or the footprint of their customers, by offering eco-friendly options and carbon offsetting solutions.

Insight - Climate anxiety is worsening among consumers as they increasingly recognize the negative impact that big businesses are having on the environment. Now, more people expect that brands live up to their environmentally friendly values.



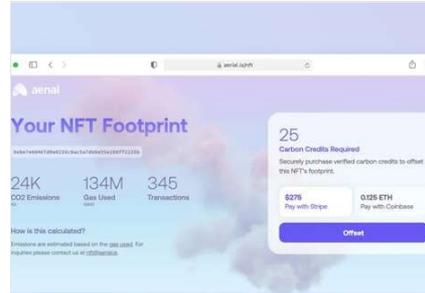
Eco-Friendly Airplane Meal Trays

The Zero Eco Meal Tray Concept Brings Awareness to Waste



Eco-Conscious Flight Bookings

Google Flights Will Now Show a Flight's Carbon Footprint



NFT Offset Initiatives

Aerial Helps Users Offset Their NFT Footprint



Sustainable Commercial Aircrafts

An Alabama Start Up Has Designed an Eco-Conscious Aircraft

5.9
Score



Hybridization

4 Featured, 44 Examples

94,176 Total Clicks

URL: Hunt.to/462771

The future of air travel is more sustainable and eco-friendly

How is your brand prioritizing authentic
sustainability initiatives?

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- 5 Retail Insights
- 6 Eco Insights
- 7 Social Good Insights**
- 8 Fashion & Cosmetics Insights
- 9 Health & Wellness Insights
- 10 Art & Design
- 11 Culture Insights

Live Fundraising

Live fundraising initiatives help consumers feel more connected

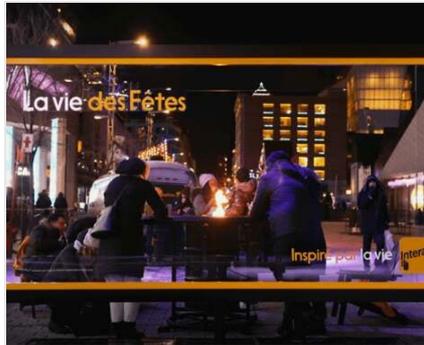
Trend - Live fundraising, whether for charities or creators looking for support, has become more popular as platforms make it easier to stream campaigns and content live. Donation options are often included in these initiatives and simplify the process of giving and receiving funds.

Insight - Gen Z and young Millennial consumers are especially drawn to streaming platforms with content that's created by users, and live-streaming has become an enormous business because of these platforms. Fundraising in this space is made easier with the sense of personal connection that live-streaming fosters between charities, brands or creators and their followings.



Social Live Streaming Applications

TikTok is Launching a Monetizable Live Streaming Service



Charitable Live-Marketing Campaigns

Interac Has Debuted Living Billboards as Part of Its Campaign



Money-Raising Virtual Party Apps

Desperados' Rave to Save App Donates €1 for Every 1000 Steps



Cooperative Stream Viewing Features

'Twitch' Now Features Support for SharePlay on Apple Devices

6.9
Score



Experience
Catalyzation

4 Featured, 36 Examples
18,864 Total Clicks
URL: Hunt.to/481040

Live fundraising initiatives help consumers feel more connected

How could your brand use live-campaigning
to market its purpose, product or service?

Accessible Travels

People with disabilities now have more accessible travel options

Trend - For people with disabilities like mobility issues or visual and hearing impairments, traveling can be a difficult task. Whether for necessity or recreation, people with disabilities are increasingly pushing for more accessible travel options and some businesses are responding with everything from travel information apps to transport designs that prioritize accessibility.

Insight - Accessibility is becoming a bigger focus for brands as consumers with different needs increasingly fight for their inclusion. The expectation for businesses and institutions to prioritize accessibility is growing as they recognize that they can be catering to a wider range of demographics, instead of a limited few.



Accessible Train Interiors

PriestmanGoode Created a Fleet of Trains with Accessible Designs



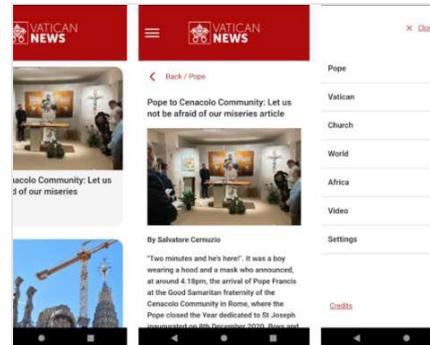
Disability-Friendly Aircraft Seats

The Air 4 All Seating System Revolutionizes Air Travel for PRM



Accessible Travel Initiatives

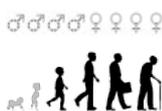
Scotaround Launches a Campaign for Mobility Awareness Month



Accessible Vatican Apps

This App Uses Sign Language to Disseminate Information From the Holy See

7.3
Score



Experience
Catalyzation

4 Featured, 36 Examples
31,544 Total Clicks
URL: Hunt.to/481026

People with disabilities now have more accessible travel options

How could your brand better prioritize
accessibility for its employees and/or
customers?

Charitable NFT

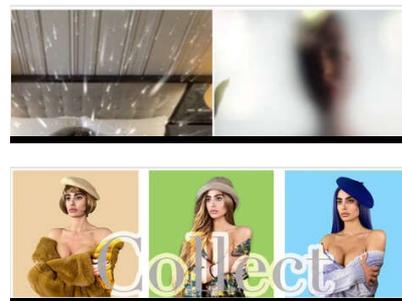
Brands use NFTs to create charitable products or initiatives

Trend - As NFTs continue their impact on a wide range of industries, brands are now using them as a basis for various charitable initiatives. These NFTs work simultaneously to raise awareness and proceeds.

Insight - Consumers are increasingly aligning their purchase decisions with their personal values, with people being more likely to buy from brands if they support environmental, social, or economic causes that are important to them. Brands that are able to align themselves with specific causes will appeal to consumers who make purchase decisions based on their values.



Data-Driven Charity NFTs
UNICEF is Marking Its 75th Anniversary with Patchwork Kingdoms NFTs



Charitable NFT Initiatives
'The Dream Collection' is a Film-Based NFT Collection Made by Women

Charitable NFT Artwork
BB Creatif Is Donating Most Proceeds from its VICE Series to Charity



Commemorative Businesswoman NFTs
Shutterfly and Iris Apfel Launch Holiday CryptoCard Collection

6.7
Score



Catalyzation

4 Featured, 36 Examples
25,036 Total Clicks
URL: Hunt.to/479333

Brands use NFTs to create charitable products or initiatives

How is your brand aligning itself with its
customers values?

Unified Bar

Bars are taking initiatives to bring communities together and support those in need

Trend - Bars are using their platforms as community establishments for social outreach. The companies are creating more inclusive environments through in-house initiatives and branded donations for worthy causes.

Insight - Throughout the pandemic, North Americans who were given the opportunity to work safely from home have had more time for introspection, leading to a greater appreciation of the sense of community and social interactions. As these consumers look inward and reassess their values, they expect companies to do the same. In response to this social change, businesses are increasing their community involvement to create a more inclusive environment for customers.



Beer-Branded Pandemic Campaigns

Heineken's Shutters Initiative Supports the Re-Opening of Bars



Family-Supporting Bar Campaigns

Bar Louie's 'Cocktails For A Cause' Supports Workers' Children



Inclusive Bar Initiatives

Miller Lite's Open & Proud Creates Safe Spaces for the LGBTQ Community



Inclusive St. Patrick's Day Ads

Tullamore D.E.W.'s O'Everyone Campaign Invites Anyone to Be Irish

5.6
Score



 Authenticity

4 Featured, 36 Examples

26,797 Total Clicks

URL: [Hunt.to/477296](https://hunt.to/477296)

Bars are taking initiatives to bring communities together and support those in need

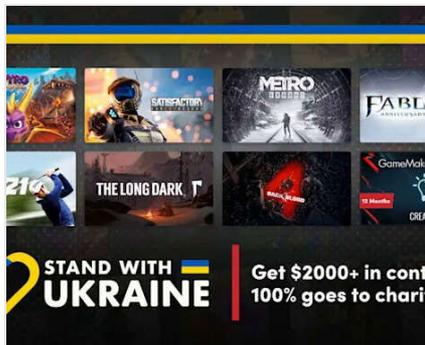
How can your company improve its social
outreach?

Gaming Support

Brands in the gaming industry are raising money for Ukraine

Trend - The gaming industry's charitable initiatives are now extending to the war in Ukraine, with gaming brands offering charitable bundles and hosting events where proceeds will be going towards Ukrainian relief efforts.

Insight - As social and political tensions grow around the world, consumers are increasingly expecting that brands align themselves with causes that align with their personal values. Now brands that aim to address causes like humanitarianism, sustainability, and equality are expected to do so in a way that actually adds value and impact, rather than simply paying lip service to these causes.



Humanitarian Game Bundles

All Proceeds from the 'Stand with Ukraine' Bundle are Going to Charity



Charity-Supporting Game Bundles

itch.io's \$10, 1,000-Game Bundle Supports Humanitarian Efforts



Charity-Supporting Gaming Initiatives

Riot Games Will Donate Proceeds from Its Games to Ukraine



Humanitarian Relief Campaigns

Epic Games is Donating Fortnite Proceeds Until April 3rd to Ukraine

4.6
Score

Popularity



Activity



Freshness



Catalyzation

4 Featured, 18 Examples

10,320 Total Clicks

URL: [Hunt.to/475226](https://hunt.to/475226)

Brands in the gaming industry are raising money for Ukraine

How could your brand better align itself
with its customers values?

Ethical Metaverse

Companies are bringing social good campaigns to the metaverse

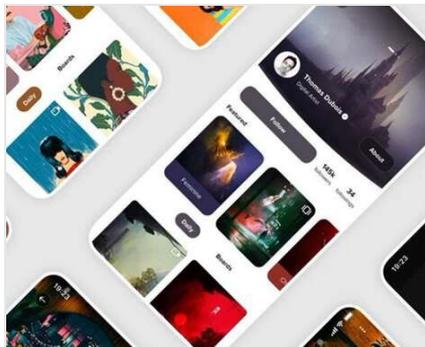
Trend - Companies across various industries are taking to the metaverse to spread awareness of ongoing societal issues in the physical world. These initiatives have been expressed through NFTs, metaverse avatars, and social services that encourage users to continue supporting humanitarian efforts.

