

20
22

Trend Report

THE ROARING 20'S ARE
COMING BACK

Welcome to The New Roaring 20s

The next couple years will present you with a unique window of opportunity. The Renaissance Period emerged from the Bubonic Plague. The Roaring 20s emerged from the Spanish Flu. And now, as we emerge from a new crisis, The Roaring 20s are coming back. This is a cyclical pattern of history.

When humans endure a major crisis, it alters our way of living and forever changes our needs. Once we emerge, we begin making up for lost time, rethinking about what is important, and pursuing new lifestyles. Meanwhile, competitors work behind closed doors, developing new products, new services and new partnerships. When the new world begins to crystalize, market leaders change, the deck gets reshuffled, and we get to experience how chaos creates both risk AND opportunity.

In these time periods of rapid change, consumer trends are your secret weapon. Trends provide you with a language of clues to decipher emerging needs, shifts in opportunity, and changes in consumer behavior. Trends become a CEO-level 'problem' and your unique solution, because suddenly, every organization needs to evaluate if they have the right products, right markets and right services. By spending time to read this report, you are taking a first step towards understanding the new world of 2022. Decipher where the world is headed, and you will lead yourself and your team to new fields of opportunity. Let's do this!

Let's Create The Future.



Jeremy Gutsche

CEO of Trend Hunter

NY Times Bestselling Author & Keynote Speaker – JeremyGutsche.com



Quick Context

Trend Hunter is the world's largest trend platform, relied on by hundreds of brands to predict and create the future. So far, we've completed **10,000 CUSTOM TREND REPORTS**, which led us to the insights in this report



3.4 Billion

Page View
Web Platform



40

Festivals
Hosted



800

Brand
Clients



10,000+

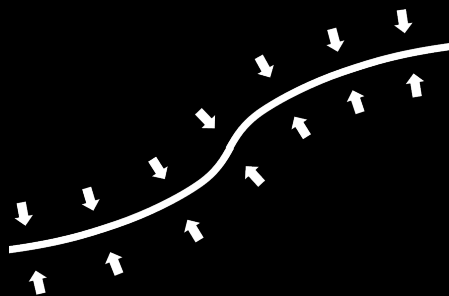
Reports
Created



Your Window of Opportunity

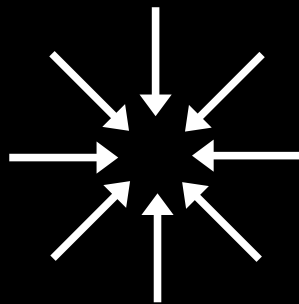
Post-crisis, consumer needs evolve **BY THE MINUTE**. Now is your window of opportunity to filter trends, find new needs and rechart yourself on a new path.

1. Path Dependency



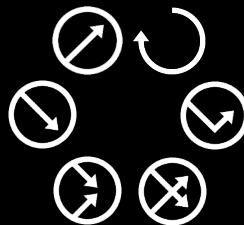
2010-19

2. Crisis



2020-21

3. Chaos



1-3 Years

4. Recharting



Your Future

The Challenge

Our world is full of opportunity, but if you're like most people, you're being tasked to do more with less, while figuring out a post-crisis world. It has become overwhelming to filter all the noise and **CONNECT THE DOTS**

Threats & Opportunities

- COVID-19
- Outsourcing
- Big Data
- The Cloud
- China
- Technology
- 3D Printing
- Boomers
- Sustainability
- Personalization
- AI
- Robots
- Genome
- Globalization
- Virtual Reality
- Uncertainty
- Influencers
- Lower Barriers
- Social Business
- Sustainability
- Augmented Reality
- Diversification
- Attention Shifts
- 3D Printing
- Millennials
- Retail Technology
- Group Buying
- Crowd Funding
- Female Empowerment



Typical Research



Industry Reports

lots to filter; not custom



Google

random; what ranks



Custom Insight

slow & expensive



Trend Sites

too high-level



Social Media

low level & buzz

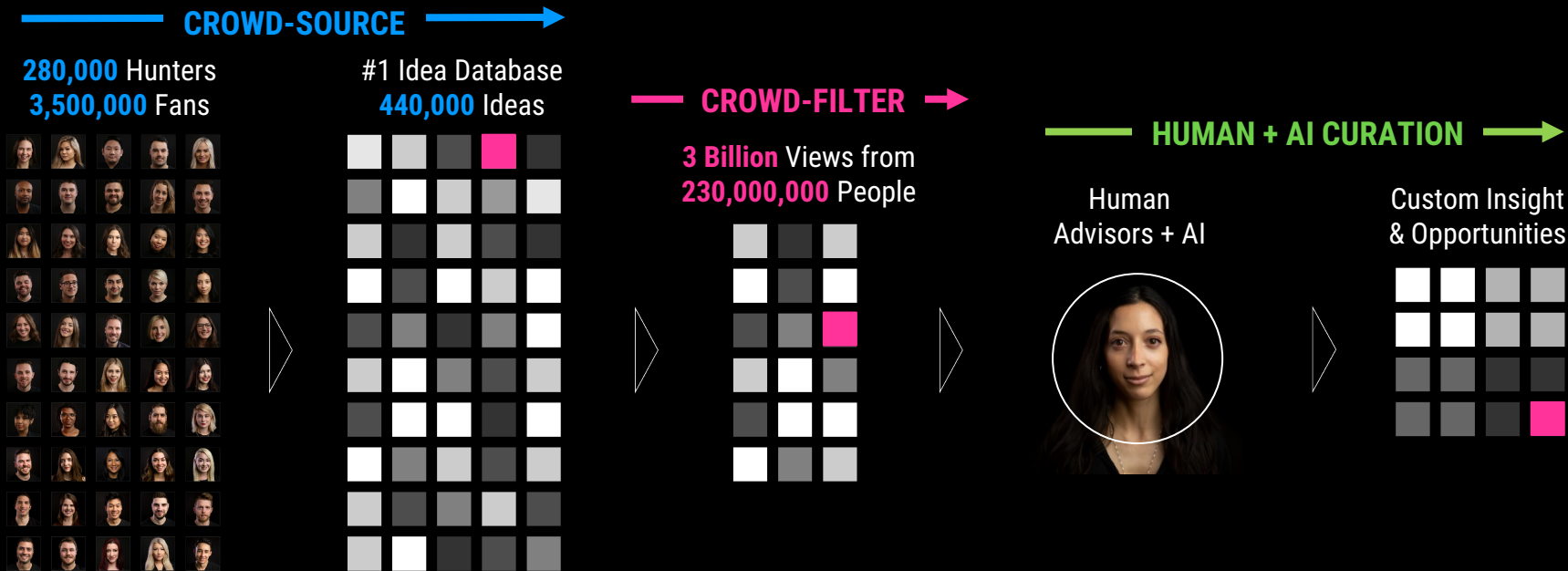


Industry Sites

niche and newsy

Our Process

Over the last 15 years, we built the largest trend platform, leveraging crowd-sourcing, crowd-filtering, AI and humans to cut through the noise and **FIND BETTER IDEAS, FASTER**



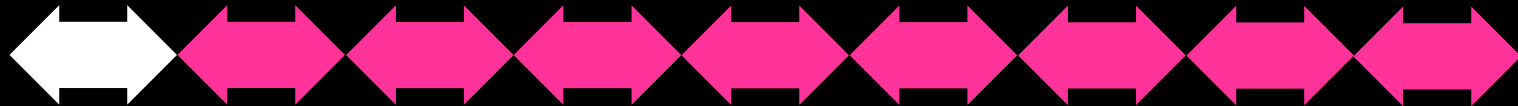
The Implication: Fast Custom Research

Our disruptive platform enables you to get fresh, data-driven custom research that is not just **BETTER**, it is also **20x FASTER, for 1/10th the PRICE**

Now, you can do months of innovation research...



...in hours, so you can innovate better and faster



Next Step: Get Custom Reports

Enjoy this sample report, but if you want **CUSTOM RESEARCH**, let's chat topics!



Retail Tech
In-Store Display
Shopping Evolution
Purchasing
Customer Experience



Brand Rituals
Loyalty and Rewards
Brand Authenticity
Social Responsibility
Brand Trust



Digital Strategy
Social Influencers
Consumer Engagement
Social Media Marketing
Branded Apps



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



Gen Z Lifestyle
Momentary Mktg
Teen Retail
Digital Natives
Content Creation



Millennial Parents
Gen Y Lifestyle
Maker Culture
Digital Learning
Media Consumption



Wearable Tech
AR/VR
Physical Digital
Hyperconnectivity
Robots and AI



Immersive Marketing
Mobile Marketing
Millennial Targeting
Influencer Marketing
Interactive Engagement



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



Healthy Snacking
Dietary Trends
Flavor Reversal
Multicultural Influence
Emerging Ingredients



Sustainable Materials
Simplicity
Beverage Packaging
Dual-Purpose Packaging
Portable Packaging



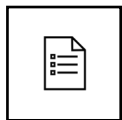
Fashion Branding
Ethical Cosmetics
Fashion Tech
Skincare Innovation
Personalization

Top Uses

1. Validate
2. Explore
3. Inspire
4. Monitor
5. Track
6. Anticipate
7. Prepare

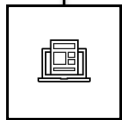
Our Typical Process

You get paired with a dedicated advisor, and we research *for you*



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!"



Let's Network Again!

Our Future Festivals are BACK, starting in November 2021. Join us in NYC, LA, Chicago, Atlanta, Minneapolis, Toronto: FutureFestival.com



TREND HUNTER FUTURE FESTIVAL™



"The best event I've ever attended, and we go to motorcycle races."
– Head of R&D



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



"Undoubtedly the most meaningful conference I've ever attended."
– VP of Sales

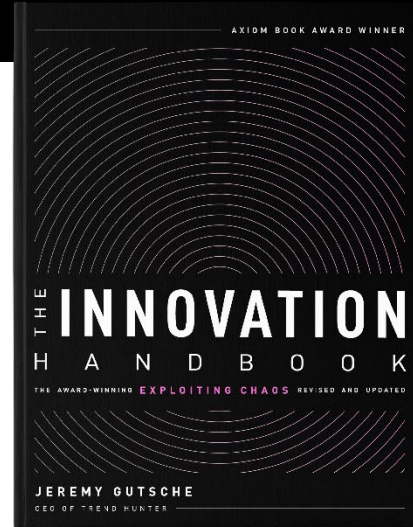
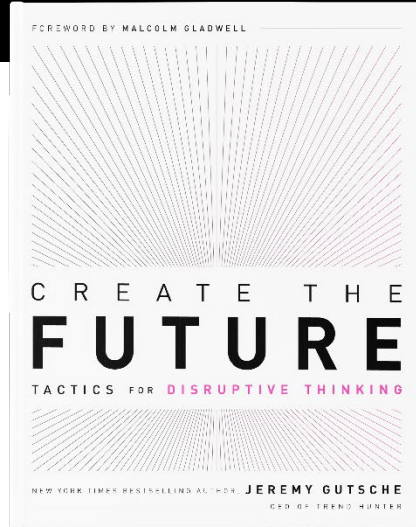


Last Note: Learn to Innovate Through Chaos

Are you ready for the chaos ahead? Join 50,000 smart people like you, learning how to innovate through chaos and find better ideas, faster, with our award-winning double-book: Create The Future

2021 Axiom Award Winner

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.



AXIOM
Business Book Awards

Gold Medal
in Success/
Motivation

amazon

Bestseller in
Business

amazon

Bestseller in
Creativity

MARKETING

"Best book on
innovation"

Citytv

"Tons of
insightful facts"

SUN

"Energizing
& inspiring"

**Bloomberg
Businessweek**

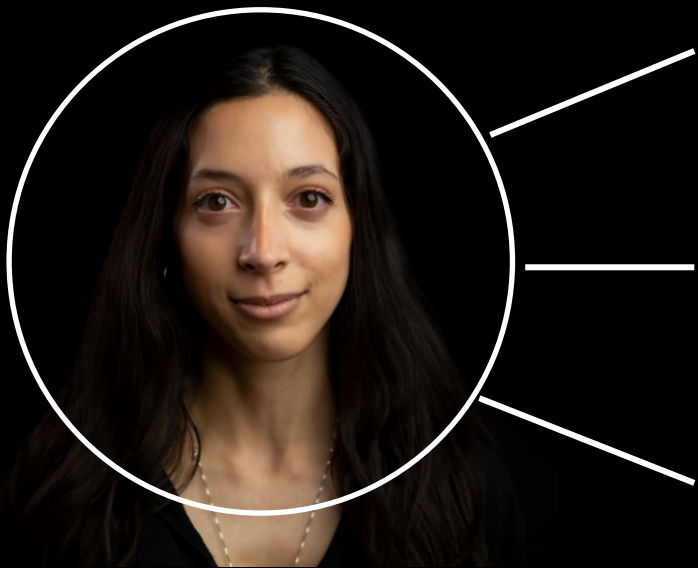
"Memorable"

**TORONTO
STAR**

"Chicken soup
for the confused
executive's soul!"

Contact Info & Services

If you want us to help you win in 2022, 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

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Reading Instructions

Reading Instructions

Purpose: Trend Hunter's Custom Reports are designed to inspire innovation by exposing you to hand-selected content related to your brand, specific projects, future-scoping, adjacent categories and more.

As you go through the report, remember to ask yourself:

- 1 What could this insight or innovation mean for my brand specifically?
- 2 How might these insights make you think about the consumer differently?
- 3 How do these trends ladder up to Trend Hunter's Megatrends, or any other Megatrends I'm familiar with?



For more info on Trend Hunter's methodology, check out the Appendix section.

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.

Retro Electric

Manufacturers are updating vintage vehicles to have electric capabilities.

8.8 Popularity: ██████████ Activity: ██████████ Freshness: ██████████

Consumer Insights:

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

Expedition Camper Vehicles

The Expedition (E) Trend is a 2018 Custom Camper Van Body.

9.2 Popularity: ██████████ Activity: ██████████ Freshness: ██████████

Specific Examples:

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

Top Lists

Top Lists are collections of products, services or concepts curated according to a common theme. They provide additional content and potential new opportunities on the site and are featured in your reports. Our team and software have created tens of thousands of Top Lists, which you can browse and filter at [TrendHunter.com/toplists/](#).

Top 100 Travel Trends in 2019

Top 100 Food Trends in December

Top 30 Pet Innovations

Clustered Lists:

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

8.8 Score

Popularity ██████████

Activity ██████████

Freshness ██████████

Demographics:
The target audience. This value is determined by the researcher, not by site statistics.

Freshness:
The relative newness of an article.

Activity:
The amount of people interacting with an article, including scrolling through images and sharing on social media. Something, like a bacon cupcake, might not be Popular, but could score high on Activity if people share it a lot.

Popularity:
Scoring of appeal based on how many people choose an article when given other options in the same category or cluster.

Overall Score:
All scores translate into percentiles (8.8 = 88th percentile) and overall score is the average of Popularity, Activity and Freshness.

How to Read This Page

Consumer Insights are high-level, over-arching patterns that often span different industries in scope. They focus on external and internal consumer factors that are motivating trends.

Retro Electric
Vintage cars are updating vintage vehicles to have electric capabilities.

8.8 Popularity
9.2 Activity
9.2 Freshness

18 Megatrends
6 Patterns of Opportunity

Includes images of a boat, a car, and a bicycle.

Trend:

This section identifies a new opportunity in a given industry.

Insight:

This section explores the specific target consumer's motivations, attitudes, beliefs and ultimately tension behind that opportunity.

Demographics & Scoring:

The demographics speak to the target audience, as informed by the researcher, not by the site statistics. The overall score is the average of the following: popularity, activity and freshness.

Patterns & Megatrend:

Understand the Consumer Insight within the context of the 18 Megatrends that are shaping the world, plus the 6 Patterns of Opportunity that help short-cut your discovery of innovative ideas.

Installation Temp
Architecture takes on innovative methods of retaining or changing temperatures.

Overlooked Opportunity #66: Workshop Question

How could your brand lessen its environmental impact?

Workshop Question:

These questions are intended to be thought-provokers to help you brainstorm (either individually or in groups) about the relevancy or actionability of these insights.

All-in-One Litter Boxes
The Cat & Dog Litter Box combines Cleaning and More.

9.2 Popularity
9.2 Activity
9.2 Freshness

18 Megatrends
6 Patterns of Opportunity

Includes an image of a litter box.

Advisor Picks:

These are specific Consumer Insights and examples chosen by your Advisor because of their relevance to your team. These are featured on the Report Summary page and tagged throughout the report with a yellow star.

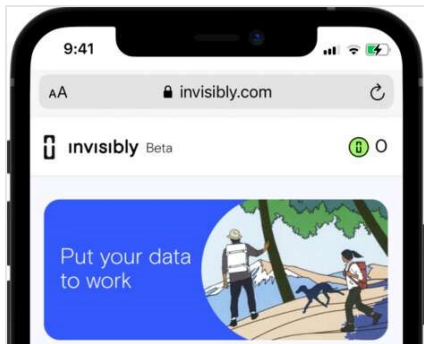
 <h2>ACCELERATION</h2> <ol style="list-style-type: none"> 1. Perfecting One Thing 2. Aspirational Icon 3. Exaggerated Feature 4. Reimagined Solution 	 <h2>Prosumerism</h2> <p>From user-generated content to maker culture, today's consumers expect professional tools & services.</p>	 <h2>CYCLICALITY</h2> <ol style="list-style-type: none"> 1. Retro + Nostalgia 2. Generational 3. Economic + Seasonal 4. Repetitive Cycles 	 <h2>Nostalgia</h2> <p>Fond memories fuel a desire to bring the past into the present, especially with respect to one's formative years.</p>
 <h2>Catalyzation</h2> <p>Brands have taken a role of accelerating the personal development of consumers.</p>	 <h2>AI</h2> <p>We are entering a transformative new era, denoted by an exponential growth in data, robotics and intelligence.</p>	 <h2>Naturality</h2> <p>The desire for sustainable products, including local, organic, recyclable and pronounceable ingredients.</p>	 <h2>Youthfulness</h2> <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>
 <h2>REDUCTION</h2> <ol style="list-style-type: none"> 1. Specialization 2. Fewer Layers + Efficiency 3. Crowdsourcing 4. Subscription 	 <h2>Instant Entrepreneurship</h2> <p>New services make it easier than ever to conceptualize, fund, launch and companies.</p>	 <h2>REDIRECTION</h2> <ol style="list-style-type: none"> 1. Refocusing 2. Reversing 3. Surprising 4. Gamifying 	 <h2>Tribalism</h2> <p>Allegiant groups are more readily formed around specific interests, causes and even brands.</p>
 <h2>Curation</h2> <p>Hyper-targeted offerings, services, subscriptions and recommendations to simplify lives with better things.</p>	 <h2>Simplicity</h2> <p>In a fast-paced, cluttered world, simplicity stands out, resulting in focused businesses & clean design.</p>	 <h2>Gamification</h2> <p>The application of game dynamics to real-world problems results in a world that's more competitive and engaging.</p>	 <h2>Experience</h2> <p>In a world abundant with 'stuff,' experience becomes a more important currency and life priority.</p>
 <h2>CONVERGENCE</h2> <ol style="list-style-type: none"> 1. Combining + Layering 2. Adding Value 3. Co-Branding + Aligning 4. Physical + Digital 	 <h2>Multisensation</h2> <p>Tech, AR, VR and interactive experiences are raising our expectations in the realms of entertainment, retail and even food.</p>	 <h2>DIVERGENCE</h2> <ol style="list-style-type: none"> 1. Personalization, Customization 2. Status + Belonging 3. Style + Fashionizing 4. Generational Rebellion 	 <h2>Authenticity</h2> <p>Social media and a resistance to traditional advertising have created a desire for authenticity and reality.</p>
 <h2>Co-Creation</h2> <p>Brands, products, services and customers are increasingly co-creating an interdependent world.</p>	 <h2>Hybridization</h2> <p>Lines are blurring as business models, products and services merge to create unique concepts and experiences</p>	 <h2>Personalization</h2> <p>Small batch production technologies and more personalized media are creating an expectation for personalization.</p>	 <h2>Many-to-Many</h2> <p>A mass proliferation of sellers and media creators has shifted the world to a many-to-many economy.</p>

Tech

Mainstream technology brands are prioritizing consumer's data privacy

Trend - Data privacy and control are at the forefront of many people's attention, and technology brands are now catering to consumers' desire for privacy when it comes to their personal information. As a result, these companies are changing their policies and launching new initiatives to help ensure this information is not unknowingly profited from.