Insight - The metaverse has allowed users to engage in new methods of communication that hone in on technological advancements. In a bid to reach virtual audiences, humanitarian and philanthropic organizations are communicating their efforts using the newly available technology. This brings real-world issues to the platform's forefront, making it accessible to metaverse users who subscribe to social activism.



Inclusive NFT Marriages

'Closeup City Hall' Will Immortalize Marriages on the Blockchain



Eco-Friendly NFT Marketplaces

Bubblehouse is Making NFTs Accessible and Environmentally Friendly



Homelessness Metaverse Campaigns

Will is the First Homeless Person in the Metaverse



Women-Focused NFT Residencies

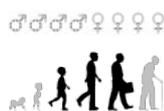


Environment-Supporting NFT Initiatives



Ukraine-Supporting NFT Collections

7.3
Score



⚡ Catalyzation
🚫 Authenticity

6 Featured, 49 Examples
30,384 Total Clicks
URL: [Hunt.to/476259](https://hunt.to/476259)

Companies are bringing social good campaigns to the metaverse

How can your company better
communicate in the metaverse?

Accessible Parenting

Parenting platforms are prioritizing maternal and infant health and wellness

Trend - For some consumers, parenting challenges are amplified due to systemic issues like racial inequality in the healthcare system, high costs, and mental and physical health challenges post-pregnancy. Now, platforms are popping up that aim to address these issues, and make parental and infant care more accessible to all.

Insight - Systemic issues that lead to racial, gender, and income inequality are particularly apparent when it comes to the health system in North America. Those who are affected by these issues are increasingly demanding change in the form of spaces, platforms, and tools that are able to address these inequities--and some brands are starting to take note by prioritizing accessibility in their products and services.



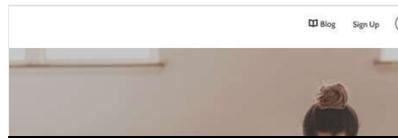
Black Maternal Health Platforms

Baby Tracking App The Bump Launches 'Black Maternal Health' Hub



Mom-to-Mom Breastfeeding Support Platforms

La Leche League Offers a 24-Hour Support Helpline



Virtual Motherhood Support Groups

Momunity is a Wellness, Education and Community Support Platform



Hosted Virtual Activity Sessions

HELM.Life Offers Virtual Childcare for Parents Working-From-Home

6.4
Score

Popularity



Activity



Freshness



Catalyzation

4 Featured, 35 Examples

29,971 Total Clicks

URL: Hunt.to/474936

Accessible Parenting

Parenting platforms are prioritizing maternal and infant health and wellness

How could your brand better prioritize
accessibility in its product/service?

Overlooked Opportunity 7: Workshop Question

Inclusive Jewelry

Jewelry brands become more inclusive in their products and representation

Trend - The North American jewelry industry has historically been relatively exclusive, and in the past that's had an impact on its accessibility for some demographics. Now, more brands in this space are prioritizing inclusion--in everything from LGBTQ+ representation to inclusive internal hiring initiatives.

Insight - In North America, consumers are no longer satisfied with brands paying lip service to the values and causes they care about. Now, more people expect that businesses respond effectively to social movements that are working towards equality, inclusion, and the accurate representation of minorities.



Inclusive Engagement Rings

Tiffany & Co. Debuted Its First-Ever Men's Engagement Ring



Inclusive Online Jewelry Labels

'Atomic Gold' Places an Emphasis on Representation and Diversity



Unisex Engagement Rings

Queer-Owned Venus Shares All-Inclusive Jewelry Styles for Modern Consumers



Inclusivity-Focused Jewelry Campaigns

De Beers Launched a Refreshingly Positive Campaign in 2021

8.0
Score



Authenticity

4 Featured, 28 Examples

37,410 Total Clicks

URL: [Hunt.to/474490](https://hunt.to/474490)

Jewelry brands become more inclusive in their products and representation

How is your brand effectively aligning itself
with the values of consumers?

Accessible Micromobility

Public micromobility services are prioritizing accessibility

Trend - Public and private micromobility services in cities are already seen as accessible transportation options, and these services are now expanding their accessibility features with options that include everything from disability-friendly scooter designs to affordable pass-based rentals.

Insight - As cities around the world continue to grow in population, inclusion in urban planning, design and infrastructure has become more important. As demographic diversity and needs evolve in these regions, residents and commuters are increasingly demanding public spaces and mobility options that are accessible for everyone.



Sustainable Throttle E-Bikes

Cosmo by Veo is Enhancing On-Campus Bike Share Programs



Unlimited Micromobility Subscriptions

Lyft is Testing Unlimited Citi Bike Access for Subscribers



Pass-Based E-Scooter Platforms

Superpedestrian Launches Affordable E-Scooter Passes in Europe



Accessible E-Scooter Services

'Bird' and 'Scootaround' are Making E-Scooters Disability-Friendly

5.2
Score



4 Featured, 35 Examples

39,591 Total Clicks

URL: Hunt.to/471079

Accessible Micromobility

Public micromobility services are prioritizing accessibility

How could your brand better meet
demands for inclusion and accessibility?

Employer inclusivity strategies must reach higher standards post-pandemic

What is your current DEI strategy, and how
can it improve?

The 2023 Trend Report

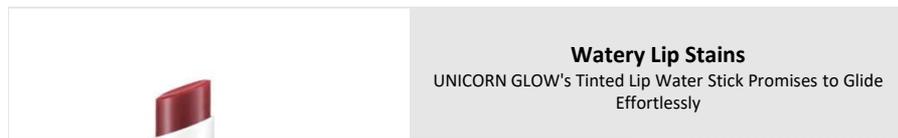
- 1 Overview & Megatrends
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- 3 Business & Marketing Insights
- 4 Food & Beverage Insights
- 5 Retail Insights
- 6 Eco Insights
- 7 Social Good Insights
- 8 Fashion & Cosmetics Insights**
- 9 Health & Wellness Insights
- 10 Art & Design
- 11 Culture Insights

Longwear Tint

Tinted cosmetic products promise long-lasting formulas

Trend - Cosmetic products like blush, lip and skin tints have become popular in recent years, but their lightweight formulas have prevented them from lasting throughout the day. Now, these items are being made with long-wear formulas that help users achieve natural beauty looks that won't wear off.

Insight - The pandemic had a significant impact on consumers' makeup and skincare preferences and rituals, with social media trends, mask-wearing, and a skin-first focus prompting consumers to turn to lightweight formulas and subtle beauty looks. As pandemic rituals and habits linger among consumers in a post-pandemic world, consumers turn to brands that cater to their new lifestyles and preferences.



7.5
Score



 Hybridization
 Naturality

4 Featured, 36 Examples
23,390 Total Clicks
URL: Hunt.to/481469

Longwear Tint

Tinted cosmetic products promise long-lasting formulas

How is your brand catering to its customers'
post-pandemic lifestyles?

Overlooked Opportunity 1: Workshop Question

Adaptive Shapewear

Brands are designing intimates for people with disabilities

Trend - People with disabilities are increasingly being catered to in the intimates space, with brands designing bras, underwear, and shapewear that ensures people with mobility issues are able to independently put on these items, while ensuring a comfortable fit.

Insight - Accessibility in all aspects of life is important for the wellbeing of people with disabilities, and the current reality is that most industries and services remain inaccessible for these communities. This is shifting as people with disabilities and their allies increasingly voice their needs and work towards inclusion for themselves and others. Some brands are now taking in these calls for inclusion in order to appeal to a wider range of demographics.



Adaptive Shapewear Collections

SKIMS Adaptive Was Made for People with Limited Mobility



Premium Adaptive Intimates

Slick Chicks Offers a Range of Adaptive Bras, Panties and Loungewear



Disability-Inclusive Lingerie

Intimately's Adaptive Lingerie is Made for People with Disabilities



Sophisticated Adaptive Intimates

Intimately Was "Created by Disabled Women for Disabled Women"

8.7
Score

Popularity



Activity



Freshness



Personalization

Authenticity

4 Featured, 33 Examples

49,493 Total Clicks

URL: [Hunt.to/480182](https://hunt.to/480182)

Adaptive Shapewear

Brands are designing intimates for people with disabilities

How could your brand better prioritize inclusion for people with disabilities, both internally and in its product/service?

Waterless Skincare

Cosmetic brands offer water-free skincare products

Trend - Water-free cosmetic products typically come in the form of cleansers and hair products, but skincare brands are now offering more sustainable, waterless formulas for everything from serums to moisturizers.

Insight - As sustainability becomes a key selling point for consumers, and consumers become more educated in this space, they're no longer satisfied with brands paying lip service to environmental protection. In order to sell sustainability in a way that consumers view as trustworthy, identifying specific elements in products and services that are sustainable makes it more clear for consumers who want to be eco-friendly.



Waterless Skincare Tablets

Zero-Waste Beauty Brand Mono Skincare Makes Dissolving Skincare Tablets



Travel-Ready Skincare Sachets

DPTMNT's Cleansers, Serums & More are Optimized for Life on the Go



Zero-Waste Skincare Kits

LOLI Beauty's the Dream Team Features Three Waterless Products



Accessible CBD Infused Skincare

Just Beauty CBD Curated 'The Bundle' For All Skincare Needs

7.7
Score



 Simplicity

4 Featured, 35 Examples

36,679 Total Clicks

URL: Hunt.to/479152

Waterless Skincare

Cosmetic brands offer water-free skincare products

How could your brand be more specific in identifying its efforts toward sustainability?

Anti-Pollution Toner

Cosmetic toners include protective ingredients with anti-pollution benefits

Trend - Toners in the skincare space were once primarily formulated to hydrate the skin and balance its pH levels, but they're increasingly being adapted with active ingredients. Now, some brands are incorporating ingredients into toners that are purported to protect the skin from pollution.

Insight - As consumers gain more knowledge on the skincare industry, they're increasingly expecting more from the products they choose to purchase. Now, single-function products are no longer enough for the educated consumer--they expect that brands prioritize high-quality ingredients and multifunctional formulations for the most effective results.



Anti-Pollution Jelly Toners

The Hydra Shield Anti-Pollution Jelly Toner
Protects the Skin Barrier



Lightweight Anti-Pollution Mists

Item Beauty's Screen Break Shields Against Blue
Light & Pollution



Radiance-Enhancing Equilibrium Toners

Hourglass' Restoring Essence Supports the Skin Barrier



Purifying Toner Face Mists

Tula's Antioxidant Water Hydrates and Protects with a Clear
Finish

5.4
Score

Popularity



Activity



Freshness



Hybridization

4 Featured, 45 Examples

37,733 Total Clicks

URL: [Hunt.to/476886](https://hunt.to/476886)

Anti-Pollution Toner

Cosmetic toners include protective ingredients with anti-pollution benefits

How is your brand catering to the educated
consumer?

Body Blurring

Cosmetic products formulated for the body promise "blurring" effects

Trend - Skincare and cosmetic products that are formulated for the body are now touting their "blurring" benefits. Blurring products have become popular for the face, and they're now extending to the body as consumers seek out effortless, "filtered" looks with makeup.

Insight - Social media has had an enormous impact on cosmetic trends, and the beauty filters that are popular on social apps have made products (and even procedures) that imitate these looks popular. Brands that are able to effectively replicate these virtual experiences in-person are able to draw in Gen Z consumers in-particular.



Bronzing Blurring Creams

The Truly Hotter in Person Bronze & Blur Cream is a Soothing Self-Tanner



Texture-Reducing Blurring Powders



Illuminating Bronzing Serums



Tinted Body Luminizers



Tinted Face Elixirs



Luminous Blurring Foundations



Luminous Powder Foundations

6.3
Score

Popularity



Activity



Freshness



Hybridization

7 Featured, 62 Examples

74,225 Total Clicks

URL: [Hunt.to/475900](https://hunt.to/475900)

Body Blurring

Cosmetic products formulated for the body promise "blurring" effects

How is your brand taking cues from social
media trends?

Circular Pop-Up

Branded pop-ups tout the benefits of the circular economy

Trend - Fashion and accessory brands are curating pop-ups that feature used and upcycled products in the hopes of both promoting their brands, and educating visitors on how to be part of the circular economy.

Insight - Adhering to principles of sustainability has become crucial for brands that are trying to remain relevant--particularly as climate change worsens and its impact on the environment causes anxiety among consumers. On average, consumer opinion is aligned with science in this space, and more are pushing for brands to do their part in reducing their impact.



Branded Clothing Exchange Pop-Ups

adidas is Hosting a Sustainable Fashion Pop-Up Shop in New York



Secondhand Wedding Pop-Ups

Resellfridges: The Wedding Lets People Shop for Pre-Loved Pieces



Upcycle-Focused Fashion Pop-Ups

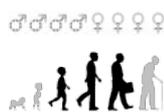
Madewell and ThredUP Have Partnered to Launch 'A Circular Store'



Sustainable Marketplace Pop-Ups

Mercari's Pop-Up Educates People on the Ease of Selling Secondhand

8.1
Score



Experience

Naturality

4 Featured, 36 Examples
33,856 Total Clicks
URL: [Hunt.to/474408](https://hunt.to/474408)

Circular Pop-Up

Branded pop-ups tout the benefits of the circular economy

How is your brand authentically prioritizing
sustainability?

Overlooked Opportunity 6: **Workshop Question**

Bamboo Apparel

Fashion brands are using bamboo as a sustainable material in their collections

Trend - Bamboo fabric has become a popular material among sustainable fashion brands, with the plant requiring less water, labour, and time to cultivate than other popular plants that are used as fabrics.

Insight - Sustainability is top-of-mind for more consumers as the many consequences of climate change make themselves known. Now, more consumers are seeking out sustainable products and services in order to mitigate their personal impact.



Ethical Bamboo-Made Sleepwear
Riot Theory is a Vancouver-Based Loungewear Company



Modern Stylish Maternity Labels
Sunday the Label Launched a Line of Modern Clothes for Motherhood

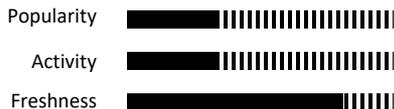


Ultra-Soft Sustainable Womenswear
Encircled Offers Women's Clothing Made With Sustainable Fabrics



Water-Economizing Clothing
Leandrop Brand Has Launched with a Collection of Sustainable Pieces

5.0
Score



 Hybridization
 Naturalty

4 Featured, 36 Examples
31,876 Total Clicks
URL: [Hunt.to/473665](https://hunt.to/473665)

Bamboo Apparel

Fashion brands are using bamboo as a sustainable material in their collections

How could your brand better prioritize
sustainability?

Upcoming makeup trends play up features up with color

Trend - As mask mandates are discarded, the makeup industry is seeing a resurgence and pushing forward vibrant, bold colors and applications of makeup for upcoming seasons. These more playful looks are intended to help consumers express themselves after several months of mask use and limited social interactions.

Insight - Consumers are increasingly excited to get back to pre-pandemic routines, and are increasingly hopeful that things are changing for the better. For young Millennials and Gen Z, these feelings are partially being expressed through fashion and cosmetic trends--with nostalgic Y2K themes and contemporary pops of color merging for playful experimentation.



Sustainable Indie Makeup Brands

Cobra Kai Actress Peyton List Launched Pley Beauty's New Line



Kajal-Inspired Eyeliners

Kulfi Beauty's First Launch Celebrates South Asian Beauty



Rainbow Gel Eyeliners

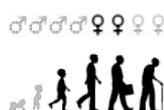
ColourPop's Gel Eyeliner Pack Arrives in 12 Vibrant Shades



Vibrant Inclusive Eyeliners

The Universal Liner by We Are Fluide is Densely Pigmented

4.9
Score



Nostalgia
Youthfulness

4 Featured, 35 Examples

25,137 Total Clicks

URL: Hunt.to/473380

Upcoming makeup trends play up features up with color

How is your brand reflecting hope for the
future to its customers?

Hybrid Concealer

Under-eye concealers are being made with lightweight, brightening formulas

Trend - As consumers spend a little less on high-coverage cosmetics, brands are releasing concealers that function as skincare/cosmetic hybrids--offering lightweight and natural coverage while hydrating the under-eye area.

Insight - The mask-wearing that's become common in recent years has resulted in consumers prioritizing skincare over makeup--with more natural looks that don't involve heavy makeup products being popular. Brands that respond to this shift for skincare-first cosmetics are becoming increasingly appealing to North American consumers.



Ultra-Hydrating Eye Balms

TULA's 24-7 Power Swipe Was Inspired by a Top-Selling Moisturizer



Soft-Blur Hydrating Concealers

Fenty Beauty's Bright Fix Eye Brightener Creates a No-Makeup Effect



Instantly Illuminating Eye Balms

Medik8's Illuminating Eye Balm Improves Texture and Complexion

5.7
Score



Hybridization
Simplicity

3 Featured, 31 Examples
24,432 Total Clicks
URL: [Hunt.to/472842](https://hunt.to/472842)

Hybrid Concealer

Under-eye concealers are being made with lightweight, brightening formulas

How is your brand prioritizing pandemic-influenced consumer behaviour shifts?

Active SPF

Brands prioritize sunscreen formulas that contain active ingredients

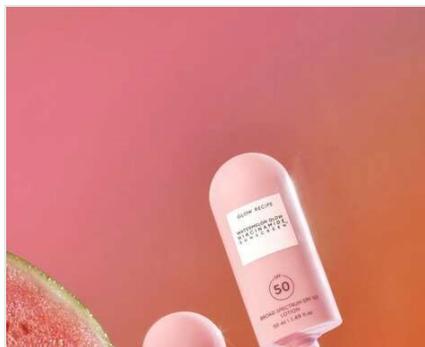
Trend - Hybrid sunscreens are increasingly common, with brands now incorporating active skincare ingredients like vitamin C and niacinamide in order to enhance the benefits of their products, as well as their marketing power.

Insight - Today's consumers are much more informed about the ingredients that go into their skincare products, and when choosing to purchase a product, they now check ingredient lists instead of just product claims and branding. Brands that take a more scientific approach to skincare will be increasingly popular as more people become engaged with this space.



Water-Resistant Sun Serums

The Undefined Beauty R&R Sun Serum is Protective & Time-Saving



Brightening Watermelon Sunscreens

The Watermelon Glow Niacinamide Sunscreen SPF 50 is Light



Vitamin-Infused Sunscreen Serums

This Sunscreen Uses Stable Vitamin C For Improved Skin Health



Anti-Pollution Tinted Moisturizers

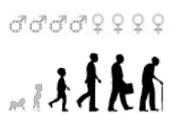
This Three-in-One Moisturizer Protects, Perfects & Hydrates



Dual-Action Brightening Sunscreens

SkinCeuticals' New Sunscreen is More Than Just Protective

6.4
Score



Hybridization

5 Featured, 45 Examples
29,337 Total Clicks
URL: Hunt.to/472724

Brands prioritize sunscreen formulas that contain active ingredients

How could your brand take a science-
forward approach to branding?

The 2023 Trend Report

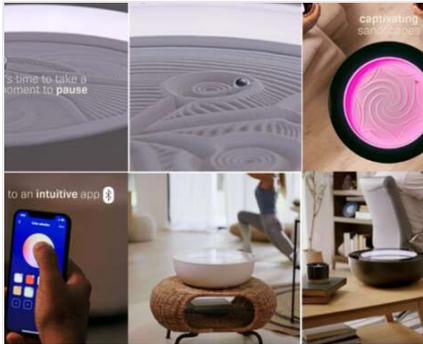
- 1 Overview & Megatrends
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- 6 Eco Insights
- 7 Social Good Insights
- 8 Fashion & Cosmetics Insights
- 9 Health & Wellness Insights**
- 10 Art & Design
- 11 Culture Insights

Focused Mood-Boosting

Apps that prioritize mental wellness offer more focused functions

Trend - Wellness and mindfulness apps that are designed to boost users' moods are becoming more focused rather than offering several functions and uses. Apps in this space include ones that recommend mood-boosting podcasts to quick daily journaling prompts.

Insight - The growing focus on wellness and more specifically, mental health, comes as people deal with the stress of the pandemic, rising costs, climate change and various political and social issues. These issues combined with the daily stressors of life have led more people to seek out small changes in their habits and routines that may help them feel better--both in the short and long-term.