Insight - Thanks to work by activists and whistleblowers, consumers are now more aware of how their personal data is being exploited. These individuals are beginning to understand that many corporations are subtly tracking their interactions, movements, and interest as a means of production. Many find this exploitative behavior an invasion of privacy and are demanding brands take steps to protect their personal data.



Data Control Platforms

Invisibly Lets People License and Monetize Personal Data



Privacy-Boasting Smartphone

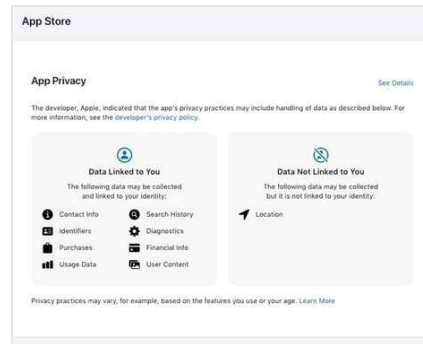
Commercials

The Apple 'Simple as that' Commercial Highlights Safety



Anti-Tracking Smartphone Ads

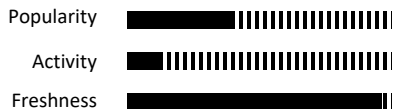
The Apple 'Tracked' Commercial Highlights Privacy on the iPhone



Privacy-Centric Technology Features

Apple's Privacy Labels Help Users Understand Policies

5.1
Score



Catalyzation

4 Featured, 36 Examples

21,417 Total Clicks

URL: [Hunt.to/454439](https://hunt.to/454439)

Mainstream technology brands are prioritizing consumer's data privacy

How could your brand better ensure privacy
for its customers?

AI Delivery

Artificial intelligence is used to make delivery processes more efficient

Trend - AI-enhanced delivery systems are on the rise as businesses look for tech to make operations cheaper and more efficient. Robotic delivery systems and AI-operated fulfillment centers all work to prioritize cost and time-based efficiency.


Insight - For businesses, the adoption of AI speaks to the growing usefulness of smart technology in helping to streamline operations. Whether for small or large-scale operations, artificial intelligence is taking some of the work out supply chain management.



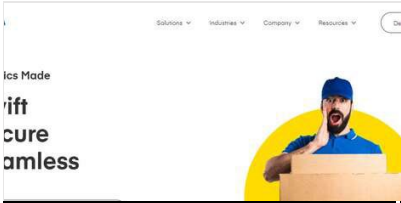
Autonomous Robot Delivery Startups
Cartken is an Autonomous Delivery Company Focusing on Low-Costs



Scalable Supply Chain Technologies
Attabotics Offers AI-Driven 3D Robotic Supply Chain Solutions





Robot-Powered Delivery Centers
Kroger is Rolling Out an Ocado-Powered Customer Fulfillment Centre



Hyperlocal Logistics Platforms
The GoKea Logistics Platform Uses Technology to Optimize Delivery

6.1
Score



 Catalyzation
 Artificial Intelligence

4 Featured, 30 Examples
34,300 Total Clicks
URL: Hunt.to/454245

Artificial intelligence is used to make delivery processes more efficient

How could your brand better streamline its
operations?

Psychedelic Mindfulness

Wellness apps are launching with immersive and visually impactful stimuli

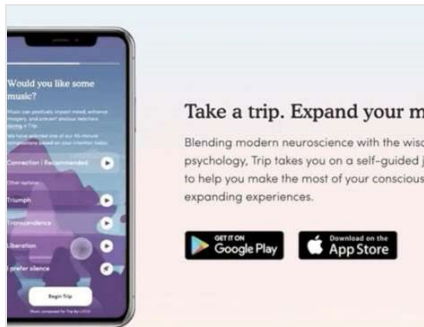
Trend - Over the last few years, wellness apps have become increasingly popular and now, entrepreneurs are revolutionizing the category by offering more immersive experiences for meditation and breathwork. These services embody visually psychedelic effects that are research-backed to encourage individuals to explore their consciousness and relax.

Insight - Many consumers today are experiencing heightened stress levels, restlessness, and other mental health issues—whether that is due to an accelerated working environment, global civil unrest, the ongoing pandemic, among other things. In an attempt to be more conscious of their personal needs, individuals are taking charge of their health, while being more mindful of their limits and work-life balance. This is creating a demand for various accessible services that consumers can use in order to feel more relaxed and restored.



Altered Mindset Game Experiences

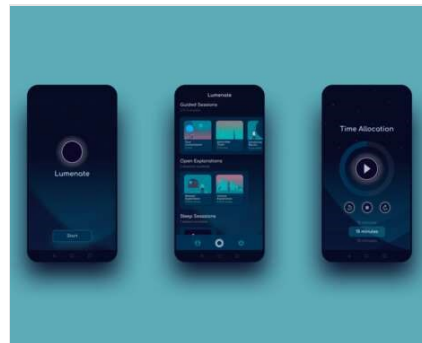
Nuro is Researched-Backed, and Designed to Inspire and Relax



Self-Guided Consciousness-Expanding

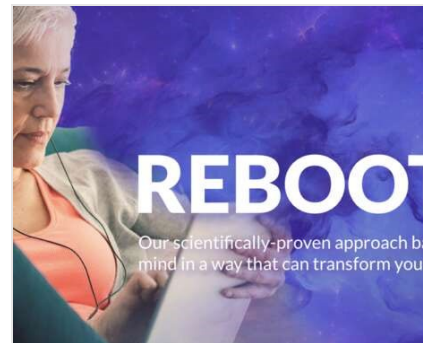
Apps

The Trip App Takes You on a Visual Psychedelic Stroll



Calming Psychedelic App Experiences

Luminata is a New Take on the Mindfulness App



Neuroscience-Backed Meditation Apps

BrainTap Allows You to Achieve Relaxation in Just 20 Minutes

6.8
Score



4 Featured, 30 Examples

26,039 Total Clicks

URL: [Hunt.to/451895](https://hunt.to/451895)

Psychedelic Mindfulness

Wellness apps are launching with immersive and visually impactful stimuli

Conceptualize an immersive mindfulness
experience.

Overlooked Opportunity 3: Workshop Question

Metaverse Expansion

Tech brand are investing in developing and perfecting metaverse experiences

Trend - The term “metaverse” refers to a virtual reality space in which users can interact with a computer-generated environment, as well as with one another. Tech companies are racing to develop the potential of these digital spaces, with emphasis on social life, culture, and brand presence.

Insight - The incredible speed at which technology is evolving is resulting in an uptick of digital services, pertaining both to aesthetic, as well as functional experiences. Led by curiosity, excitement, and a desire to be entertained, many individuals are spending increased amounts of time on the Internet. Whether it involves developing their personal brand, entrepreneurial project, socializing, or play, consumer expectations are informing a demand for increased immersion.



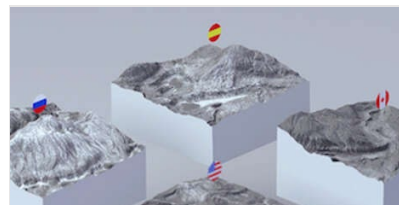
Blockchain-Based Virtual Sneakers

Atari and RTFKT Created a NFT Fashion Collaboration



User-Owned Virtual Real Estate

On Decentraland, One Can Create, Explore, & Trade Items & Property



Futuristic Second Earth Concepts

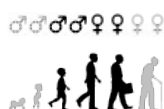
Earth 2 is a Metaverse Between Virtual and Physical Reality



Long-Term Metaverse Visions

Epic Games is Investing in Future Growth Opportunities

7.6
Score



- Experience
- Catalyzation
- Prosumerism

4 Featured, 26 Examples
42,839 Total Clicks
URL: Hunt.to/451362

Metaverse Expansion

Tech brand are investing in developing and perfecting metaverse experiences

How can your brand utilize future
metaverse opportunities?

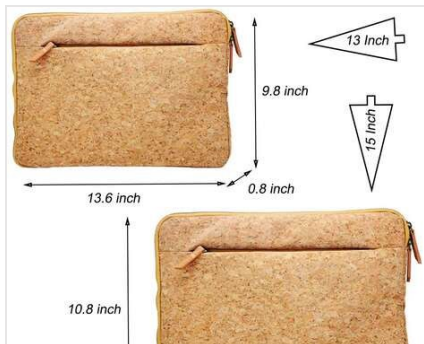
Overlooked Opportunity 4: Workshop Question

Biodegradable Tech

Tech products and accessories are built with environmentally friendly materials

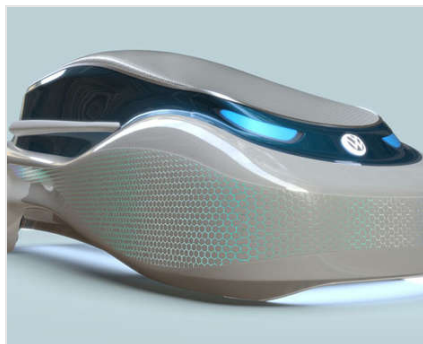
Trend - Companies are launching technology and tech accessories with biodegradable capabilities. While some companies are embarking on very ambitious projects like biodegradable desktop concepts, others are starting out with compostable cases or experimenting with more eco-conscious materials.

Insight - Contemporary consumers are aware of the consequences of climate change and as a result, many are looking for ways to reduce their carbon footprint and pivot to a more planet-friendly lifestyle. This, in turn, is creating a demand for fully sustainable products and better waste management processes across industries. This interest is only intensifying as individuals are becoming increasingly worried about climate change.



Eco-Friendly Cork Laptop Sleeves

Boshiho's Protective Laptop Sleeve is High-quality



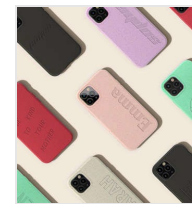
Bioactive Air-Powered Vehicles

The Conceptual Volkswagen ID5 is Imagined for the Year 2050



Compostable Phone Cases

Incipio's Plant-Based Device Protectors are Made with Organico



Compostable Phone Cases

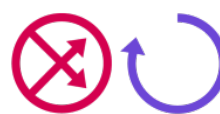
CASETIFY's New Cases are Customizable, Compostable and Biodegradable



Biodegradable Desktop PCs

The Pentaform 'Abacus' is 63% Smaller Than Conventional PCs

7.3
Score



Naturality
Catalyzation

5 Featured, 44 Examples
84,203 Total Clicks
URL: Hunt.to/444675

Tech products and accessories are built with environmentally friendly materials

How can your brand pivot to biodegradable materials?

WFH Prosumer

Consumers who are working from home are opting-in for more powerful tech products

Trend - Prior to the COVID-19 pandemic specialized tech appealed to prosumers and professionals in the tech sector. Now, these products are becoming more accessible to everyday consumers who find themselves working from home for extended periods of time.

Insight - As many consumers continue to work from home due to the ongoing health pandemic, they are looking for ways to enhance their experience. This is connected to a desire to be comfortable in one's productivity, while also minimizing the risk of common issues pertaining to connectivity and presentation. Succeeding in this allows consumers to feel more confident in their day-to-day and to stay motivated during a difficult time.



WFH Photography Kits

The Pictar Stay Home Kits Help Users Stay Crisply Connected



Powerful Port Expansion Peripherals

The HyperDrive GEN2 USB-C Docking Station Boasts 18 Ports



WFH Tech Bundles

Sharp's Technology Bundles Support Remote Workers



12-Stream Networking Routers

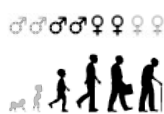
The Zyxel Armor G5 AX6000 WiFi 6 Router is Feature-Rich



AI-Powered Video Conference Systems

The Cisco Webex Desk Pro Optimizes Virtual Conferencing

6.2
Score



Experience
Catalyzation
Prosumerism

5 Featured, 45 Examples
58,007 Total Clicks
URL: Hunt.to/441636

Consumers who are working from home are opting-in for more powerful tech products

How can your brand assist consumers or
employees working from home?

Tech Fatigue

Brands are introducing special features and products to battle burn-out

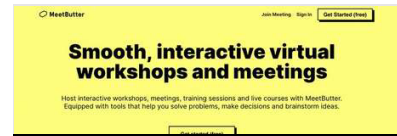
Trend - As the strict rules imposed because of the COVID-19 pandemic persist, companies are attempting to answer consumer worries about tech fatigue. This comes in the form of special built-in features on meeting platforms or concrete products that limit stimuli.

Insight - As a result of COVID-19, many individuals are working or attending school from home. The lack of physical activity and being outside, in combination with the stress that is experienced due to the pandemic, is causing many to feel burnt out and fatigued from predominantly maintaining their personal and professional lives in the digital realm. In order to mitigate this and be more productive in the long run, consumers are looking for solutions that will enforce them to take breaks and be mindful of their energy levels.



Distraction-Blocking Desktop Devices

The 'TimeChi' Smart Productivity Tool Supports Better Work



Smooth, interactive virtual workshops and meetings

Host interactive workshops, meetings, training sessions and live courses with MeetButter. Equipped with tools that help you solve problems, make decisions and brainstorm ideas.

Organized Virtual Meeting Platforms

The 'MeetButter' Platform Keeps Participants Involved



Collaborative Virtual Auditoriums

Microsoft Teams' Together Mode Uses a Shared Background

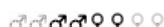


Social Media-Silencing Initiatives

Facebook Quiet Mode Stops Notifications and More

5.4
Score

Popularity



Activity



Freshness



Experience

Prosumerism

4 Featured, 35 Examples

17,735 Total Clicks

URL: [Hunt.to/436587](https://hunt.to/436587)

Brands are introducing special features and products to battle burn-out

How might you battle screen fatigue for
consumers?

Smart Testing

Tech companies are introducing solutions for safe and hygienic COVID-19 screening

Trend - While testing centers were built with rapid speed at the beginning of the pandemic, tech brands are now updating the procedures by introducing smart technology that increases the degree of safety for both patients, as well as the medical staff administering the test.

Insight - While in some spaces, individuals who get tested for COVID-19 do so because of a spike in cases in their region, elsewhere, people go to get screened in order to responsibly leave the city or country. In both of these instances, a demand is created for more efficient and safe testing as consumers look for ways to alleviate the associated anxieties. With the knowledge that technology is capable of providing various benefits in this space, individuals look to high-tech environments to feel a sense of calm and security.



Autonomous Test Transportation

The Mayo Clinic is Using Autonomous Vehicles to Move COVID-19 Tests



Citizen Care Pods

This Care Pod Combines High-Tech and a Modular Design to Ensure Safety



Portable Virus Testing Machines

Abbott's Device Can Provide COVID-19 Test Results in Five Minutes



Robot Facility Mapping

Ford Will Use Two Spot Robots From Boston Dynamics to Map a Facility

4.8
Score

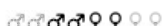
Popularity



Activity



Freshness



Catalyzation

Artificial Intelligence

4 Featured, 36 Examples

69,330 Total Clicks

URL: [Hunt.to/436045](https://hunt.to/436045)

Tech companies are introducing solutions for safe and hygienic COVID-19 screening

How might your brand utilize technology to
ensure consumer safety during the
pandemic?

Robot Retail

The COVID-19 pandemic has accelerated the use of robots in retail

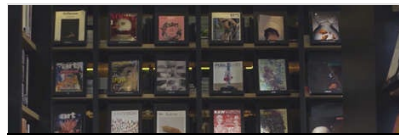
Trend - Autonomous devices in retail spaces that ensure limited contact between employees and customers are on the rise. Though these technologies have been used sporadically, they're in accelerated development due to the implications of retail openings amidst the ongoing pandemic.

Insight - As people and brands adjust to reopened economies, safety is still a primary concern. Understanding the continued health risks, people are venturing out of their homes and shopping as long as they know that the retailers they visit are taking their health, and the health of their employees, seriously.



Smart Shopping Carts

The Amazon Dash Cart Knows What Shoppers Purchase



Bookstore Assistance Robots

The 'AROUND B' Robot Carries Books for Browsing and Purchasing



No-Contact Robotic Restaurants

KFC Opened a No-Contact "Restaurant of the Future" in Russia



Contactless Delivery Robots

Starship Technologies is Releasing Its Delivery Robots to New Cities

8.1
Score

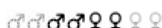
Popularity



Activity



Freshness



Catalyzation

4 Featured, 36 Examples

76,268 Total Clicks

URL: [Hunt.to/432747](https://hunt.to/432747)

The COVID-19 pandemic has accelerated the use of robots in retail

How can your brand go above and beyond
to protect customer and employee health?

Apps that are typically used by younger demographics see a boost among seniors

How is your brand finding ways to engage
under-served demographics?

Business & Marketing

Comfort Commercial

Ad campaigns take on more positive and soothing themes

Trend - As the world gradually lifts pandemic-related restrictions, brands are increasingly prioritizing "wellness" to help ease people's lingering anxieties. This includes ad campaigns that focus on comforting and relaxing themes that offer a more positive outlook on the future than what has been seen in the last year.

Insight - Consumer stress has been at an all time high in recent months, with everything from social restrictions to financial upheavals having an impact on most people in North America. As people slowly grow accustomed to life going back to "normal," they seek out brands that help that process along--whether it's emotionally, financially, or recreationally.



Post-Pandemic Gum Campaigns

EXTRA Gum's 'For When It's Time' Depicts a Fresh Start



Grandparent Ambassador Relaxing Campaigns

Coors Light Asks Canadian Grandparents "How To Chill"



Comforting Travel Campaigns

Expedia Debuts New Campaign for Post-Vaccination Travel Demand



Encouraging Back-to-School Ads

Macy's Takes a Positive and Encouraging Tone in Its Commercial

7.1
Score

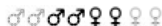
Popularity



Activity



Freshness



Catalyzation

Authenticity

4 Featured, 36 Examples

28,333 Total Clicks

URL: [Hunt.to/455393](https://hunt.to/455393)

Ad campaigns take on more positive and soothing themes

How is your brand prioritizing post-
pandemic transitions?

B2B Waste

B2B waste-reduction platforms, initiatives and collaborations are on the rise

Trend - As brands look to become more environmentally friendly, they're increasingly turning to businesses that specialize in waste-reduction. Everything from food waste to textile waste is now being addressed and repurposed by emerging B2B businesses.

Insight - As consumers become more eco-friendly, they're putting more pressure on brands to do the same, and to help them adapt their lifestyles to reduce their personal impact. Brands that make these adjustments in authentic ways appeal to the growing demographic of eco-conscious consumers.



Blockchain-Enabled Textile Marketplaces

Queen of Raw Uses AI and Blockchain to Sell Fashion Waste



Cloud-Based Fresh Produce Replenishments

Australian Grocer Coles Joined with AI Relex Solutions



Food Waste-Preventing Ordering Apps

goMkt Fights the Food Crisis with Convenience & Mindfulness



Waste-Reducing Celebrity Chefs

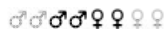
NY Chef Marcus Samuelsson Partners with Eco-Friendly Food Brands

8.4
Score

Popularity

Activity

Freshness



Catalyzation

4 Featured, 36 Examples

25,244 Total Clicks

URL: Hunt.to/454276

B2B waste-reduction platforms, initiatives and collaborations are on the rise

How could your brand better prioritize eco-friendly operations?

Brands replicate office culture from home for their employees

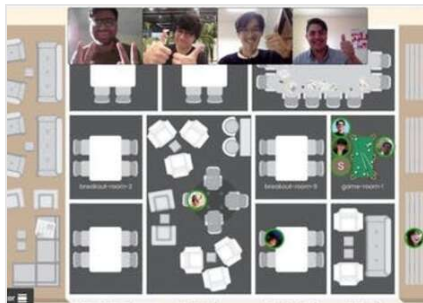
Trend - In order to keep employees engaged as many companies enter a year of work-from-home setups, many are trying to replicate in-office rituals virtually. These include everything from coffee breaks to chat rooms that are mapped out to look like offices.

Insight - Working from home has been beneficial for many consumers who now have more time in their days, but the remote nature of work today has resulted in employees feeling disconnected from some of the social and beneficial aspects of working in an office. Companies that are able to bridge that gap are able to foster a more collaborative work environment.