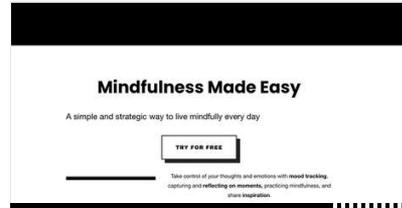
Home Décor Meditation Apps

HoMedics Debuts a Reimagined Sandscape Table Called 'drift'



Female-Empowering Mindset Apps

The Ana App is a Personalized Women's Mindset Coach by Roxy Earle



Minimalist Mindful Journal Apps

'Boom Journal' Helps Change a Person's Energy and Attitude



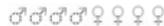
Not boring podcast play

Find the perfect episode your mood

Mood-Based Podcast Apps

The 'Kradl' Podcast App Offers Content Suggestions Based on Mood

7.4
Score



Simplicity
 Catalyzation

4 Featured, 36 Examples
40,512 Total Clicks
URL: [Hunt.to/480813](https://hunt.to/480813)

Focused Mood-Boosting

Apps that prioritize mental wellness offer more focused functions

How could your brand better prioritize its
customers' and/or employees' wellbeing?

Overlooked Opportunity 1: Workshop Question

Intimacy Apps

Sexual wellness platforms help educate and empower users

Trend - Platforms that help users learn more about sexual health and wellness, both mental and physical, are on the rise. These platforms offer a range of tools and resources that help consumers feel more confident when it comes to intimacy.

Insight - Virtual resources have become crucial for consumers, with people from a wide range of demographics, and with a wide range of needs turning to digital communities to help inform and advise them on their various interests. Brands that prioritize niche but underserved needs will continue to have relevance in the digital space as consumers spend more time online.



The power of sex therapy from the safety of your phone

Sex Therapy Apps
The Lover App Helps Users Build a More Pleasurable Sex Life



hims | hers

Millennial-Targeted Telehealth Platforms
Hims & Hers Partners with REVOLVE to Reach Younger Crowds



Women's Sexual Wellness Apps
Rosy Offers Personalized Solutions for Sexual Wellness



Women's Wellness App Features
Peanut Pro Looks to Connect Women with Health and Wellness Experts

8.2
Score



⚡ Catalyzation
⌚ Authenticity

4 Featured, 36 Examples
29,577 Total Clicks
URL: Hunt.to/476654

Intimacy Apps

Sexual wellness platforms help educate and empower users

What kind of digital community would your
customers benefit from?

Metaverse Medicine

Healthcare companies are bringing their services to the metaverse

Trend - As the digital world expands in accessibility and popularity, health clinics and pharmacies are launching their services in the metaverse. Without the limits of brick-and-mortar, the online presence of medicine gives consumers easy access to health care check-ups, prescription renewals, and fitness and nutritional advice.

Insight - As the pandemic continues to reshape consumer habits, patients are turning to emerging online spaces for non-urgent personal and medical care. Patients now expect to have easy online access to health-related assistance due to increased desires for convenience and safety. Companies are accommodating new habits by establishing themselves within online platforms.



Metaverse Pharmacies
MAG and the Pharmacy Group are Developing a Virtual Pharmacy in Decentraland



Lifelike Metaverse Hospitals
Aimedis Health City is a One-Of-A-Kind Virtual Healthcare Space



Digital Health Portals
SanoPass Developed a Metaverse Platform for Health and Wellness Access



Virtual Pharmaceutical Services
CVS is Bringing Pharmacy and Health Clinics to the Metaverse

8.3
Score



⚡ Catalyzation
🧠 Artificial Intelligence

4 Featured, 27 Examples
13,632 Total Clicks
URL: [Hunt.to/476690](https://hunt.to/476690)

Healthcare companies are bringing their services to the metaverse

How is your company adapting to changing
consumer habits?

Child-targeted apps help children form healthy habits

How is your brand making its customers
lives easier?

Inclusive Health

Healthcare initiatives are targeted towards Black women

Trend - The United States, the healthcare system tends to be discriminatory--particularly towards Black Americans and more specifically, Black women. Some brands are aiming to mitigate these issues with platforms, tools and funding that help promote inclusion in the healthcare industry.

Insight - In the U.S. healthcare system, Black women have a higher chance of mortality during childbirth, are less likely to be believed when they have symptoms of pain and illness, and generally have less access to inclusive and comprehensive healthcare. As this discrimination becomes more apparent and activists in this space push for change, some businesses are trying to make healthcare more accessible for this demographic.



Black Maternal Health Platforms

Baby Tracking App The Bump Launches 'Black Maternal Health' Hub



WOC Pregnancy Support Platforms

Mae Supports Pre-and-Postpartum For Black Women



Inclusive Birthing Initiatives

Knix & Black Women's Health Imperative Launch New Initiative



Multifaceted WOC Health Apps

The She Matters App Caters to the Health Needs of Black Women

5.5
Score



Catalyzation

4 Featured, 44 Examples

52,880 Total Clicks

URL: Hunt.to/474953

Healthcare initiatives are targeted towards Black women

How is your brand prioritizing effective
inclusion and accessibility for underserved
consumers?

Updated Detox

Digital detoxing becomes more integral for wellness-minded consumers

Trend - As consumers are inundated with negative news, content and engagement online, some are seeing a greater need to prioritize digital detoxing. While the tools for digital detoxing remain the same, the need for it continues to grow as people's mental health suffers.

Insight - Consumers' screentime has gone up, and social media platforms are known for spreading negative information due to the higher engagement it receives. This combination has had an impact on people's mental health, and more consumers are now looking for ways to break their digital habits in order to improve their mood and stress levels.



Digital Detox Phone Cases

Ostrichpillow's Phone Cases Make Peace and Quiet Possible



Pandemic-Relieving Rustic Cabins

Getaway Offers Trips to Tranquil Wi-Fi-Free Tiny-House Cabins



Smartphone-Silencing Pouches

The California Cowboy Out of Pocket Pouch Blocks Cell Signals

6.6
Score



⚡ Catalyzation

3 Featured, 36 Examples

81,107 Total Clicks

URL: Hunt.to/472865

Updated Detox

Digital detoxing becomes more integral for wellness-minded consumers

How could your brand focus on its
employees' or customers' wellbeing?

Women's App

Physical and mental wellbeing apps are targeting women's health

How is your brand prioritizing
personalization?

Overlooked Opportunity 7: Workshop Question

The alcohol industry takes inspiration from popular wellness practices

What popular industry could your brand
realistically take inspiration from?

Disability Wellness

The wellness industry is becoming more inclusion-focused

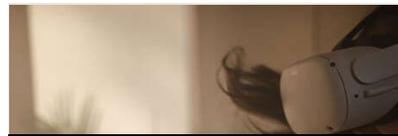
Trend - The "wellness" industry, which encompasses innovative self-care practices that prioritize mental and physical health, is now offering products and services that are specifically designed for people with disabilities. This shift includes everything from intimacy toys to VR-based fitness programs that are designed for individuals who deal with accessibility issues.

Insight - In recent years, consumers in North America have become more vocal about inclusion and how important it is to cater products, services, and marketing to people in a way that prioritizes underserved consumers. In particular, many people with disabilities face accessibility concerns in their everyday routines, and activists and allies in this space are increasingly pushing for adequate representation for both personal needs and luxuries.



Braille ID Skincare Packaging

Humanist Beauty is a "Radically Inclusive" Beauty Brand



Accessible VR Fitness Classes

FitXR Releases Workouts Designed for Those with Mobility Issues



Disability-Focused Footwear Initiatives

Tmall Reintroduces Its Adaptive 'One Shoe Program'



Disability-Friendly Deodorant Designs

This Deodorant Caters to People With Physical Disabilities

7.4
Score

Popularity



Activity



Freshness



Personalization

Authenticity

4 Featured, 36 Examples

27,491 Total Clicks

URL: [Hunt.to/469326](https://hunt.to/469326)

The wellness industry is becoming more inclusion-focused

How is your brand prioritizing accessibility
and inclusion?

Body Neutrality

This new approach to fitness focuses on celebrating what the body can do

Trend - Consumers are growing weary of the aspiration-focused approach to fitness of the past, and body neutrality is a perfect alternative. The movement focuses on fitness as a way to celebrate one's current body (as opposed to fitness as a way to change the body) as a more positive way to approach physical wellness.

Insight - The idea of working out to "look good" is outdated in a world where diversity and inclusivity are celebrated, as it enforces unrealistic and often harmful beauty standards. This does not suit the contemporary consumer, especially post-pandemic when many are re-prioritizing happiness and peace as opposed to aspiration and accomplishment. Ultimately, the body neutrality movement is a result of a redefinition of "wellness" that focuses on both mental and physical health.



Virtual Body-Celebrating Workout Programs

the be.come project Promotes Movement & Body-Neutrality



Body Neutral Fitness Apps

Joyn Offers Online Fitness Classes with a Focus on Inclusivity



Body Neutrality Movements

The Health at Every Size Movement Celebrates Body Diversity



Celebratory Fitness Platforms

be.come Aims to Break Down Fitness Barriers for LGBTQ+ Folk

7.4
Score

Popularity



Activity



Freshness



4 Featured, 32 Examples

50,097 Total Clicks

URL: [Hunt.to/467099](https://hunt.to/467099)

Body Neutrality

This new approach to fitness focuses on celebrating what the body can do

How can your brand help create a less toxic,
more inclusive wellness industry?

The 2023 Trend Report

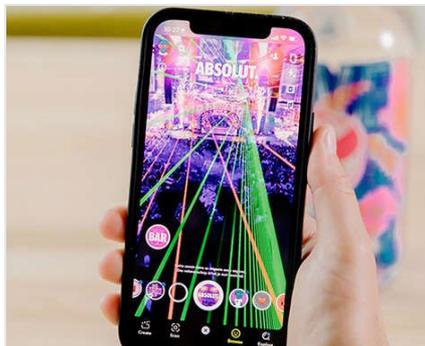
- 1 Overview & Megatrends
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- 5 Retail Insights
- 6 Eco Insights
- 7 Social Good Insights
- 8 Fashion & Cosmetics Insights
- 9 Health & Wellness Insights
- 10 Art & Design**
- 11 Culture Insights

Musical Bottle

Augmented reality scans on beverage bottles and packaging offer musical experiences

Trend - Brands using AR elements on product packaging is a popular way to offer product information and even game-based interactions, and now beverage brands are using this technology to create musical experiences with their products.