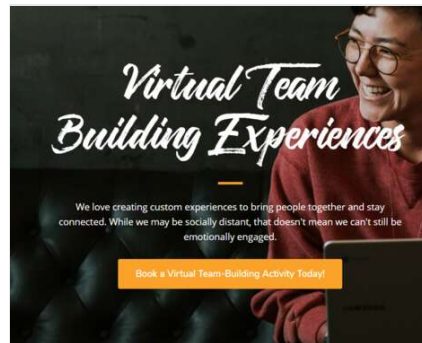
Virtual Coffee Machines

Powell Software's Microsoft Teams App Supports Workplace Culture from Home



Virtual Office Platforms

Remo Unites Virtual Teams with the Benefits of a Physical Workspace



Virtual Corporate Retreats

Moniker Now Offers Remote Team Building Experiences



Remote Workplace Communities

Chipotle is Giving Remote Employees Access to Udemy for Business

7.4
Score



⚡ Catalyzation

4 Featured, 36 Examples

43,146 Total Clicks

URL: [Hunt.to/449470](https://hunt.to/449470)

Brands replicate office culture from home for their employees

How is your brand keeping employees
engaged?

Next Gen Care

Oral hygiene brands are appealing to Gen Z via design and marketing

Trend - Emerging oral hygiene brands are working harder to appeal to Gen Z demographics, with marketing and branding that features youthful aesthetics similar to those of the skincare and beauty space.

Insight - Gen Z has now emerged as the next generation to take charge of pop culture and design trends, and this generation has more diverse preferences and needs that need to be met before they're loyal to a brand. Everything from inclusion to social media influences this generation's purchase decisions, and brands are having to adapt to this shift.



Zero-Waste Dental Flossers

The 'DuraPik' Reusable Dental Pick is Made with Recycled Materials



Eco-Friendly Flossing Devices

The Conceptual 'Phloss' Eliminates the Need for Conventional Floss

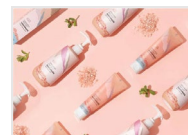


Waterless Hygiene Travel Kits

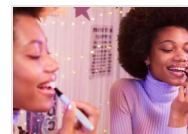
The Waterless Wash Kit Includes Body Care & Toothpaste Tablets



LCD Touchscreen Toothbrushes



Refreshing Salt- Infused Toothpastes



Oral Beauty Collections

8.4
Score

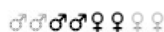
Popularity



Activity



Freshness



Youthfulness

6 Featured, 59 Examples

179,229 Total Clicks

URL: [Hunt.to/448930](https://hunt.to/448930)

Oral hygiene brands are appealing to Gen Z via design and marketing

How is your brand working to appeal to Gen

Z?

Brand Escape

Brands market themselves using virtual escape room games

Trend - Since brands are still unable to engage with consumers in-person in the same way they once were, many are prioritizing interactive online experiences for consumers to try out. These now included branded escape rooms where businesses market their products in a virtual escape room format.

Insight - With many consumers around the world still dealing with restrictions on how they can engage with public spaces, people are choosing to stay at home in order to protect their healthy and safety. This has created opportunities for people to engage more in the digital space, where brands are increasingly present in order to connect to customers.



In-App Virtual Escape Rooms

IKEA is Challenging Snapchat Users to Escape a Messy Room



Live Virtual Escape Rooms

Amazon Prime Created The Truth Seekers Remote Adventure



Virtual Escape Room Events

Calgary Public Library Recently Hosted an Interactive Game Event

8.2
Score

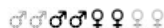
Popularity



Activity



Freshness



Multisensation



Experience

3 Featured, 27 Examples

25,291 Total Clicks

URL: [Hunt.to/448135](https://hunt.to/448135)

Brands market themselves using virtual escape room games

How is your brand prioritizing digital
engagement for its customers?

Specialty DTC

Consumers interested in specialty grocery goods do so through direct channels

Trend - Consumer groups with more disposable income, specifically Boomers and members of Generation X, have shown an increased interest in specialty grocery recently. Ordering these items through DTC channels allows access to these goods while adhering to the social distancing rules in many parts of the world.

Insight - Though the DTC movement has quite a few perceived benefits, including its eco-friendliness and convenience, receiving specialty goods directly from their source also creates an additional sense of authenticity. This added authenticity is especially attractive to affluent consumers who are willing to pay a premium for top-tier products.



DTC Grass-Fed Meats

Grazing Days Farms Sell Directly from Its Farm to Customers



D2C Beer Platforms

The Revl Store is Being Launched by Molson Coors in the UK



D2C In-Flight Wines

Flagship Cellars is Mailing Wines from American Airlines to Subscribers



DTC Sustainable Seafood

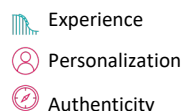
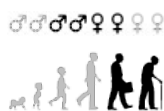
de la mer Offers a Range of Naturally Raised, Sustainably Caught Seafood



Kombucha Distribution Expansion

JuneShine is Available Across the Country for Kombucha Day

5.9
Score



5 Featured, 45 Examples

55,678 Total Clicks

URL: Hunt.to/445497

Consumers interested in specialty grocery goods do so through direct channels

How can you position your product or
service as more exclusive?

Commission-Free

Commission-free food services help struggling restaurants amidst COVID-19

Trend - In light of the ongoing pandemic, businesses aiming to help struggling restaurants are popping up (or changing their features) to offer commission-free bonuses. These benefits allow restaurants to maintain delivery and takeout services without having to pay too much to third party apps.

Insight - One of the many consequences of the ongoing pandemic has been small businesses struggling to adapt to reduced customer turnout. Third parties that are able to make the process of selling easier and more profitable for businesses are likely to gain more loyal customers as well--appealing to those who prioritize local and ethical shopping.

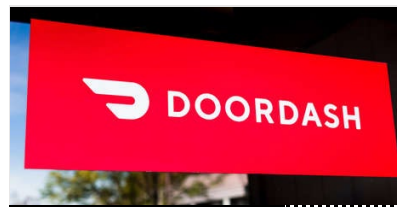
Help restaurants during COVID-19

Text SPREADHELP to (484)-702-6177

Commission-Free Food Deliveries
Spread is a Food Delivery Startup That's Free of Commission Fees

ChowNow

On Demand Restaurant Partnerships
ChowNow is a Restaurant Delivery Solution that Widens Reach

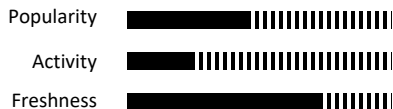


Commission-Free Food Deliveries
Doordash Reduced or Eliminated Commission Fees for Restaurants



Commission-Free Takeout Apps
The Spread App Sends Promo Codes Via Text Message

4.8
Score



🎯 Curation
🔄 Authenticity

4 Featured, 36 Examples
21,484 Total Clicks
URL: [Hunt.to/445073](https://hunt.to/445073)

Commission-free food services help struggling restaurants amidst COVID-19

How is your brand supporting struggling
businesses and/or customers?

Nature Novice



Adventure tourism brands offer slower-paced novice trips for a new wave of travelers

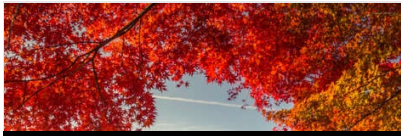
Trend - When vacationing during COVID-19, North Americans are opting for trips that focus on the outdoors. Many of these consumers aren't experienced with outdoor activities like hiking, climbing, or kayaking and want to learn. In response, adventure tourism brands are offering slower-paced trips to accommodate the new surge of travelers.

Insight - The traveling industry has been drastically altered in light of the COVID-19 pandemic. The shelter-in-place restrictions and the increased time spent indoors have given many consumers time to reflect on what they want to experience in life—with many finding a preference for outdoor experiences. As "well-being" takes on a new meaning in the era of COVID-19, priorities have shifted with many consumers and they now looking to unplug and reconnect with the natural world.



Beginner-Friendly Adventure Trips

G Adventures' Perlo Sees Increase in First-Time Nature Trips



Japanese Moderate Adventure Tours

Oku Japan Sees Significant Increase in Moderate/Beginner Hikers



Slower-Paced Cycling Trips

Backroads Saw Rise in Flexible Cycling Trips from New Demographics



Irish Adventure Tourism Companies

Unique Ascent Draws North Americans to Climb in Donegal

6.5
Score



Experience
Nostalgia

4 Featured, 35 Examples
57,600 Total Clicks
URL: [Hunt.to/443984](https://hunt.to/443984)

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All Rights Reserved

Adventure tourism brands offer slower-paced novice trips for a new wave of travelers

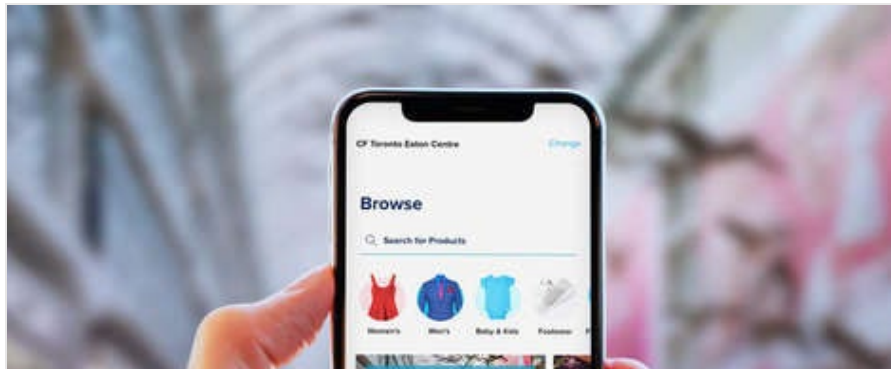
How can your brand accommodate shifting
consumer priorities amid COVID-19?

In-Mall Support

Brands are making it easier to support businesses located in shopping centers

Trend - The closure of in-store browsing and shopping in several regions due to COVID-19 has prompted shopper centers to create simplified solutions to help consumers shop locally. These include in-mall restaurant ordering platforms and mall-specific curbside apps.

Insight - The COVID-19 pandemic has dramatically reshaped the economy, with many businesses struggling to survive amid in-person shopping restrictions. Consumers are well aware of this fact, with social media movements urging consumers to shop and dine locally—from local designers and businesses to national brands big and small—to help boost the economy. These consumers are looking to avoid the giant, multi-national retailers and recognize the need to support the businesses in their area.



Branded Business-Supporting Shopping Apps
Cadillac Fairview Debuted the LIVE by CF Shopping App



In-Mall Restaurant Ordering Platforms
Square One Food District Partners with EasyPeasy Marketplace



Curated Back-to-School Shopping Programs
PREIT's Small Surprises Features Stylist-Picked Goods



Branded Line-Reducing Mall Apps
The CF Guest List Beta Reduces Line Waits for Efficiency & Safety

4.9
Score



Curation
 Simplicity

4 Featured, 36 Examples
39,207 Total Clicks
URL: Hunt.to/442023

Brands are making it easier to support businesses located in shopping centers

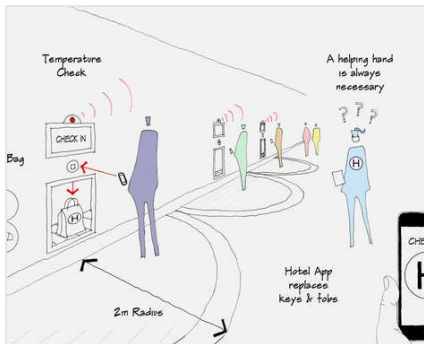
How can your brand make its products or services easier for consumers to support amid fluctuating shopping restrictions?

Post Hospitality

The hospitality industry is making changes to accommodate post-pandemic health

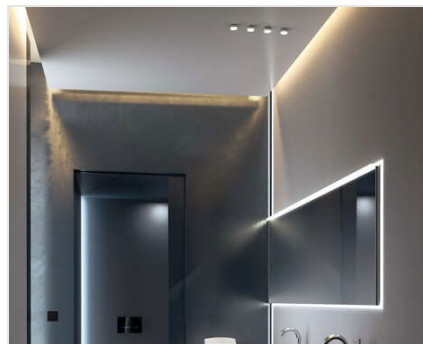
Trend - The hospitality industry will take some time to fully recover from the economic hits it's taken as a result of the COVID-19 pandemic, but its gearing up for an uptick in demand anyway. New measures and products that prioritize safety and sanitization are increasingly important to businesses and customers in this space.

Insight - As consumers look to resume their normal lives pre-pandemic, the psychological impact from experiencing the worst of the pandemic will still affect their consumption behaviors. These individuals are turning to brands that prioritize safety as much as they do experience and service, so they can feel comfortable in the process of resuming everyday life.



Post-Pandemic Hotel Concepts

The Manser Practice Envisions the Future of Hotel Operation



Touch-Free Bathroom Solutions

Gaberit Boasts Infra-Red and Touchless Design for the Bathroom



Retail-Focused Safety Shields

Peregrine Will Install Plexiglass Shields as Stores Re-Open



Virus-Protecting Textile Lines

Style Group New Line of Fabric Technologies Combats COVID-19



Eco-Friendly Sanitation Services

Filta Environmental Kitchen Solutions Made a Sanitation Service

6.6
Score

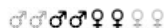
Popularity



Activity



Freshness



Hybridization

Catalyzation

5 Featured, 43 Examples

102,000 Total Clicks

URL: [Hunt.to/432925](https://hunt.to/432925)

The hospitality industry is making changes to accommodate post-pandemic health

How is your brand adjusting to post-
pandemic safety?

Startup Support

Brands are launching initiatives to support startups amid COVID

Trend - Brands in various sectors ranging from finance to technology are aiming to support new businesses developing during and post-COVID. These initiatives include banking tools, credit cards, and technological support.

Insight - North American economies have taken a substantial hit in light of the ongoing pandemic and new businesses are lacking the financial support necessary to be successful in the uncertain commercial landscape. This is in part due to a lack of consumer demand, as shoppers shift their spending to more essential items like food and clothing and less on luxuries like travel or dining. Brands with a B2B focus are supporting these businesses as they understand it will serve them better in the long-term to have loyal customers, especially in a time when the economy remains uncertain.




The easiest way to open a virtual restaurant


zero startup cost

Get Started

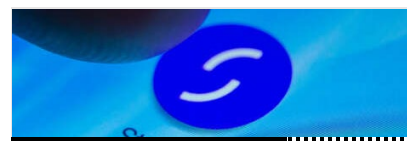
Virtual Restaurant Start-Ups
Virturant Helps Restaurants Create Virtual Restaurant Brands



E-Commerce COVID-19 Support
Yo!Kart is Distributing COVID-19 Support to Various Businesses



Work-from-Home Card Rewards
Brex Introduces New Features to Its Card for Startups Amid COVID-19



Pandemic Relief Banking Tools
Starling Bank Debuted a New Toolkit and a US Dollar Account

5.6
Score



Instant
Entrepreneurship
Catalyzation

4 Featured, 36 Examples
63,472 Total Clicks
URL: Hunt.to/432153

Brands are launching initiatives to support startups amid COVID

How can your brand serve struggling
consumers post-COVID?

Food & Beverage

Alt Milk Powder

Non-dairy milk options are now offered in powdered formats

Trend - Alternative milks' popularity has resulted in brands offering these plant-based milks in powdered form. These powdered vegan milks are easier to travel with, and keep longer than their liquid counterparts.

Insight - As consumers experiment more with alternative ingredients in a range of categories, they're more open to new formats that these ingredients can be offered in as well. The "alternatives" market appeals not just to vegetarians or vegans, but to people looking to enhance their health, or simply "foodies" trying something new.



Sustainable Plant Milk Concentrates

The JOI Organic Oat Milk Powder Comes in a Compostable Pouch



Quinoa-Based Beverages

Quiny's Quinoa Milk is Branded as a "Flexitarian Drink"



Powdered Almond Creamers

Almond Pro Almond Coffee Creamer is Made with Finely Ground Nuts



Plant-Based Powdered Milks

Aloha OatMac by Laird Superfood is Made with Oat & Macadamia Nut Milk

6.2
Score



Simplicity
Naturality

4 Featured, 36 Examples
21,208 Total Clicks
URL: Hunt.to/455673

Alt Milk Powder

Non-dairy milk options are now offered in powdered formats

How could your brand be more
experimental with its products' formats?

Overlooked Opportunity 1: Workshop Question

Blue Zone Living

Brands are optimizing experiences to facilitate longer & better lives for clients

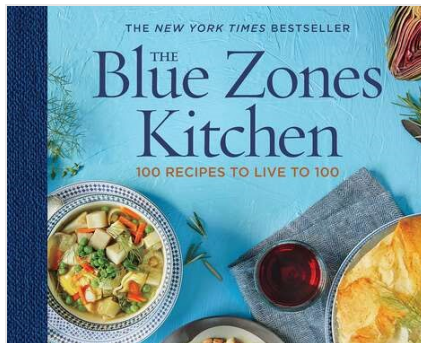
Trend - Coined by Dan Buettner, Blue Zones are identified as regions of the world where a higher than usual number of people live much longer than average. Brands—particularly in the hospitality and nutrition sector—are drawing inspiration from lifestyles in Blue Zones in order to provide unique enriching, longevity-enhancing experiences to consumers.

Insight - As a result of the acceleration and boom of the health and wellness movement, contemporary consumers have internalized the pursuit of mindfulness and well-being as a habit. For many, striving to maintain good physical and mental stamina is enabling them to feel happier, confident, and more energized. In addition, the emphasis on wellness practices allows individuals to gain peace of mind since they are taking preventative measures for aging.



High-Quality Artisan Pasta Boxes

Semolina Pastificio Boasts Blue Zone-Inspired Dishes



Longevity-Focused Diets

The Blue Zones Kitchen by Dan Buettner Boasts 100 Recipes to Live to 100



Longevity-Focused Wellness Spa Retreats

Vair Spa Boasts a Four- and Five-Day Program and Retreat



Blue Zones-Focused Organizations

Blue Zones is on a Mission to Increase the Longevity of Life

6.8
Score

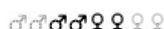
Popularity



Activity



Freshness



Experience

Youthfulness

Catalyzation

4 Featured, 28 Examples

16,076 Total Clicks

URL: [Hunt.to/454853](https://hunt.to/454853)

Brands are optimizing experiences to facilitate longer & better lives for clients

How can your brand use Blue Zones
research to optimize its product/service?

Reduced Cooking

Popular chefs create and collaborate with brands to prioritize waste-reduction

Trend - Celebrity and well-known chefs are becoming more eco-friendly with products and initiatives that aim to reduce food waste. With food waste contributing significantly to harmful greenhouse gas emissions, its reduction is becoming more of a priority among consumers and businesses alike.

Insight - As consumers gain a greater understanding of the current and impending consequences of climate change, more are looking at their own lifestyles and seeing where they can adjust to reduce their personal impact on the environment. Brands that cater to this growing sect of consumers will become increasingly popular over time.



DANONE
ONE PLANET. ONE HEALTH

I Am Up
It Food Waste

Waste-Reducing Celebrity Chefs
NY Chef Marcus Samuelsson Partners with Eco-Friendly Food Brands



GOURMET BURGERS & SANDWICHES
PLANT BASED

Health-Focused Vegan Drive-Thrus
Chef Matthew Kenney's Launches New Vegan Drive-thru 'VEG'D'



THE SCRAPS BOOK
A cookbook for your kitchen

Available for free on
IKEA | IKEA.ca
Get it on
Apple Books

Food Scrap Cookbooks
The IKEA ScrapsBook Helps to Reduce Waste in the Home Kitchen

7.3
Score



☁ Simplicity
⚡ Catalization

3 Featured, 36 Examples
29,732 Total Clicks
URL: [Hunt.to/454269](https://hunt.to/454269)

Reduced Cooking

Popular chefs create and collaborate with brands to prioritize waste-reduction

How is your brand targeting the eco-conscious consumer?

CBD Treat

Pet food and treats are infused with CBD to relieve both hunger and anxiety

Trend - CBD supplements for pets in North America remain popular, and some brands in the pet food space are branching out further with pet treats and foods that incorporate the cannabis property and its anxiety-relieving benefits.

Insight - When it comes to pet care, consumers are increasingly focused not just on their pets' health, but their mental wellbeing as well. Now, people are prioritizing on everything from stress-relief to mental stimulation for their animals, and are turning to brands that specialize in those forms of pet care.



CBD-Powered Pet Products

These CBD Living Pet Products Include Nearly 20 Options to Choose From



Transparent Pet Food Campaigns

Suzie's CBD Treats' Latest Ad Promotes Honesty and Authenticity



Pet-Specific CBD Peanut Butters

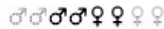
Honest Paws' 'Calm Peanut Butter' Promotes Relaxation



Calming CBD Dog Chews

The Chillers Relaxing Hard Chews Help with Prolonged Stressful Situations

5.5
Score



Hybridization

4 Featured, 36 Examples

29,264 Total Clicks

URL: [Hunt.to/453357](https://hunt.to/453357)

Pet food and treats are infused with CBD to relieve both hunger and anxiety

How is your brand adjusting to consumers'
changing wellness needs?

Drive-In Culinary

Drive-in culinary experiences are popular amidst pandemic restrictions

Trend - Food brands are offering consumers distinct and safe experiences by centering dining into drive-in formats. These dining experiences are being experimented with by everything from fast food chains to fine dining restaurants.

Insight - As consumers in North America continue to deal with government and personally imposed restrictions as a result of the ongoing pandemic, they're increasingly seeking out ways to enjoy recreational activities in ways that keep them safe. These individuals turn to brands that are being more creative in designing their customer experiences.



Culinary Drive-In Cinemas

The Lexus Culinary Cinema Elevates the Drive-In Movie Experience



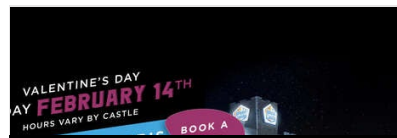
Drive-In Fast-Casual Restaurants

Sweetgreen's New Location Has an Outdoor Area with a Concierge



Touchless Fast Food Restaurants

The New Burger King Restaurant Design Supports the New Normal



Valentine's Restaurant Drive-Ins

This Year at White Castle, Valentine's Day is Socially Distanced

6.7
Score



Experience

4 Featured, 36 Examples

29,477 Total Clicks

URL: Hunt.to/448707

Drive-In Culinary

Drive-in culinary experiences are popular amidst pandemic restrictions

How is your brand prioritizing both
recreation and safety?

Restaurant Subscription

Dining establishments are launching membership services during COVID-19

Trend - Restaurants, bars, and speakeasy-style establishments are debuting annual and monthly subscriptions that will give consumers access to Chef-curated meals, special events, entertainment, pantry boxes, and more. This move is a direct response to the government-imposed COVID-19 restrictions and seeks to increase loyalty.

Insight - Contemporary consumers are feeling fatigued from months of physical distancing and staying at home. In this space, many are looking for ways to diversify their time and stay positive—whether it is treating oneself to luxury experiences, curated entertainment, or something else. Since individuals are doing their best to maintain the health and safety guidelines defined by governments around the world, consumers are demanding, for added peace of mind, that the businesses they opt-in for are taking appropriate measures to curb the spread of the virus.



Unlimited Coffee Subscriptions

Panera is Looking to Revolutionize How Consumers Purchase Coffee



Subscription-Only Restaurants

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



Luxury Restaurant Membership Programs

Quince & Co. Presents a New Restaurant Business Model



Monthly Dining Clubs

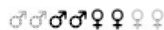
With the Help of Table22, Lynhall Has Launched a Membership-Based Service

7.7
Score

Popularity

Activity

Freshness



Curation

Experience

Authenticity

4 Featured, 23 Examples

14,964 Total Clicks

URL: [Hunt.to/447840](https://hunt.to/447840)

Dining establishments are launching membership services during COVID-19

How can your brand utilize or optimize a
subscription model during and after COVID-
19?

International Keto

Keto foods in North America are influenced by various Asian flavors

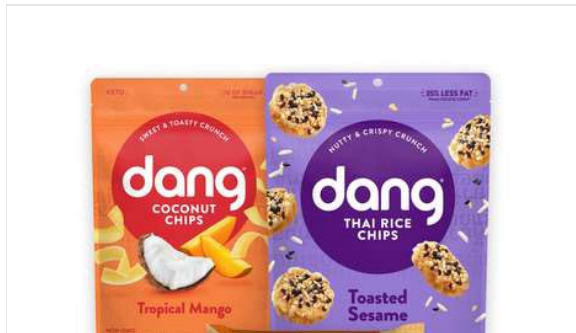
Trend - The popularity of the keto diet in North America has now extended to food items with various Asian influences. These include everything from kimchi keto-friendly snacks to keto ghee alternatives.

Insight - Consumers who subscribe to various diets in North America are no longer restricted in the alternatives that are available to them. Increasing demand for realistic alternatives has resulted in a growing number of brands accommodating a wide range of dietary needs and preferences.



Free-From Kimchi Products

Classic Kimchi is Gluten-Free, Keto-Friendly and Plant-Based



Nourishing Asian-American Snacks

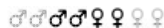
Dang Foods' Asian-Inspired Snacks Boast Better-for-You Formulas



Plant-Based Ghee Alternatives

Nutiva's Vegan Ghee is Made from a Coconut and Avocado Oil Blend

6.3
Score



Hybridization

3 Featured, 35 Examples

35,774 Total Clicks

URL: [Hunt.to/447143](https://hunt.to/447143)

Keto foods in North America are influenced by various Asian flavors

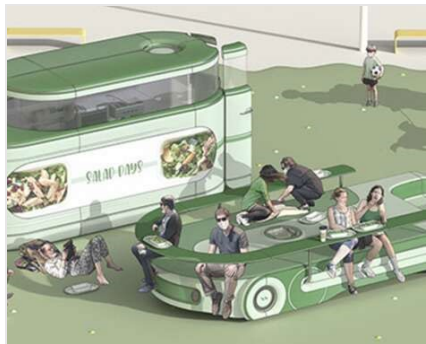
How could your brand be inspired by
different international influences?

Restaurant Truck

The food truck model is helping restaurants and communities survive COVID-19

Trend - Thanks to their flexibility, food trucks are alleviating the economic stress for consumers and businesses during the pandemic. While designers are envisioning how mobile concepts can help restaurants struggling during COVID-19, charitable food trucks are supporting local communities.

Insight - Business owners are struggling financially to keep their business afloat, while others are looking for ways to support neighborhoods in need. As a result, many are looking for new ways to reach customers or pay it forward during the COVID-19 pandemic. In this space, individuals are prioritizing flexible and safety-focused solutions because they are aware that full compliance with the government-imposed restrictions will enable consumers and employees to feel more comfortable and secure.



Modular Food Trucks

Jungsoo Lee's Design is Envisioned to Help Restaurants During COVID-19



Fast Food Ghost Kitchens

Reef Kitchens Helps Wendy's Expand Its Business During COVID-19



Touring Breakfast Food Trucks

The Hormel Black Label Breakfast Food Truck Shares New Products



Charitable Food Truck Initiatives

Indianapolis Trucks are Offering Food to the Homeless Community

6.8
Score

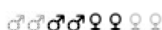
Popularity



Activity



Freshness



Hybridization

Experience

Catalyzation

4 Featured, 32 Examples

30,375 Total Clicks

URL: [Hunt.to/443248](https://hunt.to/443248)

Restaurant Truck

The food truck model is helping restaurants and communities survive COVID-19

Conceptualize a mobile concept that will fit
your brand's needs.

Farm-to-Phone

Brands in the food space are providing digital solutions for local farmers

Trend - Brands are offering new "farm-to-phone" apps that allow consumers to purchase fresh produce from local farmers. This is especially useful as many farmers markets and other avenues of shopping were affected by the pandemic.

Insight - Amid the COVID-19 pandemic, consumers are emphasizing the need to support local economies, especially in light of the many closures of local businesses. Driven by a sense of community and compassion, many consumers are opting to purchase essential goods from local businesses, allowing them to feel "good" about supporting independent businesses.



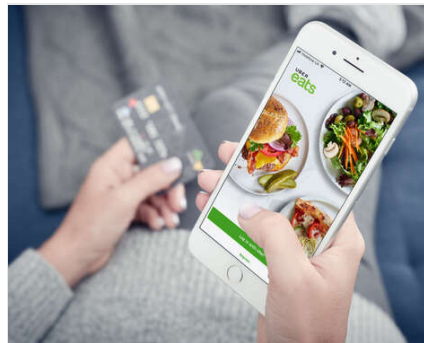
Customizable Crop Subscriptions

CropSwap's CropBox Subscription Makes It Easy to Support Local



Virtual Farmers' Market Apps

Chipotle's Online Marketplace Supports Supplies & Farmers



Farmer-Supporting Food Apps

Uber Eats Canada Debuts FarmFresh Initiative for Exclusive Orders

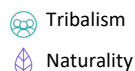
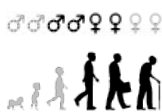


Farmer-Supporting E-Commerce

Technologies

Local Line Connects Consumers with Local Farmers

6.3
Score



4 Featured, 35 Examples

47,877 Total Clicks

URL: Hunt.to/436875

Brands in the food space are providing digital solutions for local farmers

How can your brand help support local
economies?

QSR Solution

Quick service restaurants use tech-integrated solutions for post-COVID reopenings

Trend - As QSR brands begin reopening around the world, tech-integrated solutions are giving them the opportunity to ensure consumer and employee safety as COVID-19 remains a threat. These innovations include everything from lid-dispensing units to contact-free drink dispensers.

Insight - Now that physical distancing measures have shown themselves to be effective in limiting the spread of COVID-19 in many parts of the world, consumers are looking forward to the reopenings that are coming with this downturn. However, there is still an underlying understanding and fear among individuals that a complete return to normal will result in a resurgence of cases. Thus, consumers expect that brands enact in-store solutions that limit their contact with high-touch surfaces, and other people, in order to ease some of their fears.



Contact-Free Retail Touchscreens

The 'Air Touch' Technology from the Azkoyen Group is Hygienic



Contact-Free Drink Dispenser Devices

The L-Guard System from Lancer Worldwide Enhances Cleanliness



Contact-Free Cup Lid Dispensers

The 'Lid Boss' Touchless Lid Dispenser Prevents Pathogen Spread



QSR AI Analytic Tools

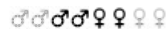
KFC Canada is Using AI Analytic Tools to Track Data Across Locations

7.1
Score

Popularity

Activity

Freshness



Hybridization

Catalyzation

4 Featured, 36 Examples

58,875 Total Clicks

URL: [Hunt.to/430442](https://hunt.to/430442)

Quick service restaurants use tech-integrated solutions for post-COVID reopenings

How is your brand balancing consumer and
employee anxieties with the desire to
reopen?

Retail

Shoppable Experience

Brands create in-person or virtual experiences that consumers can shop in

Trend - Shoppable experiences are the newest way that companies are curating unique branded experiences for customers. These experiences include everything from shoppable hotel rooms to cooking shows.

Insight - Consumers increasingly expect that brands match their lifestyles and social media consumption habits when trying to relate to them. These more authentic interactions breed brand loyalty among consumers.



Shoppable Luxury Videos

Instagram Taps Celine Dion for Its First In-App Shopping Campaign



Shoppable Rentable Housing

An Aesthetic Pursuit Designs a Shoppable Airbnb in Maine



Shoppable Korean Hotels

All of the Furniture Within D&Department Jeju by Arario is for Sale



Interactive Shoppable Cooking Shows

Walmart Cookshop Shares How-To Videos with Celebrity Hosts

8.5
Score

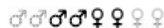
Popularity



Activity



Freshness



Experience

4 Featured, 35 Examples

24,487 Total Clicks

URL: [Hunt.to/454550](https://hunt.to/454550)

Shoppable Experience

Brands create in-person or virtual experiences that consumers can shop in

How is your brand creating innovative shopping experiences for customers?

Overlooked Opportunity 1: Workshop Question

Shoppable Room

Brands are utilizing virtual home experiences as a medium for retail

Trend - Companies are launching virtual home shopping experiences to market products during the COVID-19 era. These gamified platforms are engaging with playful interactivity and comfort aesthetics that entertain consumers and also allow for the visualization of a product in one's space.

Insight - As government-imposed COVID-19 measures are highly restrictive to brick-and-mortar retail, individuals have turned to online shopping for their daily needs—whether that is because they want to play it safe or save themselves the hassle. Aware of the potentials of technology in virtual environments, many are looking for digital experiences that are immersive and this demand arises from a consumer need for entertaining distractions during a difficult time.



Shoppable Digital Homes

Mashable Home is a Virtual Shopping Experience with Items from Walmart



In-App Virtual Escape Rooms

IKEA is Challenging Snapchat Users to Escape a Messy Room



Virtual Beauty Boutiques

bareMinerals' Virtual Villa is an Immersive Shopping Experience



Shoppable Home Film Sets

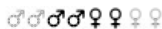
Sam's Club's VR Home Recreates National Lampoon's Griswold House

8.3
Score

Popularity

Activity

Freshness



Simplicity

Gamification

Experience

4 Featured, 36 Examples

46,801 Total Clicks

URL: [Hunt.to/450518](https://hunt.to/450518)

Shoppable Room

Brands are utilizing virtual home experiences as a medium for retail

Conceptualize an immersive retail
experience for online environments.

Overlooked Opportunity 2: Workshop Question

Virtual innovation labs let consumers test and design products remotely

Trend - Pre-pandemic, brands in a range of industries experimented with innovation labs where they could display and test their most innovative products and ideas with consumers. Now, they're doing the same but virtually--as retailers remain restricted with how they curate in-store experiences.

Insight - Consumers have had to turn to the online sphere more than ever before in the past year, and brands have quickly become just as innovative virtually as they have been in their in-store experiences in the past. To be engaged online, consumers expect that brands offer them everything from cost accessibility to convenience and customization.



Virtual Beauty Labs

Skin School x Clinique Laboratories Provides an Immersive Experience



Virtual Lipstick Labs

Lip Lab At Home Helps People Create Custom Lipsticks with an Expert



Necklace Layering Labs

Missoma's Layering Lab Combines Beauty and Technology



Virtual Runway Design Labs

LKM Lab Designs Environments for Virtual Runways and More

8.0
Score

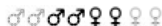
Popularity



Activity



Freshness



Experience

4 Featured, 36 Examples

44,100 Total Clicks

URL: [Hunt.to/449280](https://hunt.to/449280)

Virtual innovation labs let consumers test and design products remotely

How could your brand create distinct virtual experiences for customers?

Eco Retailer

Brands offer eco-friendly in-store designs and solutions

Trend - To show their commitment to environmental issues, some brands are implementing eco-friendly designs and solutions in their stores. These include everything from plastic bans to using solar-powered energy.

Insight - As consumers' concern for climate change and its consequences grows, they're turning their expectations onto brands rather than just themselves in making a positive change. Understanding that ecological issues are caused more by institutional factors than they are individual actions, consumers are increasingly expecting that brands make changes to lessen their impact on the environment.



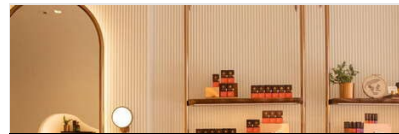
Convenience Furniture Shops

IKEA Harajuku Contains the World's First IKEA Convenience Store



Low-Impact Fashion Stores

United Colors of Benetton's Concept Uses Upcycled Natural Materials



Solar-Powered Beauty Stores

SoulTree in India Sets a Precedent as a Sustainable Flagship



Sustainable Grocery Packaging

Kroger Switches all Private-Label Products to Eco-Friendly Packages

7.8
Score



Naturality

4 Featured, 36 Examples

62,140 Total Clicks

URL: [Hunt.to/448686](https://hunt.to/448686)

Brands offer eco-friendly in-store designs and solutions

How is your brand lessening its
environmental impact?

Solar-Powered Retail

Solar energy is increasingly utilized by the retail and restaurant industries

Trend - Retail and dining establishments are moving brick-and-mortar spaces that are fully powered by solar energy. In doing so, companies are successful in minimizing harmful energy use, while simultaneously catering to the concerns of the eco consumer.

Insight - Many consumers—especially Millennials and Gen Z—are conscious about the state of the environment, and the threat of pollution and climate change. As such, individuals are continuously emphasizing the importance of sustainable decisions and are taking it upon themselves to hold brands accountable. Through this activism, consumers are experiencing peace of mind for taking care of the environment, and as a result, are drawn to brands that reflect similar values.



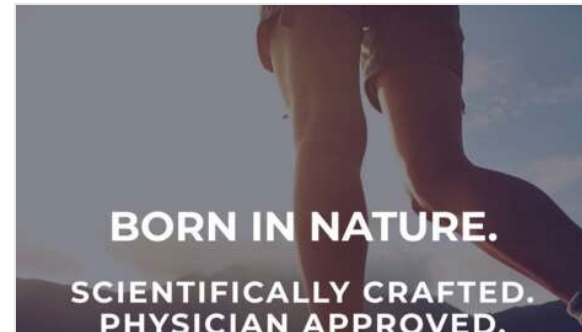
Solar-Powered Beauty Stores

SoulTree in India Sets a Precedent as a Sustainable Flagship



Solar-Powered Restaurants

The McDonald's Restaurant at Disney World is First-of-its-Kind



Growing Cannabis Acquisitions

Pure Harvest Successfully Acquires SKM Wellness Products

7.2
Score



Naturality

Catalyzation

3 Featured, 36 Examples

56,029 Total Clicks

URL: Hunt.to/447827

Solar-Powered Retail

Solar energy is increasingly utilized by the retail and restaurant industries

How can your brand better cater to the eco
consumer?

App-Powered Store

Brands in China are partnering with WeChat for experiential in-store experiences

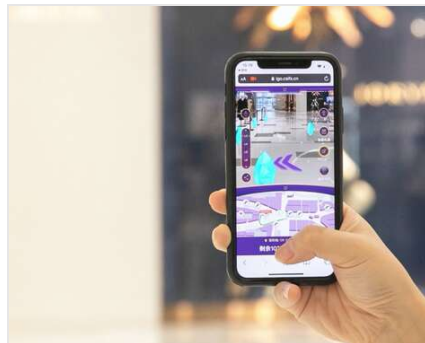
Trend - The use of WeChat to create in-store shopping experiences that feature digital experiences and enhancements is on the rise in China. These partnerships allow for more seamless interactions considering the prevalence of the WeChat app--allowing customers to engage in-store without having to download any additional apps.

Insight - Experiential shopping is a growing focus for retailers as they enhance their understanding of how younger Millennials and Gen Z shop. These demographics are more likely to be drawn to brands that engage them using the same digital habits that they use on a regular basis.



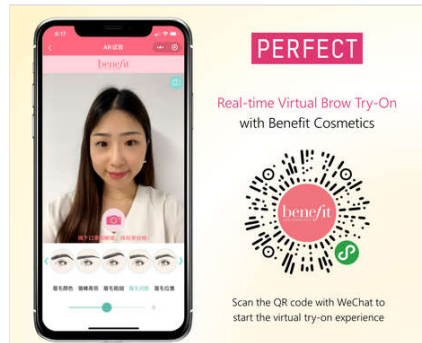
Social Retail Stores

Burberry Announced It Will Create a Socially Integrated Retail Store in China



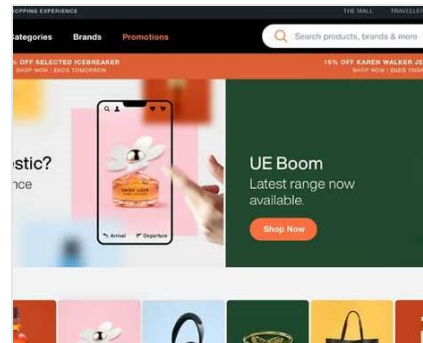
Mixed-Reality Shopping Navigators

iGO Leverages Augmented Reality and 5G for Commercial Shopping



Brow-Styling Virtual Try-Ons

Perfect Corp. & Benefit Cosmetics Created an AR Eyebrow Program



Omnichannel Airport Retailers

Auckland Airport's The Mall Platform is Boosting Post-COVID Sales

7.6
Score



Experience
Catalyzation

4 Featured, 53 Examples
113,228 Total Clicks
URL: [Hunt.to/445224](https://hunt.to/445224)

App-Powered Store

Brands in China are partnering with WeChat for experiential in-store experiences

How is your brand catering to the digital
habits of younger demographics?

Retail Escape

Opportunities for creative presentation are abundant in virtual environments

Trend - The online environment breaks the boundaries of aesthetic imagination, enabling the existence of various compositions and ethereal landscapes that would otherwise be impossible. As retail brands are pivoting to an all-digital strategy due to COVID-19, many are embracing these advantages.

Insight - The desire for escapism is potent in contemporary consumers who live fast-paced, technologically enhanced lifestyles. With the onset of the COVID-19 pandemic and the associated travel restrictions, many don't have the opportunity or are finding it increasingly difficult to take a break and enjoy a change of scenery. Since many are conscious that non-essential traveling is strongly discouraged, consumers are looking for ways to escape with the help of their imagination.