Insight - Interactive product experiences are intriguing for customers for their ability to offer something new, and they often create lasting impressions on consumers. These experiences are especially appealing when they're seamlessly integrated into the purchase journey or the product itself--preventing consumers from having to go out of their way to engage with the brands in question.



AR Festival Bottles

Absolut and Tomorrowland Created Interactive Scannable Packaging



Musical Wine Labels

Enosophia's Interactive Wine Labels Enhance the Drinking Experience



Free Beverage Companies

FreeWater is Paid for by the Ads Printed on Its Aluminum Bottles & Cartons



Cosmically Inspired Colas

Cola-Cola Starlight Has an Out-of-This-World Flavor

8.3
Score



Experience
Artificial Intelligence

4 Featured, 36 Examples
33,346 Total Clicks
URL: Hunt.to/482012

Musical Bottle

Augmented reality scans on beverage bottles and packaging offer musical experiences

How could your brand seamlessly integrate
interactive elements into its product
experience?

Metaverse Toy

Toys in the metaverse are designed as collectors items or games

Trend - As the functions and potentials in the metaverse expand, and businesses find new ways to adopt their models into this virtual realm, brands are creating toys that can be used as collectors items or roleplay games in the metaverse.

Insight - The interest around the metaverse comes from it being somewhat new territory, and with the fact that users are able to engage with it in ways that have real-world impacts. The varied uses of various metaverse-based business ventures means that there's "something for everyone" when it comes to this unfamiliar virtual territory.



Exclusive Superhero NFTs

Marvel Launches First-Ever Spider-Man NFT Collectibles



NFT Teddy Bears

Care Bears and RECUR Announced a Partnership to Bring the Toys to the Metaverse



Collectible Digital Toys

Cryptois is an NFT-Native Digital Toy Company for Kids of Tomorrow



NFT-Inspired Vinyl Toy Figures



ICON+

Avatar Fashion Metaverses



Connected Gaming Dolls

7.3
Score



Experience
Catalyzation

6 Featured, 53 Examples

55,849 Total Clicks

URL: [Hunt.to/477870](https://hunt.to/477870)

Metaverse Toy

Toys in the metaverse are designed as collectors items or games

How could your brand better engage
customers in the metaverse?

Brands collab with artists to create visual interest via QR codes

Trend - QR codes on packaging that lead to games or product information have become popular, and brands across industries are now collaborating with popular and emerging artists in order to create more visually interesting, interactive campaigns that can be observed once QR labels are scanned.

Insight - Because of social media use, the average consumer spends a lot of time interacting with brands. In order to pique consumer interest, businesses are having to prioritize new digital experiences that are able to target consumers who take interest in novelty and the creative arts.



AR-Activated Cereal Boxes

The New KAWS x Reese's Puffs Cereal Offers Customers an AR Experience



2SLGBTQIA+ Supporting QR Codes

Skittles Queer Codes Link to Content from Diverse Creators



Musical QR Soup Cans

Campbell's and Universal Music Group Collaborate for a Limited-Edition Label



Pop Culture Candy Packaging

M&M's Album Art Packaging Takes After Memorable Music Artwork

7.8
Score



Experience

4 Featured, 36 Examples

29,109 Total Clicks

URL: [Hunt.to/475222](https://hunt.to/475222)

Brands collab with artists to create visual interest via QR codes

What kinds of collaborations could help
your brand better engage with its target
audience?

Metaverse Architecture

The metaverse is seeing the development of architectural structures

Trend - The metaverse welcomes more developments as architectural studios begin constructing buildings and other infrastructure to mimic the physical world. These structures are able to push the limits of traditional architecture with physics-bending designs.

Insight - The metaverse is a space where the imagination can run wild and concoct structures that are otherwise impossible in the physical world. Consumers are turning to the digital space for content that fulfills their desire for the fantastical. Digital infrastructure is, therefore, being built using cutting-edge technology to provide visual stimulation and appease the consumer's need for escapism.



Lifelike Metaverse Mansions

KEYS Token Has Launched New NFT Residential Community, Meta Mansions



Bespoke Metaverse Storefronts

Renovi Created Seven Virtual Stores for Major Brands in Decentraland



Virtual Fashion Show Venues

Voxel Designed a Digital Building for Metaverse Fashion Week



Recreated Metaverse Lands

The Free Republic of Liberland is Established in the Metaverse

8.5
Score

Popularity



Activity



Freshness



Hybridization

Youthfulness

Artificial Intelligence

4 Featured, 28 Examples

21,945 Total Clicks

URL: [Hunt.to/474682](https://hunt.to/474682)

Metaverse Architecture

The metaverse is seeing the development of architectural structures

How could your brand engage customers in
the metaverse?

Metaverse Fashion

The fashion industry is experimenting with the metaverse

Trend - Known to be one of the most forward-thinking industries, high-fashion is now experimenting with the metaverse and its artistic implications. Metaverse-based fashion shows and showings are becoming more popular as businesses in the industry see how they can brand themselves in virtual spaces.

Insight - Forward-thinking businesses are appealing to consumers, at first, for their novelty. When a brand is one of the few or first to do something, customers feel a sense of pride in attaching themselves to its innovations, as long as they have the potential to be ubiquitous.



Metaverse Fashion Events

Decentraland's Metaverse Fashion Week is Open to All



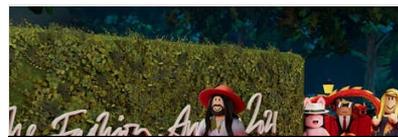
Metaverse Fashion Collabs

The Zara x Ader Error Collection is Launching in Stores and Via Zepeto



3D Metaverse Fashions

Pitti Studios Creates 3D Versions of Garments for Avatars in Fashion Shows



Metaverse Fashion Awards

The British Fashion Council is Now Recognizing Fashion in the Metaverse

8.7
Score

Popularity



Activity



Freshness



Tribalism

Experience

4 Featured, 26 Examples

35,215 Total Clicks

URL: Hunt.to/471309

The fashion industry is experimenting with the metaverse

How could your brand better look to the
future for present-day inspiration?

NFT Displays

Brands release digital displays for NFT art

Trend - With NFT art ownership on the rise, brands are offering tangible ways for consumers to show off these pieces like they would with traditional forms of art--with everything from framed display screens to holographic display cubes.

Insight - For consumers who are new to NFTs, the non-tangible aspect of these data units makes understanding their benefits confusing. This shift has resulted in brands looking for ways to make NFT ownership more accessible and easier to understand, and the ability to display NFT artwork is a step in that direction.



Holographic NFT Display Cubes

The 'Holocube' NFT Display Puts Digital Art in the Spotlight



NFT Artwork Display Screens

The Qonos NFT Frame Puts Digital Assets on Display



NFT-Focused Home Art Murals

Netgear Launches New Digital Art Frame for NFTs, the Meural Canvas II



Screen-Based NFT Platforms

Samsung 2022 Smart TVs Come with an NFT Platform

7.7
Score



 Tribalism
 Catalyzation

4 Featured, 36 Examples

32,833 Total Clicks

URL: [Hunt.to/470402](https://hunt.to/470402)

Brands release digital displays for NFT art

How is your brand adapting to the changing
concept of ownership?

Mixed Meditation

Brands curate mixed media meditation experiences for customers

Trend - Whether in-person or done at home, meditation is being enhanced by brands that are using mixed reality to create multisensory--yet still soothing--experiences for customers. These modern forms of meditation are achieved through apps, VR and even online gaming.

Insight - The popularity of the wellness industry in North America comes from the blending of long-practiced traditions and rituals, combined with contemporary technologies and innovations. Consumers are turning to wellness practices that are often influenced by Eastern traditions, and appreciate brands that are able to fit those practices into their lifestyles.

MALOKA

Mindful Virtual Reality Games
'Maloka' Introduces and Teaches Mindfulness Through Gameplay

hoame
Meditation Studio

Virtual Meditation Experiences
Hoame is Offering a Virtual Reality Meditation Studio Experience

Mixed-Reality Meditation Experiences
SPACE10's Virtual Oasis Turns Homes Into Meditative Retreats

TRIPP
CALM Re-Imagined

Virtual Reality Meditation Apps
TRIPP Shares a Gamified Experience with Breathing Exercises

6.8
Score



- ⚡ Catalyzation
- 👤 Personalization

4 Featured, 32 Examples
46,673 Total Clicks
URL: [Hunt.to/469893](https://hunt.to/469893)

Mixed Meditation

Brands curate mixed media meditation experiences for customers

How is your brand blending tradition with
contemporary technology?

Upcycled Luxury

Designer brands try their hand at upcycling products and materials

Trend - Many luxury designers are making attempts to be more eco-friendly, and one of the ways they're doing this is through the increasingly common practice of using waste materials to create new products.

Insight - Making sustainable purchase decisions is increasingly important to North American consumers of all incomes. With eco-friendly consumption being more accessible to consumers with more wealth, there is a growing responsibility within this demographic to make sustainability a priority.



Upcycled Denim Collections

Miu Miu Joined with Levi's for its Latest Line of Embroidered Denim



Upcycled Luxury Baskets

Fendi's Baskets Repurpose Waste from the Factory Floor



Upcycled Leather Collections

Lamborghini Teams Up with Cartiera for an 'Upcycled Leather Project'



Upcycled Accessory Collections

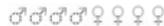
Salvatore Ferragamo Icon-Up Features 300 Shoes & Accessories

7.5
Score

Popularity

Activity

Freshness



Naturality

Catalyzation

4 Featured, 36 Examples

42,269 Total Clicks

URL: [Hunt.to/469448](https://hunt.to/469448)

Designer brands try their hand at upcycling products and materials

How is your brand making sustainability
more accessible?

The popularity of ASMR has pushed it into the art and entertainment scene

Trend - Autonomous sensory meridian response (ASMR) content has become extremely popular on social media, and now businesses are adapting it into artistic forms that include everything from art installations to experiential tableware.

Insight - The influence of social media on people's consumption habits cannot be denied, with everything from art, fashion, activism and social experiences being found on these various platforms. Brands that are able to keep a keen eye on social media trends and translate them into real-world contexts will maintain the interest of the demographics that are most prominent on these platforms.



Color-Blending Kinetic Sculptures
Felipe Pantone Unveils 'Subtractive Variability Compact' Artwork



Blockchain-Based ASMR Marketplaces
Xtangles Has Launched the First NFT Platform Dedicated to ASMR



Stimulating ASMR Tablewares
'Sonic Seasoning' by Mengtian Zhang Explores Sensory Consumption



Mindful Interactive Art Installations
The Metronome Installation Engages Memory with Scent & Sound

5.4
Score



Experience
Catalyzation

4 Featured, 44 Examples
67,076 Total Clicks
URL: Hunt.to/464876

The popularity of ASMR has pushed it into the art and entertainment scene

How is your brand taking cues from social
media trends?

Carbon-Negative Architecture

Architects conceptualize the future of sustainable building

Trend - Carbon-negative materials, structures and concepts related to architecture are being thought out and in some cases, created in response to the growing need for architecture that benefits the environment instead of taking away from it.

Insight - As industries look to the future, they're increasingly forecasting that sustainability will be a crucial aspect of their business models. The need for infrastructure, products and services that benefit the environment is growing as climate change worsens, and consumers and institutions alike are putting a greater focus on sustainability.



Pollution-Absorbing Bioplastic Materials

Made of Air is an Innovative Carbon-Negative Material



Carbon-Negative Timber Buildings

White Arkitekter Opened its Sustainable Cultural Center in Sweden



Zero-Carbon Neighborhoods

Arney Fender Katsalidis Designed an Eco-Conscious Neighborhood in Rome



Carbon-Negative Pavilions

Counterspace Contributed with Sustainable Serpentine Pavilion This Year

5.9
Score

Popularity



Activity



Freshness



⚡ Catalyzation

4 Featured, 36 Examples

55,206 Total Clicks

URL: Hunt.to/462228

Carbon-Negative Architecture

Architects conceptualize the future of sustainable building

How is your brand authentically prioritizing
sustainability?

The 2023 Trend Report

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- 8 Fashion & Cosmetics Insights
- 9 Health & Wellness Insights
- 10 Art & Design
- 11 Culture Insights**

Positivity Content

More content-based platforms are prioritizing positive customer engagement

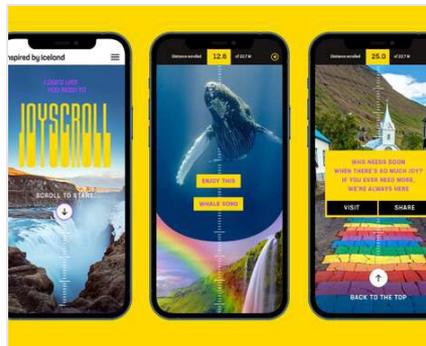
Trend - Negative headlines generate clicks and views for news and content organizations, but some brands are moving away from the increasingly intense focus on negative content output with platforms that do the opposite. News aggregators and social media platforms are included in this shift.

Insight - The ubiquity of social media platforms has made negativity in the news and in content-based sites more impactful. With news and content cycles being 24 hours and also difficult to avoid because of smartphones, people are more likely to experience stress that's linked to social and political issues occurring globally (and their constant access to it). Now, more are turning to alternatives or "digital detoxing" in order to mitigate the impact of negative news cycles on their wellbeing.



Invite-Only Social Medias

'Somewhere Good' is a Wellness-Focused Social Media with a Playful Theme



Joyful Travel Websites

Inspired by Iceland Created a Site for the Opposite of "Doomscrolling"



Positivity-Focused News Aggregators

'Good News' Combats Today's Doom Scrolling Phenomenon



Simplified Independent News Outlets

'Decomplcated' Explains Popular News Headlines to Citizens

6.3
Score



Hybridization
Simplicity

4 Featured, 35 Examples

14,790 Total Clicks

URL: [Hunt.to/481655](https://hunt.to/481655)

Positivity Content

More content-based platforms are prioritizing positive customer engagement

How could your brand better prioritize its
customers' wellbeing?

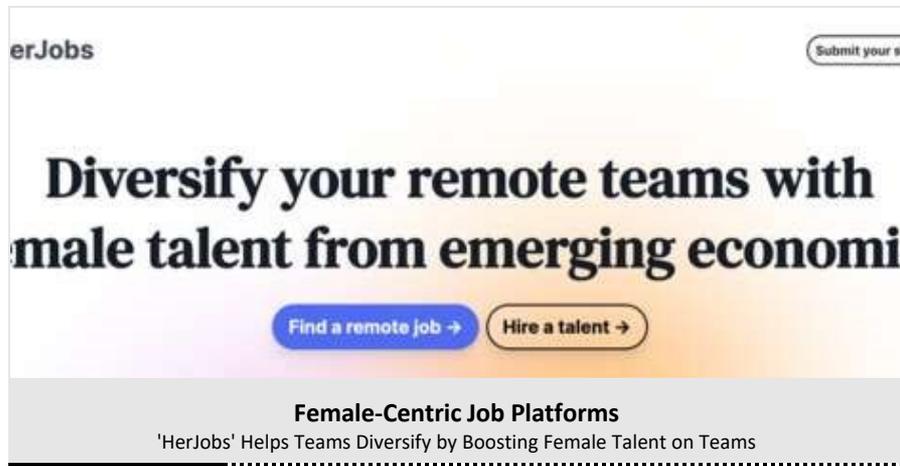
Overlooked Opportunity 1: Workshop Question

Focused Recruiting

Hiring platforms use more focused methods to ensure opportunity

Trend - Hiring platforms with focused recruitment pools are ensuring fairness in the recruitment process. These platforms offer opportunities for people who might otherwise be overlooked due to unconscious bias--including young workers, women, and people from low income backgrounds.

Insight - Diversity and inclusion in the hiring process has become extremely important in North America as studies and personal experiences show that there are biases against different demographics that prevent them from accessing job opportunities. Now, more businesses are aiming to be inclusive in their hiring practices in order to retain more diverse and experienced employees.



erJobs Submit your st

Diversify your remote teams with male talent from emerging economi

[Find a remote job →](#) [Hire a talent →](#)

Female-Centric Job Platforms
'HerJobs' Helps Teams Diversify by Boosting Female Talent on Teams



Young Professionals Recruitment Support
'Haystack' Helps Workers Who Have Less Experience



Resume-Free Hiring Strategies
Fast Company Sought Employees Directly Without Requiring Resumes



owse through some of e talented individuals

Alumni Recruiting Platforms
Airbnb Launches the Alumni Talent Directory During COVID-19

4.2
Score



 Catalyzation

4 Featured, 36 Examples
16,205 Total Clicks
URL: [Hunt.to/480171](https://hunt.to/480171)

Focused Recruiting

Hiring platforms use more focused methods to ensure opportunity

How could your brand better prioritize
inclusion in its recruitment practices?

Mindful Shopping

Brands curate relaxing shopping experiences for people with varying needs

Trend - Brands are curating mindful shopping experiences for consumers--either for the entire shopping experience or during certain times of the day. These quiet retail environments are designed for neurodiverse people, and/or for people who generally prefer shopping in relaxed spaces.

Insight - As consumers become more vocal about their needs and preferences, brands are recognizing that one-size-fits-all approaches to retail, products, services and production are no longer relevant. Now, consumers with varying needs and preferences expect that brands cater to them in a way that's more adaptable and inclusive.



Zen-Like Shopping Malls

Burdifilek Builds a Sculptural Department Store Interior in Seoul



Collaborative Beauty Shop-in-Shops

Target and Ulta Beauty are Making Shopping Even More Seamless



Quiet Shopping Hours

Selfridges' Newest Initiative is Lanching for Neurodiversity Week



Neurodiverse-Inclusive Holiday Shopping

Superdrug Allocates Quiet Shopping Hours for Inclusivity

7.1
Score



Experience

4 Featured, 36 Examples

32,131 Total Clicks

URL: Hunt.to/479222

Mindful Shopping

Brands curate relaxing shopping experiences for people with varying needs

How is your brand authentically prioritizing
inclusion?

Businesses put more effort into designing sustainable offices

Trend - As sustainability becomes more important for consumers, businesses are prioritizing eco-friendliness in their offices. The incorporation of sustainable furniture is what is currently most common, as these pieces are accessible and easy to implement.

Insight - For Gen Z and Millennials, working for employers that align with their values has become increasingly important. Now, employees want to know that businesses are doing their part in addressing the various social, political and environmental issues that are currently being experienced globally--and brands are having to respond in order to draw in and retain emerging talent.



Collapsible Recycled Bottle Stools

The 'TAKEoSEAT' Sustainable Folding Stool is Made of PET



Sustainable Modern Office Designs

Archmongers Prioritizes Eco-Friendly Materials in This Project



Adaptable Sustainable Office Furniture

The Epix Collection Can Be Disassembled for Future Upgrades



Ocean Plastic Office Chairs

Herman Miller's Aeron Chair Incorporates Mismanaged Plastic Waste

7.4
Score

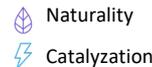
Popularity



Activity



Freshness



4 Featured, 36 Examples

151,698 Total Clicks

URL: Hunt.to/475957

Businesses put more effort into designing sustainable offices

How is your brand aligning itself with the
values of potential employees?

Work-from-home products are designed with aesthetics in mind

Trend - Now that work-from-home setups have become the norm, many consumers have settled into this new lifestyle. Now, brands are offering functional but design-friendly pieces that help people settle in to their home offices in the long-term.

Insight - The pandemic has brought on many lifestyle changes for consumers, some of which have become the norm. Virtual work is part of this shift, with more workers having no plans to return to their offices on a permanent basis. The lifestyle shifts required to settle into long-term virtual work includes everything from home design to various wellness rituals.