Digital Interior Designs

Reisinger Studio's Digital Interiors are Whimsical and Visually Alluring



Dreamy Architectural Explorations

Peter Tarka Embraces Pastel Colors, Geometry and Surrealism



Digital Fashion Houses

The Fabricant Explores the Intersection of Fashion & Technology



Fashionable Virtual Islands

NET-A-PORTER Created Its Own Island on Animal Crossing: New Horizons

7.0
Score

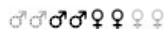
Popularity



Activity



Freshness



🎯 Curation

📊 Experience

⚡ Catalyzation

4 Featured, 36 Examples

105,585 Total Clicks

URL: [Hunt.to/444232](https://hunt.to/444232)

Opportunities for creative presentation are abundant in virtual environments

How can your brand enhance its digital
presence during COVID-19?

One-to-One Retail

Stores serve one customer at a time to give safe, ultra-custom experiences

Trend - The retail industry has seen a lot of transformation in light of the pandemic. One recent development is the growth of storefronts or services dedicated to limiting the shopping experience to two people: the retail worker and the customer. This is being executed virtually as well as in person and has the benefits of both safety and full personalization.

Insight - The idea of personalized, consultant-based services in the retail industry is not necessarily new; however, because it is more specialized and doesn't maximize employee time, it has historically been a service reserved for luxury big-ticket purchases. This model's safety benefits make it an attractive option to make accessible for all in the new normal. In addition to reducing face time, one-to-one experiences also grant consumers a relationship-fueled experience.



Efficient E-Commerce Adaptations
Editorial Boutique Used Lightspeed's Platform to Adapt to Online



Distancing Grocery Pop-Ups
Pop Up Grocer Introduced Private Appointments for Solo Shopping



At-Home Car Shopping Services
Genesis Concierge Pairs Car Buyers with a Personal Guide

Save a spot,
stop the spread
reserve a shopping time

Grocery Shopping Reservation Services

Sports Store Appointment Systems

Virtual Bridal Appointments

5.9
Score



Curation
Simplicity
Experience

6 Featured, 54 Examples
78,750 Total Clicks
URL: [Hunt.to/443282](https://hunt.to/443282)

One-to-One Retail

Stores serve one customer at a time to give safe, ultra-custom experiences

How will you satisfy the opposing consumer
need for experience and safety in the new
normal?

Brands are making it easier to support businesses located in shopping centers

How can your brand make its products or services easier for consumers to support amid fluctuating shopping restrictions?

Car-Free Retail

Retail companies and developers are putting the onus on a car-free future

Trend - Temporary pedestrian-friendly spaces have been popular in North America. Recently, the car-free future is being established permanently through the development of specialized neighborhoods or retail stores that specifically accommodate only cyclists, commuters, and pedestrians.

Insight - Contemporary consumers—especially Millennials and Gen Z—are aware of the growing consequences of climate change and feel a sense of duty in doing their part for the planet. As a result, many are opting-in for eco-friendly choices in their day-to-day in order to decrease their carbon footprint and lower pollution. This is motivated not only by an individual need for peace of mind but also a desire for an increased standard of living in urban communities.



15-Minute City Concepts

Paris' Mayor Anne Hidalgo Envisions a Post-Car City



Car-Free Furniture Stores

This New IKEA Store Accommodates Pedestrians, Cyclists & Commuters



Car-Free Neighborhoods

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

7.6
Score



☁ Simplicity
🌿 Naturality
⚡ Catalyzation

3 Featured, 35 Examples
110,250 Total Clicks
URL: Hunt.to/441318

Retail companies and developers are putting the onus on a car-free future

Conceptualize some strategies for
decreasing your company's carbon
footprint, while simultaneously encouraging
consumers to do so, as well.

Eco

Repurposed Species

Brands use invasive species to create products and help the environment

Trend - Invasive species in bodies of water can severely impact biodiversity, and some brands are aiming to do something about it with products that use these species in their ingredients or materials. Everything from pet food to tiling is now incorporating invasive species to reduce their environmental impact.

Insight - As consumers become more aware of the many ways in which environmental damage is occurring around the world, they increasingly appreciate brands that promise to alleviate some of those issues. Moving forward, more consumers will prioritize sustainability in their lifestyles and purchase decisions.



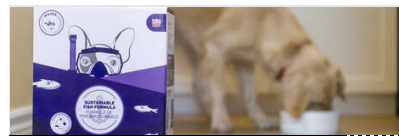
Bio-Concrete Tiles

This Bio-Concrete is an Economic and Ecological Solution to Invasive Species



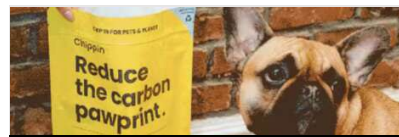
Starfish-Based Ice Melters

The STAR's TECH 'ECO-ST' Product is Made from an Invasive Species



Fish-Based Dog Foods

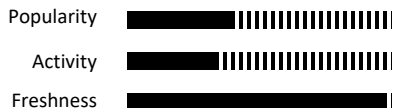
Wilder Harrier Makes Dog Food from the Invasive Asian Carp Species



Invasive Carp-Based Dog Foods

Chippin Creates Sustainable Dog Food Made from Invasive Carp

5.7
Score



Naturality
Catalyzation

4 Featured, 36 Examples
48,033 Total Clicks
URL: Hunt.to/454712

Repurposed Species

Brands use invasive species to create products and help the environment

How is your brand prioritizing
sustainability?

Overlooked Opportunity 1: **Workshop Question**

Eco Wedding

Sustainable wedding products and services become more popular

Trend - Eco-friendly wedding products and services are on the rise, with everything from intentionally understocked wedding dress stores to repurposed wedding decor being used to reduce these events' overall impact.

Insight - The event planning industry has an enormous impact on the environment, with factors like travel emissions, food waste and single-use decor contributing to environmental harm. With consumers being more eco-friendly now due to the work of scientists and activists, their lifestyles are slowly changing. For more people this includes more than just day-to-day purchases, but also larger investments.



Personalized Upcycled Vases

UncommonGoods Launches the Personalized Champagne Wedding Vase



Sustainable Bridesmaid Dresses

Nola London Makes Modern Styles with a Low Environmental Impact



Chic Sustainable Wedding Apparel

Azazie Offers Eco-Friendly DTC Bridal and Bridesmaid Dress



Premium Eco-Friendly Wedding Services

The Walden Now Offers Sustainable Wedding Planning Services

7.1
Score

Popularity



Activity



Freshness



Simplicity

Naturality

4 Featured, 34 Examples

92,266 Total Clicks

URL: Hunt.to/455092

Sustainable wedding products and services become more popular

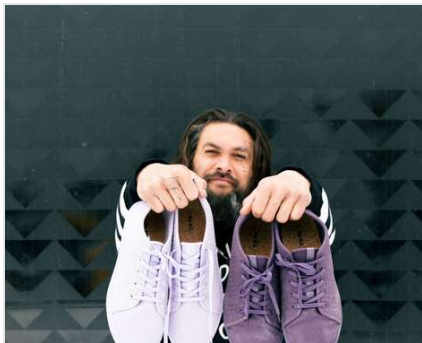
How is your brand authentically prioritizing
sustainability?

Algae Footwear

Algae-made or infused footwear offers a sustainable alternative

Trend - Emerging footwear brands are aiming to be more sustainable with algae-based or infused footwear. This material's renewable nature allows for brands to promote their eco-friendly values.

Insight - The average consumer is more aware of environmental issues as institutions, scientists and activists ring alarm bells about the future of the environment. Thus, brands that allow consumers to live in a way that reduces their personal impact will be increasingly in-demand moving forward.



Sustainable Algae-Based Sneakers

The So iLL x On the Roam Collection Features Vegan Styles



Plant-Based Performance Footwear

The Zen Run 01 is Vegan and Ethically Made



Sustainable Summer Mules

Native Shoes' New Ava Bloom Silhouette is Made from Repurposed Algae



Versatile Algae-Infused Footwear

Native Shoes' Jefferson Bloom Model Boasts Sustainable Tech

7.7
Score

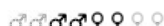
Popularity



Activity



Freshness



Hybridization

4 Featured, 31 Examples

47,814 Total Clicks

URL: [Hunt.to/454518](https://hunt.to/454518)

Algae Footwear

Algae-made or infused footwear offers a sustainable alternative

How is your brand authentically promoting
sustainability?

Zero-Waste Cosmetic

The cosmetic industry is now producing zero-waste packaging and products

Trend - Brands in the cosmetic industry are increasingly prioritizing zero-waste products, packaging and/or production in response to the growing demand for businesses to reduce their environmental impact.

Insight - Consumers are increasingly aware of how their lifestyles are impacting the environment, and how businesses across industries are accelerating issues like climate change and pollution. Now, more are demanding that brands accept accountability for their impact on the environment and change their ways in order to help consumers reduce their personal impact.



Zero-Waste Beauty Packaging

Kjaer Weis' Red Edition is Refillable, Recyclable and Compostable



Zero-Waste Eyeliners

Sprout World's Plantable Eyeliners Contain Seed Capsules



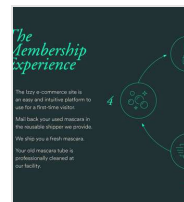
Zero-Waste Beauty Platforms

Loop by Ulta Beauty Shares Beauty Products in Reusable Packaging



Zero-Waste Beauty Packaging

UpCircle Beauty Unveils its New Return and Refill Initiative



Zero-Waste Beauty Memberships

Izzy Zero Waste Beauty is a Reusable, Sustainable D2C Brand

8.0
Score



☁ Simplicity
🌿 Naturality

5 Featured, 45 Examples
58,125 Total Clicks
URL: [Hunt.to/452294](https://hunt.to/452294)

Zero-Waste Cosmetic

The cosmetic industry is now producing zero-waste packaging and products

How is your brand looking into long-term
environmental harm-reduction?

Medicinal Waste

Medical and health products are created with upcycled waste

Trend - The health industry is now prioritizing waste-reduction by taking components of products that would normally be thrown away, and turning them into everything from PPE to bandages and supplements.

Insight - As consumers understand the existing and impending consequences of climate change, they increasingly expect that brands meet their expectations for sustainability. More consumers know that it's industries that impact things like excessive waste and pollution and not necessarily individual customer habits, so they expect that brands make significant changes in order to mitigate their impact on the environment.



Coffee-Based Face Masks

The Reusable AirX is Touted as the World's First-Ever Coffee Mask



Waste-Powered Nutritional Supplements

Researchers Established a New Way for Producing Amino Acids



Discarded Durian Husk Bandages

These Hydrogel Bandages are Made with Fruit Waste



Wine Waste Nutraceutical Ingredients

Organizations are Looking to Create a Sustainable Industry

8.0
Score



Naturality
 Catalyzation

4 Featured, 36 Examples

168,186 Total Clicks

URL: Hunt.to/449877

Medical and health products are created with upcycled waste

How is your brand prioritizing sustainability
and waste-reduction?

Banana-Based

Brands are repurposing bananas as materials for clothing and accessories

Trend - Fibres and materials made from repurposed bananas or banana byproducts are being used to make everything from sneakers to organic traveling accessories. These products indicate how waste can be used as part of a circular economic system.

Insight - Consumers, increasingly aware of the environmental toll that current consumption habits have, are turning to brands that offer them eco-friendly alternatives to their current habits. Though not affordable or accessible to all, these small shifts are making brands take note on how their business models should adapt in the coming years-- with the hope of leading towards a more accessible environmentally friendly future.



Banana-Based Sneakers

H&M x Good News Created a Sneaker Collection Using Bananatex

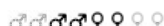


Sustainable Knit Running Shoes

Rick Owens and VEJA Unveil Two Eco-Friendly Runner Styles

6.8
Score

Popularity



Activity



Freshness



Naturality



2 Featured, 36 Examples

61,515 Total Clicks

URL: Hunt.to/449338

Banana-Based

Brands are repurposing bananas as materials for clothing and accessories

How is your brand prioritizing eco-friendly
production?

Sustainable Test

Medical testing devices are updated with sustainability in mind

Trend - Brands are emphasizing a more eco-conscious approach to manufacturing in healthcare and, in doing so, are pioneering a number of consumer-facing sustainable and biodegradable medical testing devices. This does not only include specialized tests but also general testing equipment.

Insight - Global awareness about the dangers and effects of climate change has caused contemporary consumers to set high sustainability expectations for brands. Living an eco-conscious lifestyle allows individuals to gain peace of mind because they are preserving the planet for their offspring and future generations. While these demands have been predominantly directed at retail, fashion, packaging, and travel companies, many, who are driven by ambition, are redirecting to focus on other industries that have been "overlooked."



Flushable Pregnancy Tests

Lia Diagnostics' Biodegradable Pregnancy Test is Now on the Market



Biodegradable Medical Materials
Global Wholehealth Partners Corp. is Pioneering Sustainability

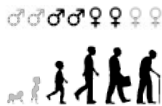


Ovulation Testing Kits
OVRY™ Makes Ovulation and Pregnancy Tracking Easy and Convenient



Plant-Based Health Tests
This Biodegradable Medical COVID-19 Test Kit Breaks Down in 10 Weeks

5.5
Score



Experience
Naturality

4 Featured, 35 Examples
60,906 Total Clicks
URL: Hunt.to/449218

Medical testing devices are updated with sustainability in mind

How can your brand help create a more
sustainable healthcare experience?

Upcycled Seed

Brands are upcycling seeds to create sustainable food and beverage products

Trend - Brands are upcycling would-be discarded seeds to create new food and beverage products. These include wine, protein powders, and energy bars and help reduce food waste and support a zero-waste supply chain.

Insight - The damaging effects of climate change are now widely understood by the public thanks to efforts by activists and scientists to raise awareness. As a result, consumer interest and demand for sustainable products have increased, and many individuals are now looking to reduce their ecological footprint by purchasing from brands that prioritize sustainability. Products that underscore the "reuse" and "reduce" aspects of their offerings will appeal to these eco-conscious consumers.



Upcycled Cranberry Seeds

Ocean Spray Cranberry Seeds Support Health & a Zero-Waste Supply Chain



Upcycled Energy Bars

Barvocado Makes Nutrient-Dense Bars with the Avocado Fruit & Seed



Wine Waste Nutraceutical Ingredients

Organizations are Looking to Create a Sustainable Industry



Upcycled Seed Fiber Powders

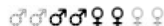
Nutraberry Uses Berry Seeds to Create a Nutritious Powdered Product


6.4
Score


Popularity 

Activity 

Freshness 



 Hybridization

 Naturality

4 Featured, 36 Examples

32,094 Total Clicks

URL: Hunt.to/449132

Brands are upcycling seeds to create sustainable food and beverage products

How can your brand appeal to eco-conscious consumers looking to reduce their ecological footprint?

Solar-Powered Retail

Solar energy is increasingly utilized by the retail and restaurant industries

Trend - Retail and dining establishments are moving brick-and-mortar spaces that are fully powered by solar energy. In doing so, companies are successful in minimizing harmful energy use, while simultaneously catering to the concerns of the eco consumer.

Insight - Many consumers—especially Millennials and Gen Z—are conscious about the state of the environment, and the threat of pollution and climate change. As such, individuals are continuously emphasizing the importance of sustainable decisions and are taking it upon themselves to hold brands accountable. Through this activism, consumers are experiencing peace of mind for taking care of the environment, and as a result, are drawn to brands that reflect similar values.



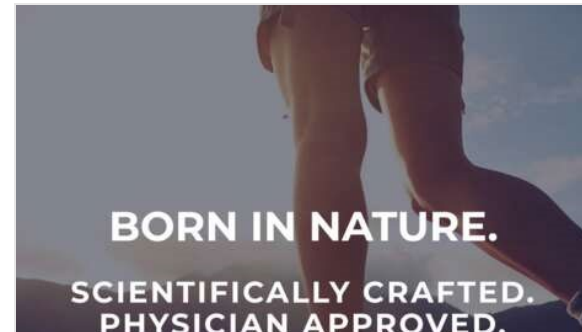
Solar-Powered Beauty Stores

SoulTree in India Sets a Precedent as a Sustainable Flagship



Solar-Powered Restaurants

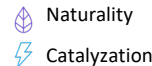
The McDonald's Restaurant at Disney World is First-of-its-Kind



Growing Cannabis Acquisitions

Pure Harvest Successfully Acquires SKM Wellness Products

7.2
Score



3 Featured, 36 Examples
56,030 Total Clicks
URL: Hunt.to/447827

Solar-Powered Retail

Solar energy is increasingly utilized by the retail and restaurant industries

How can your brand better cater to the eco
consumer?

Upcycled Bean

Eco-conscious brands are employing castor beans as ingredients in manufacturing

Trend - Companies are recognizing the potential of the castor bean as a functional material for manufacturing. Whether deployed as fabric or plastic, the plant is fast-growing, non-disruptive to the human food supply, and also water-saving.

Insight - Increasingly aware of the pitfalls of manufacturing and their own lifestyle carbon footprint, consumers are consistently looking for new alternatives that will allow them to be more eco-conscious and, therefore, be more comfortable when making purchasing decisions. This demand stems from an increase in the desire for education and awareness about the state of the planet, manufacturing, as well as the various plant-based and renewable solutions.



Sustainable Castor Oil Fabrics

Mandala's Sustainable Yoga Collections are Chic and Eco-Conscious



Plant-Based Performance Footwear

The Zen Run 01 is Vegan and Ethically Made



Powdered Castor Bean Glasses

Rolf's Collection of 3D-Printed Eyewear is Eco-Conscious

7.5
Score

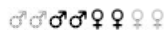
Popularity



Activity



Freshness



Naturality



Catalyzation

3 Featured, 36 Examples

83,254 Total Clicks

URL: Hunt.to/441423

Eco-conscious brands are employing castor beans as ingredients in manufacturing

What further measures can your brand take
to make the manufacturing process more
eco-conscious?

Social Good

Charitable NFTs

Brands are launching NFTs with profits being donated to non-profits

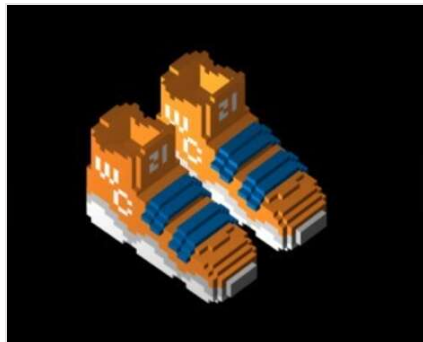
Trend - Blockchain-based non-fungible tokens (NFTs) have become a viral phenomenon since hitting the market and brands are now leveraging the digital tokens for social good. Brands in various spaces, ranging from alcohol to streetwear, are auctioning off NFTs and donating the profits to charities and non-profits.

Insight - After a year of financial and emotional hardship for many, consumers are more aware of the need for philanthropic initiatives that support their communities. People expect more responsibility, action, and accountability from brands and no longer accept lip service, requiring tangible actions and business initiatives. Brands that can demonstrate social responsibility by offering accessible ways for consumers to give to the causes they care about will win long-term consumer loyalty.



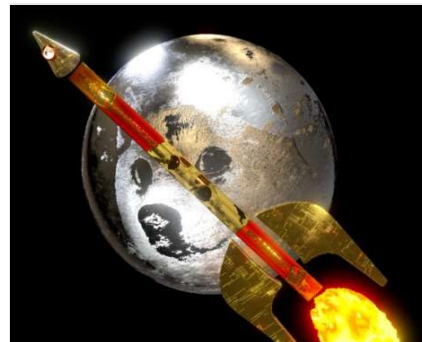
Virtual Tipping NFTs

Stella Artois is Auctioning NFT Art Collectibles to Benefit Bar Staff



Signature Virtual Sneakers

CryptoKickers Creates NFT-Based Virtual Footwear for the New World



Charitable Snack-Themed NFTs

The Very First Slim Jim NFT Supports the World Central Kitchen




Charitable Definition NFTs

Merriam-Webster is Selling Its Definition of an NFT, as an NFT

7.5
Score



 Authenticity

4 Featured, 30 Examples

26,508 Total Clicks

URL: [Hunt.to/452877](https://hunt.to/452877)

Charitable NFTs

Brands are launching NFTs with profits being donated to non-profits

What pathways to philanthropy can your
brand provide to consumers?

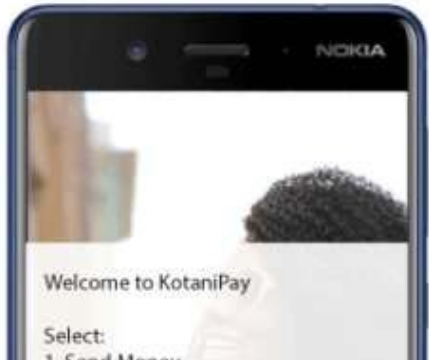
Overlooked Opportunity 1: Workshop Question

Refugee Fintech

Refugees and NGOs are increasingly relying on fintech for money distribution


Trend - Fintech companies are working to build services and platforms that support the financial and access needs of refugees around the world. These products rely on blockchain technology and are catered to address various things, including anonymity, non-smartphone compatibility, and more.

Insight - Unlike regular consumers, displaced individuals are often facing specific access barriers, especially when it comes to necessities like finance, housing, and so on. Aware of the levels of convenience, adaptability, and efficiency that modern technology can offer, many are looking to tech services for solutions. When these needs are met, displaced communities feel better supported and integrated into their host country, while their chances for stabilization increase.

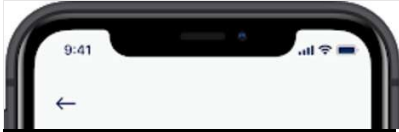


Welcome to KotaniPay
Select:
1. Food Items


Universal Basic Income Payments
Kotani Pay is Using Stablecoins for Payments to African Refugees



Refugee-Supporting Fintech Solutions
Leaf Helps Refugees with Financial Security, Using Blockchain

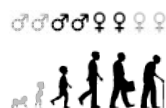
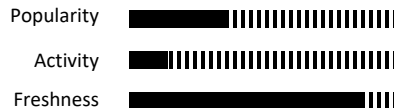


Supportive Blockchain-Based Remittance Platform
BankeNu Aids Displaced & Underserved Communities



Refugee-Assisting Financial Services
The Arcadia Platform Helps NGOs Deliver Financial Services

4.7
Score



Experience
Many to Many

4 Featured, 21 Examples
13,366 Total Clicks
URL: Hunt.to/451897

Refugees and NGOs are increasingly relying on fintech for money distribution

How can your brand better support the
unique needs of refugee communities?

Healthcare platforms prioritize care for marginalized communities

Trend - Healthcare accessibility is reliant on many things, including everything from racial background to financial income. Some businesses in this space are aiming to prioritize accessibility to healthcare for marginalized communities affected by issues like transphobia and inability to afford coverage.

Insight - Adequate healthcare can be impacted by many different factors depending on the political and social systems that exist in different countries and regions. People who are marginalized in certain aspects of life, like in their gender identity, race, or income, are often shut out of the healthcare system as well. Businesses and institutions that are able to address these discrepancies are crucial for more egalitarian healthcare systems around the world.



Transgender-Focused Telehealth Startups

Folx Gives New Options to Marginalized Communities

7.0
Score

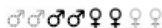
Popularity



Activity



Freshness



Catalyzation

Artificial Intelligence

1 Featured, 36 Examples

31,119 Total Clicks

URL: [Hunt.to/447493](https://hunt.to/447493)

Accessible Care

Healthcare platforms prioritize care for marginalized communities

How is your brand prioritizing accessibility?

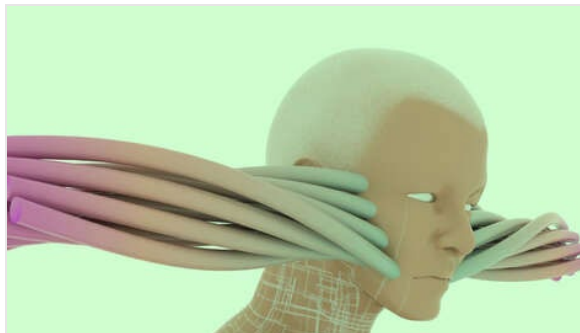
Overlooked Opportunity 3: **Workshop Question**

LGBTQ+ Therapy

Healthcare is being tailored to better serve non-binary, trans and queer Consumers

Trend - LGBTQ+ consumers have been underserved by the traditional healthcare industry and as a result, designers and organizations are working to introduce training, products, and services that will center the needs of this community— in terms of gender dysphoria therapy, clinical consultations, and more.

Insight - Members of the LGBTQ+ community have needs and experiences that conventional clinicians have difficulty addressing. This has the potential of resulting in an uncomfortable environment where the patient does not receive the support they require. A demand is created for spaces that are better equipped and specialized to take care of and give aid to LGBTQ+ consumers in respectful and adequate ways. This, in turn, allows individuals to feel comfortable and better supported as they work through and resolve what is troubling them.



Animated Gender Dysphoria Therapy

Marcel/a Baltarete's Short Animation Series Alleviates Distress



Transgender-Focused Telehealth Startups

Folx Gives New Options to Marginalized Communities



Competency-Focused Clinician Courses

Dianne Nicolls' Course Boasts Culturally Competent Strategies

6.3
Score



Experience
Catalyzation
Personalization

3 Featured, 28 Examples
73,443 Total Clicks
URL: Hunt.to/446405

Healthcare is being tailored to better serve non-binary, trans and queer Consumers

How can your brand better support the
LGBTQ+ community?

Activism Pop-Up

Pop-up experiences are framed around social causes

Trend - Attending pop-up experiences gives people a sense of "being in the know," and therefore creates a sense of community between attendees. Taking advantage of that, social and environmental causes are now using pop-ups to expand their reach, form supportive communities and educate people.

Insight - When it comes to activism and social, environmental or political movements--community-building is crucial in reaching people and building solutions. Idea-sharing spaces, art, platforms and products are all necessary in the process of maintaining momentum in the various causes people are fighting for.



Environmental Activist Cafes

Patagonia's Pop-Up Educates on the Climate Crisis & Inspires Action



Mental Health Pop-Up Museums

The Museum of Lost & Found Potential Highlights Mental Health Themes

7.4
Score



- Catalyzation
- Authenticity

2 Featured, 36 Examples
56,899 Total Clicks
URL: Hunt.to/446377

Activism Pop-Up

Pop-up experiences are framed around social causes

How could your brand build a sense of
community among customers?

Platforms for activism and peer support hone in on specific user concerns

How could your brand build a supportive
community?

Commission-Free

Commission-free food services help struggling restaurants amidst COVID-19

Trend - In light of the ongoing pandemic, businesses aiming to help struggling restaurants are popping up (or changing their features) to offer commission-free bonuses. These benefits allow restaurants to maintain delivery and takeout services without having to pay too much to third party apps.

Insight - One of the many consequences of the ongoing pandemic has been small businesses struggling to adapt to reduced customer turnout. Third parties that are able to make the process of selling easier and more profitable for businesses are likely to gain more loyal customers as well--appealing to those who prioritize local and ethical shopping.

Help restaurants during COVID-19

Text SPREADHELP to (484)-702-6177

Commission-Free Food Deliveries
Spread is a Food Delivery Startup That's Free of Commission Fees

ChowNow

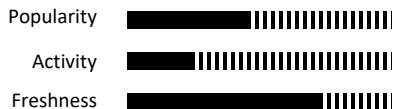
On Demand Restaurant Partnerships
ChowNow is a Restaurant Delivery Solution that Widens Reach

Doordash

Commission-Free Food Deliveries
Doordash Reduced or Eliminated Commission Fees for Restaurants

Commission-Free Takeout Apps
The Spread App Sends Promo Codes Via Text Message

4.8
Score



🎯 Curation
🔍 Authenticity

4 Featured, 36 Examples
21,484 Total Clicks
URL: [Hunt.to/445073](https://hunt.to/445073)

Commission-free food services help struggling restaurants amidst COVID-19

How is your brand supporting struggling
businesses and/or customers?

Mutual Aid Network

During the COVID-19, organizations are supporting & launching mutual aid

Trend - Emphasizing the growing food insecurity and the crisis of homelessness, not-for-profits are facilitating special tools that help bring the community together in sharing resources. Mutual aid networks throughout the world are rapidly increasing and these initiatives are often maintained exclusively by volunteers.

Insight - As the COVID-19 pandemic continues and many countries around the world are going into their second or third lockdown, individuals are recognizing that members of their community need support for survival. Aware of the financial toll of the virus outbreak, many are looking for ways to contribute and support those who cannot afford certain necessities like food or a home. In coming together, while maintaining COVID-19 safety procedures, individuals feel motivated and encouraged that they will overcome this difficult time.



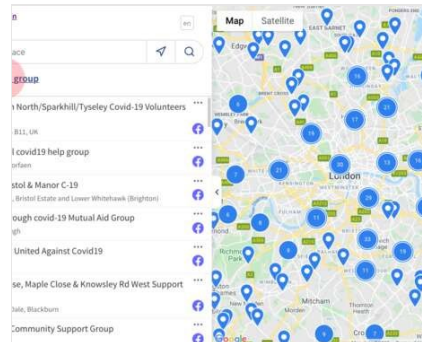
Toronto-Based Community Fridges

Community Fridges Toronto Brings Neighbourhoods Together



Neighbourhood Support Networks

West Neighbourhood House Organizes Mutual Aid During COVID-19



UK-Based Mutual Aid Networks

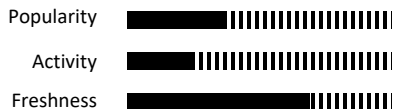
Covid-19 Mutualaid UK Supports Those in Need Through Local Organizing



Grassroots Mutual Aid Funds

Servers Workers Coalition Offers Grocery Stipends and Rent Relief

4.3 Score



Tribalism
Catalyzation
Many to Many

4 Featured, 27 Examples

14,045 Total Clicks

URL: [Hunt.to/443245](https://hunt.to/443245)

Mutual Aid Network

During the COVID-19, organizations are supporting & launching mutual aid

How can your organization bring people
together?

LGBTQ+ Entrepreneurship

Organizations are striving to develop a diverse business and tech industry

Trend - Nonprofit organizations are looking to support the business endeavors of the LGBTQ+ community. In this space, various entrepreneurship resources, programming, and events are being directed toward overcoming barriers and getting ahead in industries.

Insight - Diversity and inclusion in all facets of life—from social circles to workplaces—are extremely important to contemporary consumers and as a result, many are advocating in favor of equality and opportunity for all. Given the many systemic barriers that are historically encoded into Western civilization, consumers are creating a demand for specialized resources that will support and assist in the growth of people who are part of marginalized communities.



LGBTQ-Friendly Business Mentorship Programs
Tent Partnership for Refugees is Providing Support



Tech-Focused LGBTQ-Friendly Organizations
Out in Tech is Inspiring LGBTQ+ Youth to Thrive



LGBTQ+-Supporting Entrepreneurial Organizations
StartOut Supplies Resources and Advocacy



LGBTQ2S+-Supporting Non-Profit Organizations
QueerTech Has Quickly Grown to an Influential Player

4.2
Score



- Instant Entrepreneurship
- Tribalism
- Catalyzation

4 Featured, 22 Examples
11,398 Total Clicks
URL: Hunt.to/442952

Organizations are striving to develop a diverse business and tech industry

How can your brand support the LGBTQ+
community?

Accessible Package

More brands prioritize inclusive packaging for people with disabilities

Trend - Packaging that's easier to interact with for people with disabilities is increasingly common. Everything from food to cosmetic brands are prioritizing accessible packaging with products like beer cans labeled with braille and food product-detecting apps.

Insight - Years of activism by people with disabilities and their allies has resulted in a greater awareness about the various ways in which the world isn't designed for people with certain physical impairments. The constant push for inclusion now also includes people from these historically under-served demographics, and some brands are now rising to the challenge.



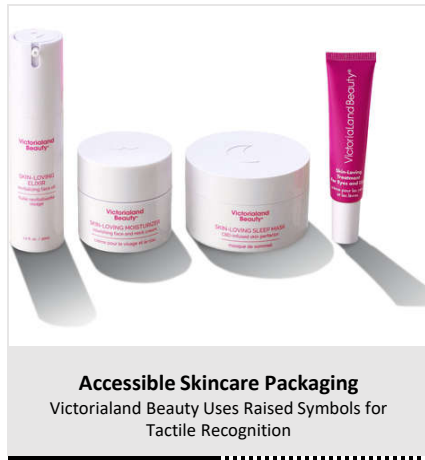
SENSORY ENHANCED BOTTLES

Illustrations of two bottles: one with vertical stripes and one with circles.

STRIPES - SHAMPOO
CIRCLES - CONDITIONER

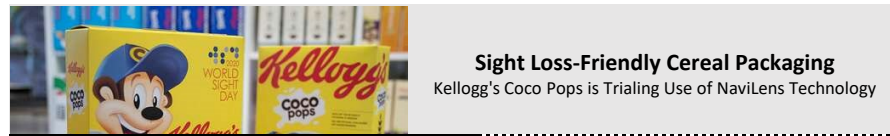
Herbal

Accessible Haircare Packaging
Herbal Essences's Tactile Markings Help People with Low to No Vision



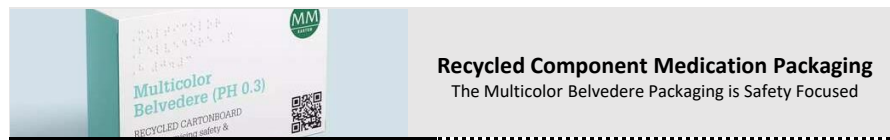
Four skincare products from Victoriland Beauty: a tube of cream, a jar of cream, a jar of cream, and a tube of cream.

Accessible Skincare Packaging
Victoriland Beauty Uses Raised Symbols for Tactile Recognition



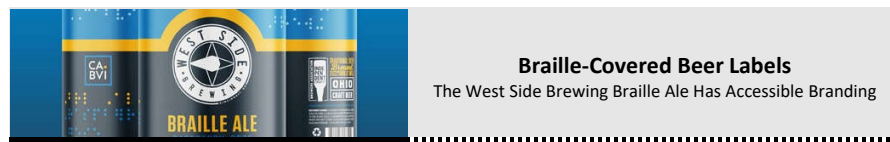
Two boxes of Kellogg's Cereal: one with a cartoon character and one with the text 'WORLD SIGHT DAY'.

Sight Loss-Friendly Cereal Packaging
Kellogg's Coco Pops is Trialing Use of NaviLens Technology



A box of Multicolor Belvedere (PH 0.3) with a QR code and the text 'RECYCLED CARTONBOARD'.

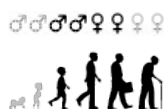
Recycled Component Medication Packaging
The Multicolor Belvedere Packaging is Safety Focused



A can of West Side Brewing Braille Ale with Braille on the label.

Braille-Covered Beer Labels
The West Side Brewing Braille Ale Has Accessible Branding

6.0
Score



Experience
Catalyzation

5 Featured, 45 Examples
46,106 Total Clicks
URL: [Hunt.to/440881](https://hunt.to/440881)

Accessible Package

More brands prioritize inclusive packaging for people with disabilities

In what areas is your brand not as inclusive
or accessible as it could be?

Fashion & Cosmetics

Prebiotic Serums

Skincare serums include prebiotics in order to let probiotics thrive

Trend - The topical use of prebiotics is said to maintain healthy looking skin by reducing signs of redness, aging, and hydration-loss. Brands are now incorporating prebiotics into their serums for more potent topical applications.

Insight - As consumers become more interested in the skincare space, they're more likely to turn to scientific solutions to their skincare concerns, and have greater knowledge as to what those solutions are and how they'd suit their specific needs. This educated consumer is constantly seeking out the next best formula, ingredient or product.



Prebiotic Scalp Serums

The Topical Scalp Supplements Supports Strong, Nourished Hair



Fortifying Probiotic Skincare

Valmont's Primary Line Nourishes with Prebiotics & Probiotics



Probiotic Anti-Aging Serums

Lancôme's Advanced Génifique Serum Supports the Skin's Microbiome



Nourishing Tulip-Infused Serums

The Bloomeffects Tulip Dew Drops Brighten, Hydrate and Smooth

6.0
Score

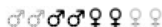
Popularity



Activity



Freshness



Hybridization

Naturality

4 Featured, 36 Examples

29,182 Total Clicks

URL: [Hunt.to/454555](https://hunt.to/454555)

Skincare serums include prebiotics in order to let probiotics thrive

How is your brand targeting the educated
consumer?

Pollution Protection

Sunscreen brands also add claims of protection from pollution

Trend - Sunscreen brands simply protecting users' skin from harmful UV rays is no longer enough for some customers, and brands in this industry are adapting with additional claims of pollution-protection on their SPF products.

Insight - When it comes to personal care, consumers are increasingly prioritizing preventative health measures that reduce their chances of certain health issues. With climate now being a significant factor that contributes to or harmfully impacts people's health, particularly in cities where pollution is common, consumers are seeking additional protection that accounts for environment.



Pink-Tinted Sunscreen Lotions

Zincscreen 100% Mineral Lotion is Packed with Skincare Ingredients



Winter Sunscreen Sets

Supergoop's Sunscreen Kit Supports Winter Sun Protection



Milky Sun Care Serums

Coola's Sun Silk Drops Offer SPF 30, IR, Blue Light & Pollution Protection



Three-in-One Mineral Sunscreens

Liz Earle Environmental Defence Cream Mineral SPF 25 is Effective

5.4
Score

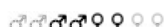
Popularity



Activity



Freshness



Hybridization

4 Featured, 29 Examples

26,227 Total Clicks

URL: [Hunt.to/452400](https://hunt.to/452400)

Sunscreen brands also add claims of protection from pollution

How is your brand accounting for
consumers geographic or lifestyle needs
when creating or selling its products?

Eco Performance

Eco-friendly performance wear is increasingly popular

Trend - The popularity of outdoor performance wear has resulted in a push in this space for materials and production processes that are eco-conscious. Thus, emerging activewear brands are prioritizing sustainability.

Insight - As more consumers become concerned with the impending consequences of climate change, fueled by big brands and excess consumption, they're increasingly seeking out brands that aim to mitigate these environmental issues. Lowering their personal impact is becoming a growing priority among many North American consumers.



Empowering Activewear Capsules

adidas and Karlie Kloss Created a Collection of Eco-Friendly Styles



Eco-Friendly Performance Apparel

Jack Wolfskin Activewear Expands its North American Footprint



Freedom-Exploring Spring Techwear

The New Veilance Capsule is Prepared for the SS21 Season



Sustainable Crisp Tonal Parkas

Canada Goose's White Expedition Parka is Eco-Friendly

6.1
Score



Catalyzation

4 Featured, 36 Examples

39,054 Total Clicks

URL: Hunt.to/450196

Eco-friendly performance wear is increasingly popular

How is your brand prioritizing
sustainability?

Revamped Tint

Skin tints are becoming popular again due to prolonged mask wear

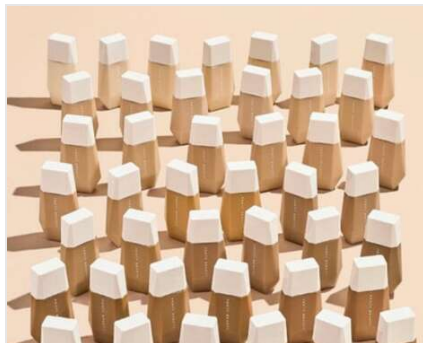
Trend - The need for people in North America to wear masks amidst the ongoing pandemic has resulted in a greater focus on skincare over makeup. Now that the region is slowly transitioning out of pandemic restrictions, makeup trends are lightweight and various skin tints have grown in popularity as consumers' grow accustomed to wearing cosmetic products regularly again.

Insight - The COVID-19 pandemic has changed consumers' habits in a range of ways, whether that's in their hygiene habits or their daily rituals. Consumers are still turning to brands that allow them to adapt to their changing or changed needs and preferences that have come as a direct result of the pandemic.



Two-in-One Beetroot Cosmetics

The Ere Perez Beetroot Cheek & Lip Tint is Available in Two Shades



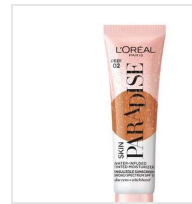
Ultra-Hydrating Skin Tints

The Eaze Drop Blurring Skin Tint Achieves Light-to-Medium Coverage



Multitasking Lip Lotions

Alleyoop's Lip Lotion is a Balm, Mask, Tint, Gloss and Plumper in One



Water-Infused Tinted Moisturizers

The Skin Paradise Tinted Moisturizer is a Skincare-Makeup Hybrid



Ultra-Dewy Tinted Moisturizers

Becca's Light Shifter Dewing Tint Provides Instant Moisture

5.9
Score

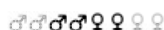
Popularity



Activity



Freshness



Simplicity

5 Featured, 45 Examples

30,757 Total Clicks

URL: [Hunt.to/449677](https://hunt.to/449677)

Skin tints are becoming popular again due to prolonged mask wear

What are long-term changes in customer habits and preferences that your brand will have to adapt to?