Multifunctional WFH Desks

The Conceptual 'Layout' Desk Has a Multipurpose Design



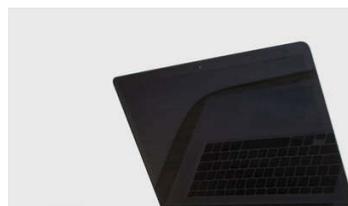
Creativity Enhancing WFH Products

The 'Other Angles' Collection Includes a Range of Items



Hidden WFH Whiteboards

The Sable Flow Secret Whiteboard Comes in Three Sizes



Sustainable Ergonomic Lap Desks

The LAPOD Lap Desk Offers Cushioning, Storage and More

8.6
Score

Popularity



Activity



Freshness



Hybridization

Catalyzation

4 Featured, 36 Examples

128,180 Total Clicks

URL: [Hunt.to/472407](https://hunt.to/472407)

Work-from-home products are designed with aesthetics in mind

Which of its customers' lifestyle changes
will your business continue to adapt to?

Businesses prioritize mental health for employees and/or customers

Trend - Businesses in a wide range of industries are aiming to ensure the overall wellbeing of their employees by offering mental health programs and initiatives. These include employee mental health training and internal wellbeing campaigns from social media companies.

Insight - Mental wellbeing has become a focus for North American consumers as the ongoing pandemic and its associated social, financial and lifestyle disruptions have severely impacted people's mental health. Now, more consumers are turning to products, programs, and treatments that prioritize their mental wellness--and employers are capitalizing off this shift in order to retain talent.



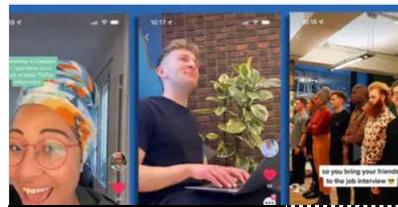
Paid Employee Outdoor Time

Canada Goose's HumanNature Pass Encourages Employees to Go Outside



Mental Health First-Aid Training

Lululemon Just Announced a New Feature Available to All Employees



Hybrid Workforce Campaigns

LinkedIn's #TheTeammates on TikTok Talks Mental Health



Agricultural Mental Health Apps

This App Helps Farm Workers Care For Their Mental Health

5.3
Score

Popularity



Activity



Freshness



Experience

Catalyzation

4 Featured, 36 Examples

45,742 Total Clicks

URL: [Hunt.to/471370](https://hunt.to/471370)

Businesses prioritize mental health for employees and/or customers

How could your brand prioritize the mental health of its employees and customers?

Rave Resurgence

As pandemic restrictions continue to loosen, rave culture is surging

Trend - Rave culture is becoming more popular in everything from fashion and accessories, to nightclub experiences that take place virtually. This resurgence blends nostalgic themes with contemporary lifestyles.

Insight - The distancing measures put in place around the world over the last two years have put a damper on various forms of nightlife. Now that these measures have loosened, Millennial and older Gen Z have felt the need to "make up for lost time," and take part in various experiences that they've missed out on. Everything from playful experimentation with fashion to taking part in the changing nightlife industry are ways for consumers to break out of social lulls.



Immersive VR Nightclubs

Desperados and Elrow Recreated a German Club as a Virtual Experience



Mythological Jewelry Lines



LA Rave-Themed Streetwear



Retro Rave-Inspired Streetwear



Resin-Made Jewelry Collections



90s Rave-Themed Spring Streetwear



Dance-Inspired Artistic Streetwear

7.1
Score

Popularity



Activity



Freshness



Experience

Nostalgia

7 Featured, 72 Examples

94,925 Total Clicks

URL: [Hunt.to/471258](https://hunt.to/471258)

Rave Resurgence

As pandemic restrictions continue to loosen, rave culture is surging

Which post-pandemic trends are most relevant to your brand and customers?

Membership Dining

Members-only dining establishments take on new business models

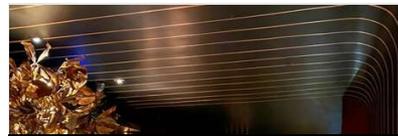
Trend - The concept of a members-only restaurant isn't new, but with the ongoing pandemic and changing consumer values related to accessibility--they're adopting modern business models. Now, these establishments offer everything from affordable memberships to dining access through NFT purchases.

Insight - The average modern consumer is much more preoccupied with accessibility now than they are with exclusivity. North American consumers' changing values surrounding personal status have forced brands to prioritize the same--with new business models that run on accessibility and innovation instead of exclusion.



Chef-to-Consumer Meal Subscriptions

CookUnity Creates an Elevated Dining Experience at Home



Subscription-Only Restaurants

Omar's La Boite is a Speak-Easy Style Club That Adopted a New Model



Monthly Dining Clubs

With the Help of Table22, Lynhall Has Launched a Membership-Based Service



Members-Only NFT Restaurants

Private Dining at Flyfish Club Can Be Accessed with an NFT Purchase

7.8
Score

Popularity



Activity



Freshness



Experience

4 Featured, 29 Examples

28,871 Total Clicks

URL: [Hunt.to/470642](https://hunt.to/470642)

Membership Dining

Members-only dining establishments take on new business models

How is your brand prioritizing accessibility?

Viral Flavor

The CPG space borrows inspiration from TikTok trends

Trend - TikTok usage increased globally during the pandemic, fueling viral trends across many spaces, but especially in food. Companies in the CPG space are borrowing inspiration from these largely DIY food trends, offering products across categories in similar flavor profiles to those seen on the social media site.

Insight - Food trends on TikTok, sometimes called 'FoodTok,' are introducing a new era of foodie-ism for a younger generation. This is no coincidence; the pandemic-induced lockdown increased both screentime and interest in cooking across generations. This hybridization of interests has resulted in a new generation of foodies who are interested in uncomplicated, but delicious DIYs that use pre-made ingredients, and can be showcased in short video clip-format tutorials.



Social Media-Inspired Lemonades

TikTok Inspired the Creation of Starbucks' Strawberry Sunset Drink



Resurrected Berry Sodas

Dr. Pepper Berries and Cream Flavor is Back for a Limited Time



Mix-and-Match Mochi Snacks

Little Moons' Mochi Mix Challenge Inspires Unique Flavor Pairings



Creator Collaboration Menus

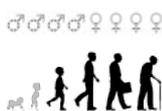
The Newest Denny's Menu Items Were Created with TikTok Stars



Bubble Tea-Inspired Frozen Yogurts

The Yogurtland Milk Tea Frozen Yogurt is Sweetly Flavored

7.0
Score



Hybridization

Authenticity

Many to Many

5 Featured, 45 Examples

62,740 Total Clicks

URL: [Hunt.to/466006](https://hunt.to/466006)

The CPG space borrows inspiration from TikTok trends

How has TikTok changed your industry?

Your customer's expectations? Your brand?

In-Game Inclusion

In-game features, storylines and campaigns prioritize inclusive representation

Trend - In-game functions, stories and marketing campaigns are prioritizing inclusion for a range of demographics. Everything from real-time language translators to history based, anti-racist storylines are giving the industry some much-needed inclusion and representation.

Insight - A range of industries have been put under the microscope by consumers, particularly in North America, who increasingly expect that brands offer accurate and adequate representation for them. The diversity of North America is often not well-represented, but underserved demographics are increasingly being heard in their calls for inclusion.



Inclusive Gaming Razor Campaigns

Gillette Venus Debuts Skininclusive Summer Line on Animal Crossing



Live In-Game AI translator

Acer Launched SigridWave, an In-Game Live AI Translator



Informative Inclusive Video Games

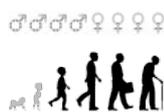
Mafia III Tackles Historical Racism Through "Raw Interactions"



Multi-Language Video Game Updates

BlueStacks Debuts a Real-Time, In-Game Translation Feature

4.1 Score



Catalyzation

4 Featured, 29 Examples

29,887 Total Clicks

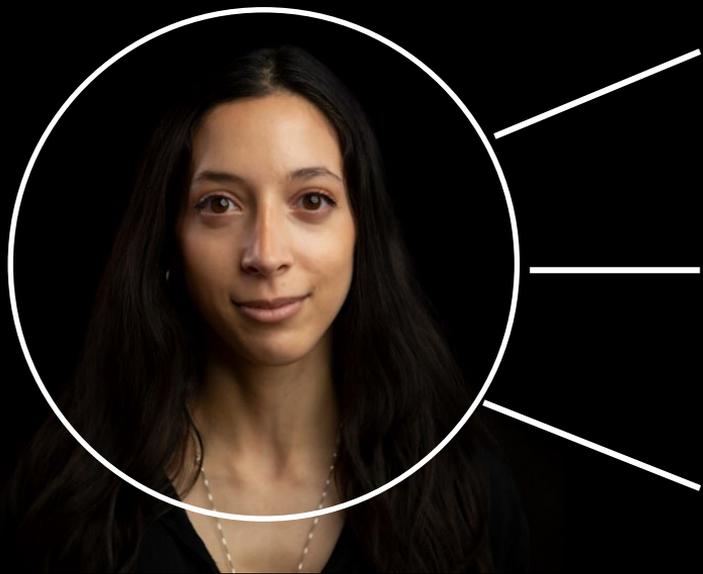
URL: [Hunt.to/449252](https://hunt.to/449252)

In-game features, storylines and campaigns prioritize inclusive representation

How is your brand prioritizing accurate
representation and inclusion?