Neutral Footwear

Carbon neutral footwear products and brands are on the rise

Trend - Fashion brands are increasingly prioritizing carbon-neutral production to limit their environmental impact, and now those specific to footwear are doing the same. These products come in everything from sneakers to socks, and are better for the environment.

Insight - Consumers are putting more pressure on existing and emerging brands to adopt sustainability as a core pillar in their production and charitable practices. This shift comes as people around the world increasingly deal with, and/or are educated about, the consequences of climate change.



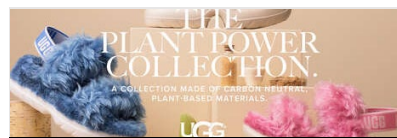
Carbon Neutral Socks

Allbirds Has Created a Line of Sustainable Socks in Three Different Cuts



Unisex Carbon-Neutral Boots

UGG's Neumel Natural Reimagines a Best-Selling Style



Fluffy Carbon-Neutral Sandals

UGG's Eye-Catching Plant Power Collection Uses Sustainable Materials



Versatile Slip-On Sneakers

Forsake's 'Meridian' Silhouette Goes from Trail to Sidewalk with Ease

7.2
Score

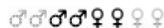
Popularity




Activity



Freshness



 Naturality

4 Featured, 36 Examples

48,625 Total Clicks

URL: Hunt.to/448953

Neutral Footwear

Carbon neutral footwear products and brands are on the rise

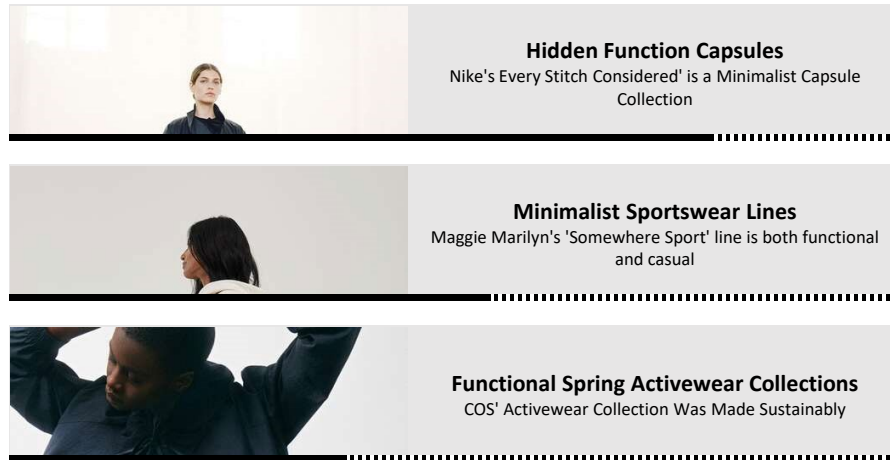
How could your brand better prioritize
sustainability?

Minimalist Performance

Activewear takes inspiration from minimalist fashion aesthetics

Trend - Brands that specialize in sportswear are increasingly blending function with minimalist designs. Blending activewear with fashion-forward designs come as comfort-based sportswear maintains its dominance in the fashion industry.

Insight - Even prior to the COVID-19 pandemic, athleisure was common among Millennial and Gen Z demographics. Now, with the pandemic making even more people dress for comfort, consumers are seeking out brands that merge that need with their desire to look and feel put together regardless of where they are.



6.9
Score



Simplicity

Catalyzation

4 Featured, 36 Examples
42,969 Total Clicks
URL: Hunt.to/448574

Activewear takes inspiration from minimalist fashion aesthetics

How is your brand adapting to long-term shifts created by the ongoing pandemic?

Wellness Apparel

Clothing collections are infused with beneficial, wellness-focused ingredients

Trend - Clothing inspired by the wellness movement is on the rise not just in terms of design, but in what the clothes are infused with. Brands in this space are offering everything from anti-inflammatory CBD-infused clothing to materials that are purported to have anti-aging qualities.

Insight - Lounge and activewear continues to be popular among North American consumers, particularly as many are still at home as much as possible amidst the ongoing pandemic. Consumers are increasingly prioritizing comfort, but still prefer when that comfort is offered with put-together designs and added benefits.



CBD-Infused Luxe Activewear

Acabada Uses Organic CBD and Luxury Fabrics in Crafting its Apparel



Wellness-Focused Comfort Apparel

Grey State Recently Launched 'The Wellness Collection'



Skin-Enhancing Clothing Ranges

Cass Luxury Shapewear Boasts Support and Skin-Improving Copper

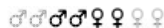


Sophisticated Milk-Infused Apparel

BackLabel Recently Unveiled its New Wellnesswear Collection

8.1
Score

Popularity



Activity



Freshness



Hybridization

4 Featured, 36 Examples

135,659 Total Clicks

URL: Hunt.to/447041

Wellness Apparel

Clothing collections are infused with beneficial, wellness-focused ingredients

What's an additional benefit your brand
could add to its product/service?

Deadstock Garment

Brands are salvaging and upcycling deadstock textiles to support sustainability

Trend - Luxury, streetwear, and eco-friendly fashion brands are increasingly using "deadstock" textiles when producing garments. The term refers to left over fabrics of other fashion houses who overestimated their needs, and rather than sending these textiles to landfills, brands are salvaging them to support sustainability.

Insight - The environmental crisis has prompted many people to reconsider their purchases and the resources that were used in the creation of the product, especially in regards to apparel. As information comes to light about the damaging production process of fashion—from waterway pollution from clothing dye to the enormous amount of water use to grow cotton—consumers are veering away from fast-fashion in favor of products that use resources already in circulation. These conscious consumers demand more accountability from brands and will support brands that align with this eco ethos.



Deadstock Salvaged Denim Jackets

The New Long Haul Jacket is Made with Deadstock Selvage Denim



Deadstock-Made Undergarment Lines

Pantee Makes Bras and Underwear Out of Old Shirts



Deadstock-Made Clothing Drops

Acne Studios' Sustainability Initiative Releases Its 2nd Collection



Upcycled Deadstock Fashion Capsules

clothsurgeon Launches the Sustainable _PROJECT EARTH Capsule

4.9
Score

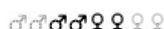
Popularity



Activity



Freshness



Naturality

4 Featured, 29 Examples

23,507 Total Clicks

URL: [Hunt.to/446407](https://hunt.to/446407)

Brands are salvaging and upcycling deadstock textiles to support sustainability

How can your brand offer support to
environmentally friendly causes?

Mask Makeup


Mask-friendly makeup products cater to consumers who wear face masks

Trend - Cosmetic brands are releasing makeup products that are better suited to be worn under face masks. Products include everything from transfer-proof formulas to more lightweight formulas that encourage people to wear makeup without feeling like they're wearing too much.

Insight - The many ways in which consumers' lives have changed as a result of the ongoing pandemic include everything from micro to macro issues. Day-to-day habits and purchases have been tweaked as a result of being indoors more, and brands that are able to cater to consumers' limited lifestyles are more appealing than those that have remained the same.



Tinted Skin Balms
Stila's Tinted Moisturizer Skin Balm is a Multitasking Moisturizer



5-in-1 Tinted Glosses
IT Cosmetics' Pillow Lips Solid Serum is a "Mask-Friendly Solution"

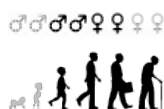


Full-Coverage CC Creams
e.l.f. Cosmetics' Camo CC Cream is a Color Corrector with SPF Protection



Transfer-Proof Makeup Products
These New CoverGirl Products are Perfect for Wearing Under a Mask

5.4
Score



☁ Simplicity

4 Featured, 36 Examples

30,427 Total Clicks

URL: [Hunt.to/446019](https://hunt.to/446019)

Mask-friendly makeup products cater to consumers who wear face masks

How is your brand addressing some of
consumers' smaller lifestyle adaptations
amidst the COVID-19 pandemic?

Cosmetic Deliveries

Cosmetic brands are prioritizing fast and easy deliveries for customers

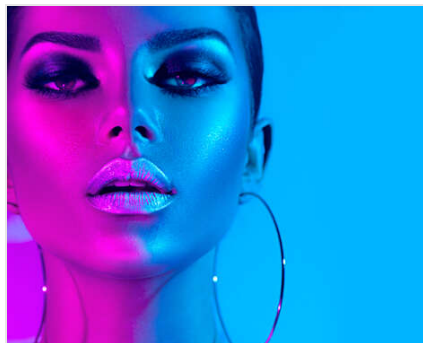
Trend - Brands in the cosmetic space are partnering up with--or creating their own--delivery services in order to appease customers and deliver online orders quickly and efficiently. These services include everything from same-day deliveries to dessert and makeup pairings.

Insight - This year, eCommerce has taken over even more than it previously had--with consumers having no choice but to do the majority of their shopping online amidst store closures and lockdown orders. Brands have been meeting this demand with new services and features that make shopping online easier for customers.



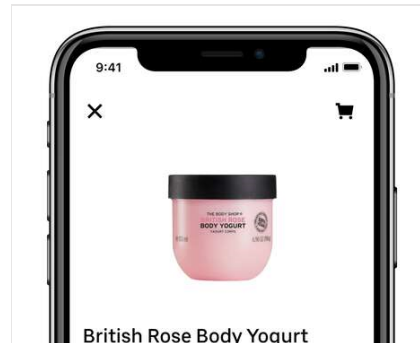
Dessert-Paired Makeup Deliveries

Benefit Cosmetics is Sharing Boxes of Cake & Concealer in the UK



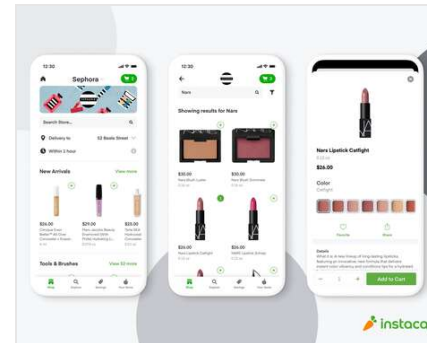
30-Minute Makeup Delivery Partnerships

Coty Partners with GoPuff to Deliver Cosmetics Quickly



Cosmetic Delivery Service Partnerships

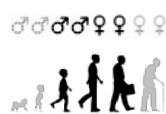
The Body Shop & Uber Eats Join Forces to Be More Accessible



Same-Day Beauty Deliveries

Instacart & Sephora are Launching Same-Day Deliveries in North America

6.5
Score



Hybridization
Catalyzation

4 Featured, 36 Examples
36,490 Total Clicks
URL: [Hunt.to/443333](https://hunt.to/443333)

Cosmetic brands are prioritizing fast and easy deliveries for customers

How could your brand elevate its online
purchase journey?

Health & Wellness

Alt Supplement

Health brands offer supplements in new formats

Trend - Consumers are accustomed to taking supplements in the form of pills, drinks and gummies--and this market has become oversaturated with brands vying for consumer attention. To stand out, some brands are offering distinct supplement formats that include everything from jelly beans to dissolvable discs.

Insight - As the health and wellness industry remains popular among consumers, oversaturation has resulted in some beginners being overwhelmed with product choices and unsure where to begin. Brands that are able to stand out via branding, formula or benefits promised are likely to appeal to both experts and novices in this space.



Dissolvable Drink Discs

Effusio Infuses Any Beverage with Functional Benefits



Immune Support Chewing Gums

Life's Gum Delivers Physical and Cognitive Benefits



Beautifying Jelly Beans

These Fruit-Flavored Jelly Beans Support Hair, Skin & Nail Health



Premium Collagen Bars

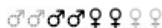
Glow Beauty Fuel's Collagen Protein Chocolate Bars are Full of Supplements

8.3
Score

Popularity

Activity

Freshness



Curation

4 Featured, 36 Examples

34,043 Total Clicks

URL: Hunt.to/455134

Health brands offer supplements in new formats

How does your brand or its products stand
out from competitors?

Accessible Vaccination

Branded offerings and features aim to make COVID-19 vaccines accessible

Trend - Vaccine hesitancy and inaccessibility have been issues in different parts of North America, and so some brands are making the process more accessible with offerings like appointment information, transportation, and work accommodations to encourage people to get vaccinated.

Insight - The COVID-19 vaccine rollout for has had some issues, particularly in regions where the vaccine is politicized or not widely available. This has impacted people's ability to receive the vaccine in a timely manner, and so people are turning to brands and institutions that makes this process more accessible.



Vaccination-Finding Smart Assistants

Amazon Alexa Users Can Ask the Device Where to Get Their Shot



Vaccination Center-Hosting Restaurants

Brewdog Wants to Speed Up Vaccination Delivery



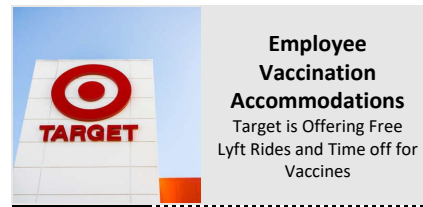
Social Media Vaccine Fact Boxes

Twitter is Adding a COVID-19 Vaccine Fact Box to Timelines



Rideshare Vaccination Partnerships

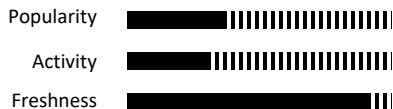
Walgreens and Uber Have Partnered for Easier Appointments



Employee Vaccination Accommodations

Target is Offering Free Lyft Rides and Time off for Vaccines

5.3
Score



Catalyzation

5 Featured, 45 Examples
58,327 Total Clicks
URL: [Hunt.to/452677](https://hunt.to/452677)

Branded offerings and features aim to make COVID-19 vaccines accessible

How is your brand prioritizing vaccine
accessibility for its customers or
employees?

Algae Milk

Algae-based milk alternatives offer similar benefits to milk

Trend - Brands are increasingly using algae as a base for milk products in order to offer vegan alternatives with similar benefits to traditional dairy. These products come in everything from powdered creamers containing algae, to algae milks.

Insight - Consumers are more frequently seeking out alternatives to the traditional products they eat, not just because they're vegan or vegetarian but because they view them as being healthier options. Brands that are catering to consumers' growing flexibility when it comes to food items and alternatives are especially appealing.



Superfood Coffee Creamers

This Vanilla Creamer is Made with Real Madagascar Bourbon Vanilla



Medicinal Mushroom Creamers

Laird Superfood's Superfood Creamer Features Functional Mushrooms



Micro-Algae Milk Alternatives

Sophie's Bionutrients Created a Sustainable Dairy-Free Milk

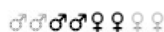


Superfood Pumpkin Creamers

Laird Superfood's Pumpkin Spice Creamer is a Better-for-You Alternative

4.5
Score

Popularity



Activity



Freshness



Hybridization

Naturality

4 Featured, 29 Examples

18,536 Total Clicks

URL: [Hunt.to/451730](https://hunt.to/451730)

Algae-based milk alternatives offer similar benefits to milk

How could your brand create or expand its
"alternative" product lines?

Health Hub

Smart home hubs prioritize the health of those living within the household

Trend - Smart home hubs are now being designed as additional ways for consumers to keep track of various health-related metrics. These hubs are offering everything from medication management to sleep pattern-tracking.

Insight - Consumers are increasingly relying on technology to help them maintain their health and fitness routines, which has been accelerated by factors like having to maintain fitness outside of the gym in recent months. This shift in consumer behaviour has people wanting products that can be seamlessly integrated into their routines, but help motivate them to pursue new goals at the same time.



Smart Wellness Mirrors

CareOS' Themis Smart Mirror is a CES 2021 Innovation Awards Honoree



All-in-One Health Tracker Hubs

The 'Aware' Domestic Health Kit Tracks for COVID-19 Symptoms



Health-Focused Smart Home Hubs

The Google Nest Hub 2 Tracks Sleep Quality and More



Medical Advice-Dispensing Voice Assistants

The NHS Will Give Medical Advice Via Amazon Alexa



Virtual Medication Management Features

Amazon Alexa Will Now Offer Medication Management Features

7.2
Score



Artificial Intelligence

5 Featured, 45 Examples

76,164 Total Clicks

URL: Hunt.to/449349

Smart home hubs prioritize the health of those living within the household

How is your brand seamlessly integrating
into customers' existing routines?

Crossover Fitness

Brands are entering the fitness space to support consumers amid COVID-19

Trend - Brands in the various industries—spanning quick-serve restaurants, alcohol, and hair care—are entering the fitness space to help consumers maintain or improve fitness levels amid the ongoing global pandemic. These initiatives included branded virtual workouts, home gym giveaways, and workout gear.

Insight - In light of the COVID-19 pandemic and the subsequent shelter-in-place orders, many individuals are experiencing lower levels of physical activity. This has prompted many consumers to shift their fitness regimes to at-home or outdoors, creating a need for accessible fitness equipment. Brands are expanding their consumer base and product line by offering consumers functional ways to maintain their fitness.



Branded Home Gym Giveaways

Silk ULTRA is Helping Consumers Upgrade Their Home Gym in New Promotion



Hair Care-Branded Workout Equipment

OrganigoLife Debuts New Series of Home Workout Equipment



Branded Live Workout Videos

Michelob Ultra is Streaming Workouts to Help Support Trainers



Virtual Barre Classes

Smirnoff and SideBarre are Hosting Classes & Education Sessions



Fast Food-Branded Sportswear

Chipotle's Sportswear Collection Ranges from Sports Bras to Leggings

5.2
Score



Experience

Many to Many

5 Featured, 45 Examples
54,968 Total Clicks
URL: Hunt.to/448084

Brands are entering the fitness space to support consumers amid COVID-19

How will your brand adapt to long-term shifts in consumer behavior rooted in significant disruption?

Health Passport

Mobile apps are enabling consumers to have their COVID-19 medical records on-hand

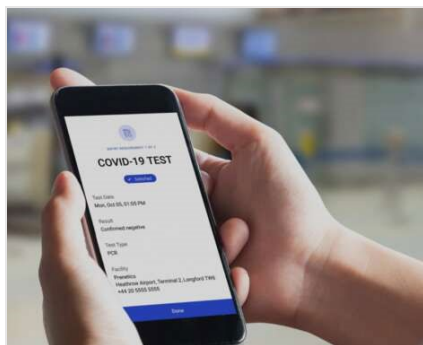
Trend - Companies are launching specialized mobile platforms—referred to as "digital health passports" or "immunity passports"—that will store COVID-19 immunization records and test results. These tools are envisioned as risk-mitigating solutions for travel, retail, and more.

Insight - Many consumers are struggling to keep up or even fully understand the ever-changing restrictions surrounding travel and commerce both at home and abroad. Aware that they need to present a plethora of new documentation in order to be allowed to partake in activities or travel, consumers are looking for solutions that will make their experience easier and more convenient. This allows them to be better organized and, as a result, less stressed when trying to navigate COVID-19 restrictions.



Digital Health Passports

V-Health Passport is Looking to Streamline Air Travel During COVID-19



Digital Health Passports

CommonPass Securely Stores Health Information for Travelers



Digital Health Pass Apps

The Navica App Helps to Navigate Safe Access to Spaces During COVID-19



Safety-Focused Travel Tools

The ICC AOKpass Proposes Solution for Safe Travel During COVID-19

6.1
Score



- ☁ Simplicity
- 🔒 Authenticity

4 Featured, 28 Examples
15,795 Total Clicks
URL: [Hunt.to/446068](https://hunt.to/446068)

Mobile apps are enabling consumers to have their COVID-19 medical records on-hand

How can your company assist in upholding
COVID-19 protocols/community safety?

Meditation Pairing

Brands are addressing digital fatigue and anxiety with new wellness features

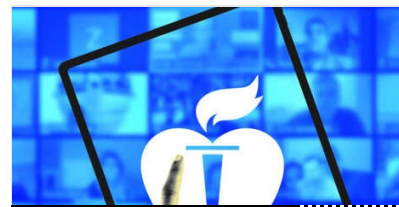
Trend - Apps and video conferencing platforms are introducing built-in features and programming that will help consumers during their daily routines. Centered around mental health, these initiatives work toward staging interventions that help one build boundaries and healthy habits during COVID-19.

Insight - The guidelines put into place to manage the COVID-19 pandemic have contributed to digital fatigue linked to many hours spent working and socializing through screens. This has proven to be taxing on the mental health of consumers as many are finding it difficult to establish boundaries between work, social life, and personal time. In this space, many are looking to build healthier online routines and as a result, are looking for accessible tools in order to do so.