Want More? Contact Us For Next Steps

If something in this report inspires you, and you want us to help you win in 2023, contact us: Advisory@TrendHunter.com



Fast Custom Research

- Dedicated Advisors
- Custom Reports (20x faster)
- Monthly 1:1 Walkthroughs and Brainstorming



Keynotes & Workshops

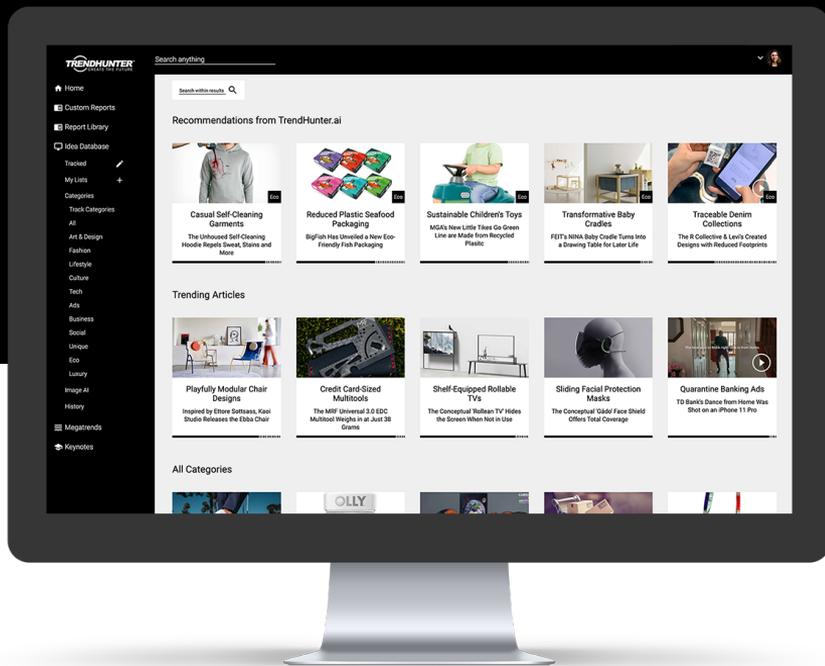
- Trend Presentations
- Innovation Workshops
- Speaker Series



Events & Tools

- Future Festivals
- Innovation Assessment & Tools
- #1 Trend Dashboard & Library

Dive deeper, faster, with a custom version of the #1 Trend Platform



Premium Content

- Megatrend Framework & Patterns
- 400,000 Innovations & Ideas
- 10,000+ Trackable Topics
- 5,000 Premium Consumer Insights

Trend Report Library

- 80+ Industry Trend Reports
- 2019 Master Trend Report
- Shareable Access to Custom Reports

Innovation Tools

6 Patterns of Innovation
Exploiting Chaos Frameworks
Better & Faster Frameworks

Innovation Training

Keynote Videos – 3,000 total
Courses – 300 on innovation topics

Advisor Access

- Topic Requests
- Access to Custom Reports
- Special Training
- Report Walkthroughs

Customization

- Topics & Tracking
- Lists & Sharing
- View Modes

Team Newsletters

Track Custom Topics
Links to Custom Reports
Unlimited Recipients

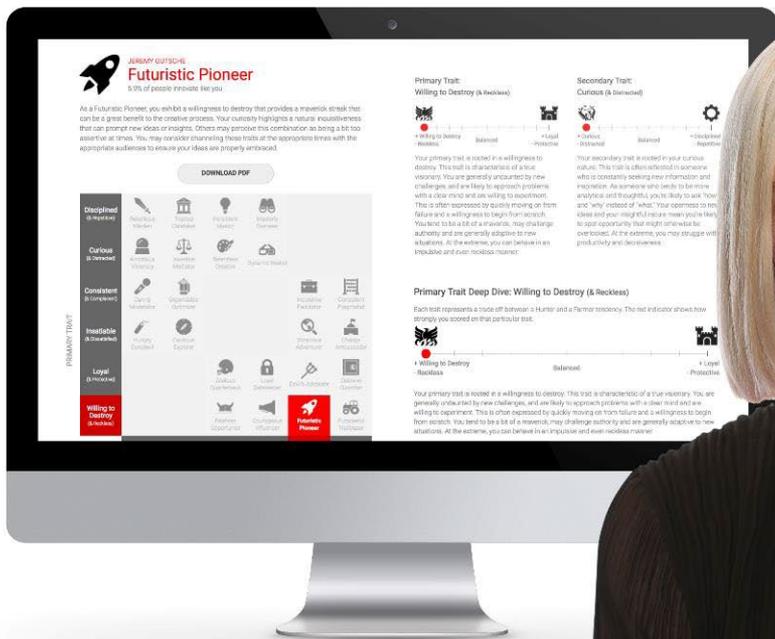
Idea Discovery Tools

Proprietary Idea Discovery System,
Related Ideas & More



"Autodesk has found a lot of value in the information provided by Trend Hunter through the custom reports and through the dashboards. Thousands of folks here at Autodesk now have access to the dashboards."

Enhance your innovation leadership with our Innovation Assessment and benchmarking



Assessment Reports

- Receive 5-10 pages of personalized content & advice how to realize your potential, faster
- Discover your unique strengths & how to accelerate them
- Identify your blind spots & where you adversely hinder your creativity
- Optimize interactions with your team
- Compare your skillset to the world's top innovators



Assessment Workshop

- Deep dive into your team's results, develop actionable ideas to maximize your team's talents & improve development points



"Running an exceptionally high-performance team and the world's largest retail business means that we require the best thinking in the world. Jeremy Gutsche and Trend Hunter's [assessment-based workshops] was informative and we truly enjoyed their insights and methods," – EVP

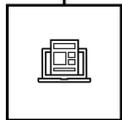
Schedule a call with an advisor.

We'll become your ally in innovation



Monthly Topics Call

- Do you have any upcoming projects or presentations?
- What is the purpose / goal / desired breadth vs depth?
- Is this a new curiosity? Time-crunched rush? CEO meeting?



Fast, Custom Research in as Little as 24 Hours

i. High-Level Insights

Key opportunities, tied to megatrends w/ hyperlinked examples

ii. Market & Case Studies

Must-see examples, competitor dynamics and more

iii. Workshop Questions

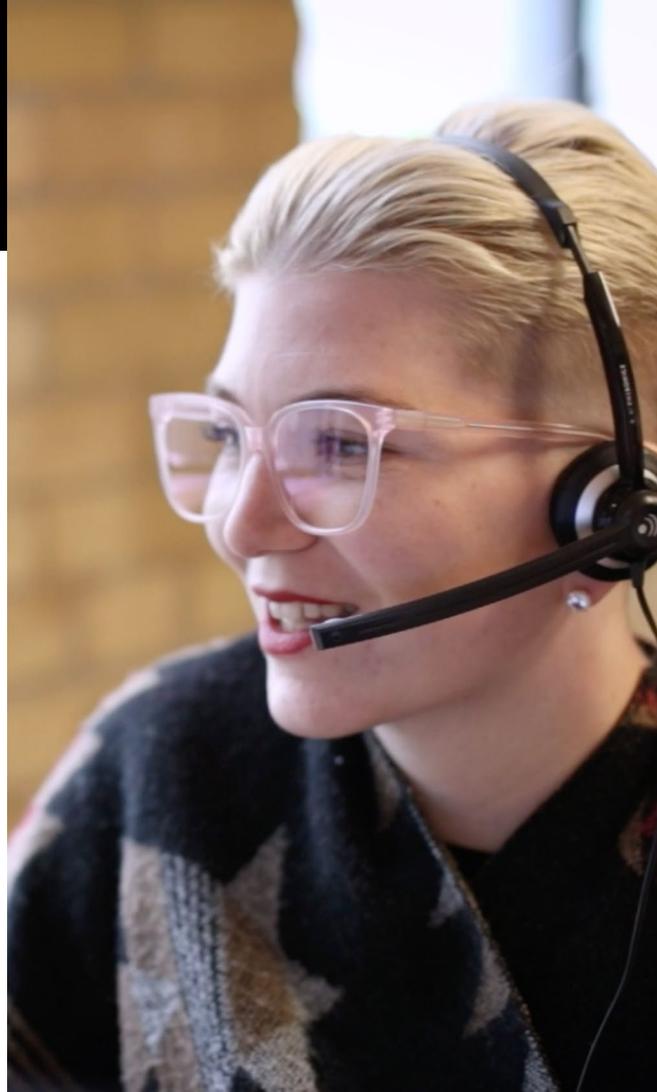
Thought-provoking questions to tie it all back to your brand



Report Walkthroughs & Facilitated Brainstorms



"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!"



Get fresh, filtered, custom research

Instead of generic and outdated guru research, you'll receive insightful, custom-curated reports from your advisor

Retail

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

Brand & Loyalty

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

Social Media

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

Lifestyle

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

Gen Z

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

Millennials

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

Tech

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

Marketing

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

Health & Wellness

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

Dining

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

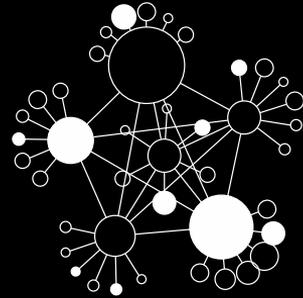
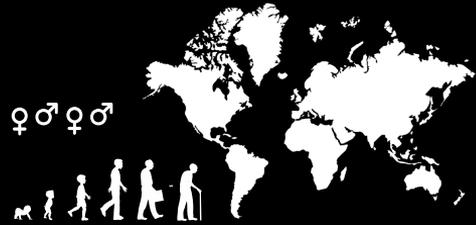
Packaging

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

Style

- Ethical Cosmetics
- Fashion Tech
- Skincare Innovation
- Personalization

Stay ahead of rapid change with current, data-driven insight from 250,000,000 people



Before publishing, Trend Hunter articles are categorized based on the age, gender and location of the trend's target demographic.

During the crowd-filtering process, Trend Hunter articles are tracked and scored based on three metrics: Popularity (number of views), Activity (engagements) and Freshness (recency).

Trend Hunter's AI also tracks the paths users take from article to article to identify connected ideas that might be otherwise overlooked.



"We love the new Trend Platform. We believe it's awesome. It's a great way to look at what consumers are looking for in the future and we invite you to use it!" – Sr. Insights and Planning Manager



Feel inspired again with interactive reports & facilitation

The screenshot shows a web interface for a Trend Hunter report. At the top left is the Trend Hunter logo with the tagline 'CREATE THE FUTURE'. To its right is a navigation bar with 'Access Your Custom Dashboard' and 'Your Brand > Artificial Intelligence'. A left-hand sidebar contains a menu with categories like 'Intro', 'Cover Page', 'Brief', 'Download', 'AI Recommendations', 'Appendix', 'Consumer Insights', 'AI Fintech', 'AI Entertainment', 'Intelligent Loyalty', 'Digitized Diagnosis', 'Specific Examples', and various AI-powered products. The main content area features a large slide titled 'Artificial Intelligence' with the subtitle 'Trend Report for Your Brand' and the date '08.10.19'. Below the title is a row of four smaller image thumbnails labeled 'AI Fintech', 'AI Entertainment', 'Intelligent Loyalty', and 'Digitized Diagnosis'. At the bottom of the main area, it says 'Custom Report Briefing' and 'Download your report on the third slide.' A 'Share This Report' button is visible on the right side of the slide area.



"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

Panasonic

Thank you.

For any questions, please reach out.

Advisory@trendhunter.com