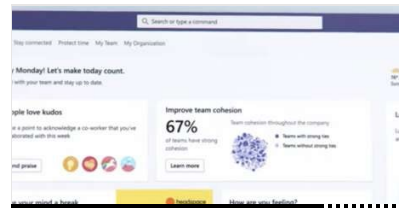
Pre-Date Meditations

Dating App Meditations
Hinge and Headspace are Offering 2 Guided Meditations to Help Date Anxiety

Meditative Friendship Apps
Headspace Minis Share Meditations to Do with a Friend Within Snapchat



Virtual Fatigue Campaigns
Zoom and the American Heart Association are Working to Battle Fatigue



Soothing WFH Features
The New Microsoft Teams Feature Helps Consumers with Health and Productivity

5.2
Score



Hybridization

Experience

Catalyzation

4 Featured, 35 Examples
43,198 Total Clicks
URL: Hunt.to/442345

Meditation Pairing

Brands are addressing digital fatigue and anxiety with new wellness features

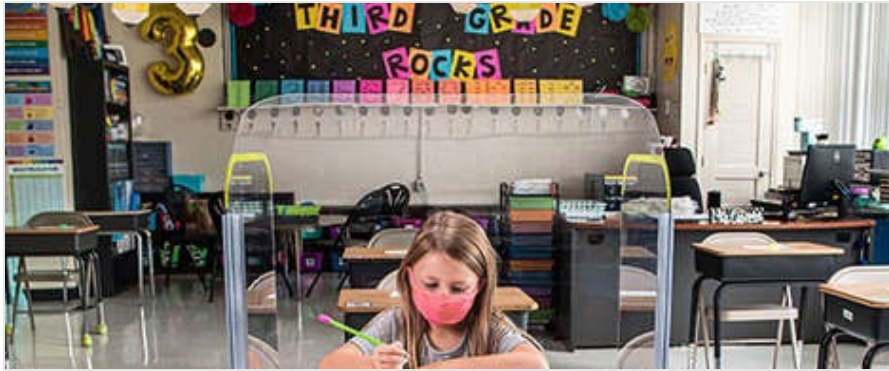
How can your brand assist consumers in
building healthier online habits?

School Safety

Schools are updating their classrooms to ensure safety in the COVID-19 era

Trend - Schools are implementing new measures for health and safety in classrooms. From desk with barriers to tools for sanitization, these new features are designed to protect students while they physically partake in class.

Insight - Many parents and their children are experiencing high levels of anxiety as schools reopen, requiring full or some physical attendance from students. In order to alleviate this stress, consumers are surveying the solutions and measures that educational institutions are taking in order to maintain and monitor the health and safety of children. When these expectations are met, individuals can move forward with some peace-of-mind as they adjust to life in the "new normal."



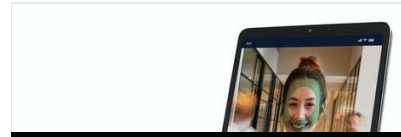
Classroom Safety Partitions

The Bluemap Design x ClearSpace Safety Barriers Protect Pupils



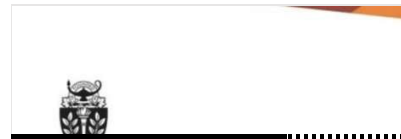
Space-Sanitizing Fog Machines

The Gecco Gropo I Disinfectant Fogger Quickly Cleans and Sanitizes



Automated Temperature Screening Solutions

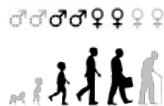
The 'SafeGate' is Simple and Low-Cost to Implement



School Reopening Safety Measures

Toronto's Havergal College Employs Strict COVID-19 Measures

6.1
Score



Experience
Catalyzation

4 Featured, 36 Examples
89,574 Total Clicks
URL: Hunt.to/437068

Schools are updating their classrooms to ensure safety in the COVID-19 era

Conceptualize a way your brand can
contribute to the safe reopening of an
institution/business.

Parental Support

Brands are launching specific platforms to support parents amid COVID-19

Trend - To support families amid COVID-19, brands have launched resources to help new parents cope with the challenges of the "new normal." These range from mental health platforms to virtual parenting communities and seek to alleviate some of the burdens of raising children in the midst of a pandemic.

Insight - The COVID-19 pandemic has been especially challenging for parents attempting to work, homeschool, and finish chores while dealing with their upturned lifestyles. These consumers are lacking the traditional, in-person support system many would lean on during this phase of their life, and with social distancing regulations still in place, many are looking to connect with others and receive guidance during a time that may feel especially isolating.



headspace

Parental Mental Health Promotions

WaterWipes is Gifting Parents a 3-Month Headspace Subscription



Family-Centric Educational Online Hubs

NatGeo@Home Responds to the Educational Impacts of COVID-19



Virtual Parenthood Hubs

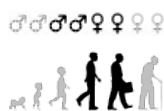
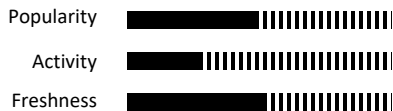
WaterWipes' Early Days Club Supports New & Expecting Parents



Family-Specific Mental Health Platforms

TheFamilyHelpNetwork.ca Launched a Mental Health Campaign

4.4
Score



- Tribalism
- Prosumerism

4 Featured, 30 Examples

31,276 Total Clicks

URL: Hunt.to/432538

Brands are launching specific platforms to support parents amid COVID-19

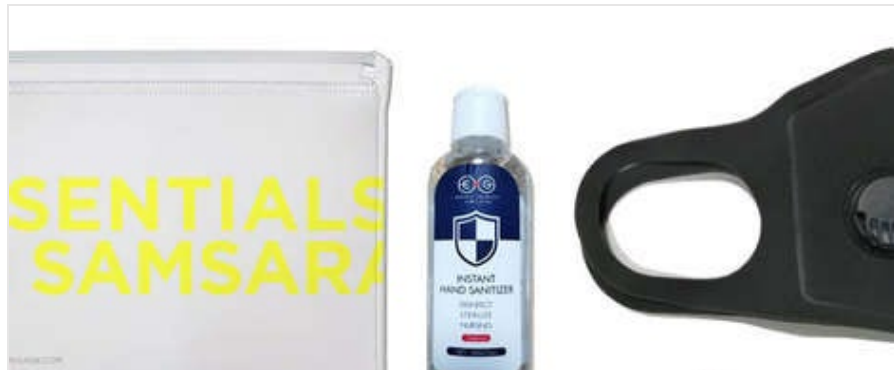
How can your brand support specific
consumer needs during crisis?

Traveling Kit

Brands curate sanitary travel kits for traveling during the COVID-19 crisis

Trend - As the COVID-19 pandemic continues, brands are curating sanitary travel kits for people who are traveling by plane or car. These kits allow consumers to ensure their cleanliness and the cleanliness of the objects they come into contact with while traveling.

Insight - Even once the COVID-19 crisis is over, certain aspects of life and consumers' psyches will remain changed. The increased vigilance and at times, paranoia that people feel when going outdoors and traveling will likely remain, as consumers are now more aware of how their actions and hygiene habits affect their health and the health of those around them. To adapt to this, a range of industries will have to practice an understanding of consumers' changed mindsets in a world where hyper-vigilance has become the norm.



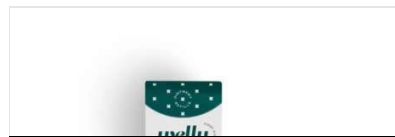
Branded Safety Kits

The Essentials by Samsara Kit Shares Sought-After Protective Products



Safe Travel Kits

DFI's FlySafe Travel Kit Includes a Reusable Mask, Disposable Gloves & Wipes



Refillable Hand Sanitizers

Premium First Aid Care Brand Welly Offers Flu Prevention Products



Pathogen-Eradicating Cleaning Products

The Purefypro Deep Cleaning Disinfectant Set is Easy to Use

7.7
Score

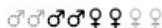
Popularity



Activity



Freshness



🎯 Curation

⚡ Catalyzation

4 Featured, 36 Examples

81,995 Total Clicks

URL: Hunt.to/429774

Brands curate sanitary travel kits for traveling during the COVID-19 crisis

How is your brand going to adapt to
changed consumer mindsets, even post-
COVID?

Art & Design

NFT Exhibition

NFT art galleries are becoming more popular both digitally and in real spaces

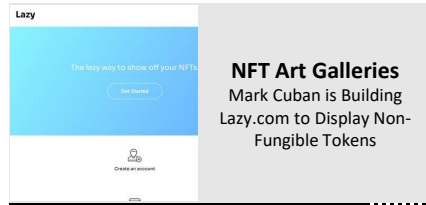
Trend - The growing popularity of non-fungible tokens as a way to create and sell art has resulted in art galleries being centered around only NFTs. These spaces exist both virtually and within in-person exhibitions, and allow creatives to showcase their work as digital assets.

Insight - The creative ownership that NFTs allow are appealing to artists who are looking to ensure independence in the process of selling and sharing their art. People who are choosing to sell their pieces as NFTs are allowing for more creative ways for people to invest in their work.



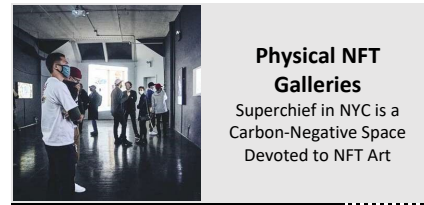
Blockchain-Powered Virtual Worlds

Cryptovoxels is a User-Owned Virtual World and You Can Buy Land



NFT Art Galleries

Mark Cuban is Building Lazy.com to Display Non-Fungible Tokens



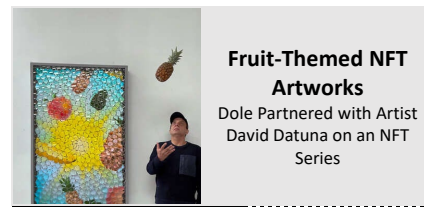
Physical NFT Galleries

Superchief in NYC is a Carbon-Negative Space Devoted to NFT Art



In-Person NFT Art Exhibitions

NFT BZL is Showcasing Physical & Digital Artwork at its NFT Gallery



Fruit-Themed NFT Artworks

Dole Partnered with Artist David Datuna on an NFT Series

7.9
Score



Catalyzation

5 Featured, 36 Examples

40,817 Total Clicks

URL: Hunt.to/452838

NFT art galleries are becoming more popular both digitally and in real spaces

In what ways could your brand explore
getting involved in NFTs?

Modular Work

Home office systems with modular designs make spatial adaptation easier

Trend - Modular home office systems are becoming more popular as working from home has become the norm since COVID-19 was declared a pandemic. These systems allow for consumers to build offices at home in ways that are simple and spatially functional.

Insight - As consumers have now grown accustomed to some of the ways their lives have changed over the course of the last year, some of these transitions they now understand as being long-term lifestyle changes. Thus, they're more likely to invest in products and services that help them maintain their new lifestyles.



Isolation-Focused Office Furniture

The Iso Work Lounge Supports Safety & Privacy in Public Spaces

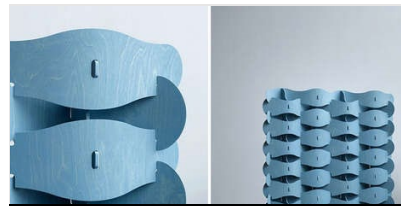


SPLIT-SHIFT HOME

MODE NIGHT MODE PLAY

Modular WFH Systems

The AD-APT Modular System Changes Apartments for Play, Work & Cooking



Woven Modular Room Partitions

The 'Veneer' Room Partition by Else-Rikke Bruun is Wave-Like



Modular Home-Office Furniture Systems

Mutabor Debuts the Branded Home Office For Employees

8.1
Score

Popularity



Activity



Freshness



Personalization

4 Featured, 35 Examples

67,097 Total Clicks

URL: [Hunt.to/452187](https://hunt.to/452187)

Home office systems with modular designs make spatial adaptation easier

How is your brand catering to the long-term
changes brought on by the pandemic?

Printed Climate-Proof

3D-printed housing prioritizes protection from the elements

Trend - As climate change becomes an important factor in how new homes around the world are built, 3D-printed housing is making the process of designing natural disaster-proof housing easier. These homes offer sustainable and protective construction that avoids structural issues in the case of extreme weather.

Insight - As consumers become increasingly concerned about how current and impending weather changes will impact their lives, more are turning to longer term investments and choices that guarantee them some level of protection when it comes to the consequences of climate change. These changes can exist in everything from housing to where people choose to live.



Sustainable Self-Sufficient Neighborhoods
This City Design Addresses Climate Change & Pandemics



3D-Printed Prefab Mobile Homes
The 'haus.me' Self-Sustainable Mobile House Can be Placed Anywhere



3D-Printed Floating Houses
Scolopt's Prvok Home is Eco-Friendly and 3D-Printed on a Pontoon

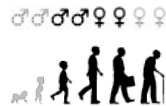


Eco Hurricane-Proof Houses
JD Composites Created a Home Made from 600,000 Plastic Bottles



Sustainable 3D Printed Habitats
WASP Debuts TECLA, a New Circular Model of Housing

8.3
Score



Catalyzation

5 Featured, 53 Examples
329,297 Total Clicks
URL: [Hunt.to/450466](https://hunt.to/450466)

3D-printed housing prioritizes protection from the elements

How is your brand prioritizing long-term
sustainability and protection for customers?

Tangible Therapy

Physical objects designed to relief stress and anxiety are increasingly popular

Trend - Brands are designing physical, touch-based forms of therapeutic comfort in order to help ease consumer stress and anxiety. Products in this space include everything from stress-relieving seating to rhythmic music gloves.

Insight - As consumers around the world deal with unprecedented levels of stress related to everything from managing professional lives and households to dealing with the stress of major world events, people are looking for relief in a range of ways. Traditional courses for stress-relief may not be important or necessary for everyone, so more consumers are turning to alternative options that provide them relief from their milder symptoms.



Supportive Anti-Stress Seating

The 'OTO' Chair Offers Support for Those on the Spectrum



Anxiety Reducing Gloves

The Conceptual 'InTempo' Mitts Make Use of Rhythm Therapy and More



Stress-Reducing Weighted Robes

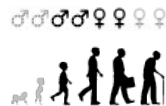
The Modernist X Gravity Weighted Robe Ensures Ultimate Comfort



Deep Touch-Mimicking Weighted Blankets

The BlanQuil Basic Weighted Blanket Helps Alleviate Stress

8.0
Score



Experience
Catalyzation

4 Featured, 36 Examples
61,721 Total Clicks
URL: Hunt.to/449750

Tangible Therapy

Physical objects designed to relief stress and anxiety are increasingly popular

How is your brand prioritizing customer
health?

Visual artists and musicians are harnessing NFTs to profit from their work more easily

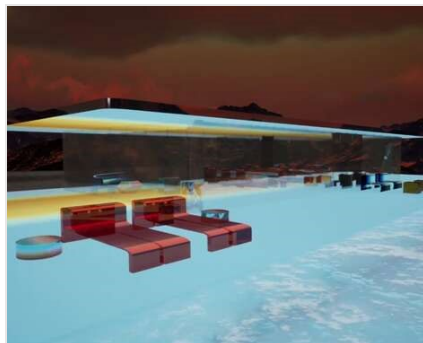
Trend - NFTs ("non-fungible tokens") are units of currency in the Blockchain ecosystem that cannot be replicated. Within the art and entertainment industries, creatives are selling their works as NFTs to monetize their music or art.

Insight - Ownership in the digital environment is precarious as many users are prone to pirate content and sidetrack paywalls. This is particularly affecting creative practitioners and digital content creators financially. Accelerated by the COVID-19 pandemic which has ensured the economic stagnation of the industry, many individuals are looking for new and innovative ways to sell their work, while also gaining some control of it on the Internet.



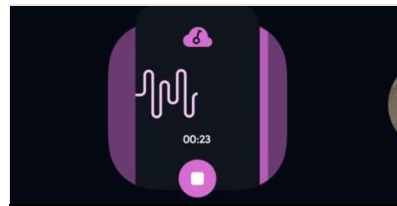
Collectible Digital Albums

The New Kings of Leon Album Will Be the First Available as an NFT



Martian Digital Homes

Mars House is a First-of-Its-Kind Digital NFT Home



Non-Fungible Token Song Releases

Our Lady Peace Releases a Single Through the S!ng App



Collectible Digital Artworks

Injective Protocol Digitized a Banksy Screenprint as an NFT

7.0
Score



Experience
 Catalyzation

4 Featured, 24 Examples
41,902 Total Clicks
URL: [Hunt.to/449298](https://hunt.to/449298)

Visual artists and musicians are harnessing NFTs to profit from their work more easily

How can your brand help creatives
monetize their work?

In-Game Inclusion

In-game features, storylines and campaigns prioritize inclusive representation

How is your brand prioritizing accurate
representation and inclusion?

Kid-Friendly Minimalism

Kids' snack products are increasingly presented with minimalist labeling

Trend - Some food and beverage brands that cater to children are changing their approach to what is typically seen as child-friendly branding--instead of offering busy graphics and bold colors, they're paring down packaging designs for a slightly more minimalist effect.

Insight - Kid's food and beverage products don't just have to appeal to their target market, but their parents as well. For health-conscious consumers, busy branding can sometimes be associated with "junk" food, while minimalist branding is often associated with more nutritious food options. In looking to buy for their children, parents will often opt for what appears more beneficial to their children's health.



Kid-Targeted Protein Bars

RX Kids Protein Snack Bars Share Five Grams of Real Food Protein



Canned Milk Beverages

Kemps' siips Shelf-Stable Milk Shares Indulgent On-the-Go Flavors



Free-From Kid-Friendly Bars

Kids MacroBars Boast Kid-Pleasing Flavors & Clean Ingredients

6.1
Score

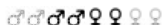
Popularity



Activity



Freshness



Simplicity

3 Featured, 33 Examples

31,544 Total Clicks

URL: [Hunt.to/447729](https://hunt.to/447729)

Kid-Friendly Minimalism

Kids' snack products are increasingly presented with minimalist labeling

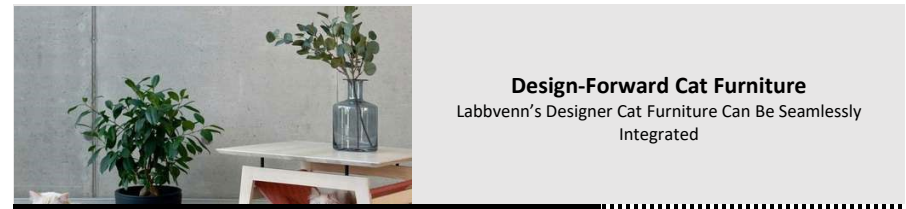
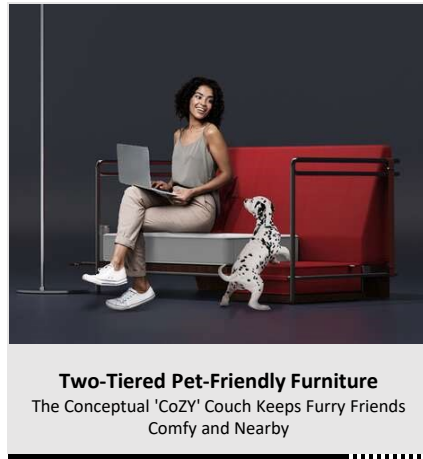
How is your brand creating positive
associations among customers using
branding?

Integrated Furnishing

Pet-friendly features are integrated into home furnishings

Trend - Home design brands are adapting to the needs of pet owners with furnishings that are made for human use, but that have pet-friendly features that allow for animal use too. These include everything from seating solutions to entertainment units.

Insight - The pet care industry in North America continues to grow, and people are putting more care into their pets' lifestyles as they try to accommodate for things like spatial shortcomings. With more people in urban areas and living in smaller homes and apartments, integrated pet-friendly home features are particularly useful.



8.2
Score



Hybridization

4 Featured, 35 Examples
168,893 Total Clicks
URL: [Hunt.to/446921](https://hunt.to/446921)

Pet-friendly features are integrated into home furnishings

How is your brand adjusting to its
customers' lifestyles?

Japandi Expansion

Hybridization of Scandinavian & Japanese motifs is becoming prominent in design

Trend - Furniture brands and interior designers are combining stylistic influences from Japan and Scandinavian countries to inform a style hybrid called "Japandi." Spaces with this aesthetic direction combine natural materials and a pared-back color palette, creating interiors that are minimal and warm.

Insight - Contemporary consumers in faced-paced urban centers are looking to balance the demands of their daily lifestyle with a comfortable home environment. In this space, many are prioritizing minimalist designs and simple solutions that can optimize and elevate their living situation, without compromising on aesthetic appeal. When these needs are met, consumers feel more relaxed and can comfortably recharge for the next day.



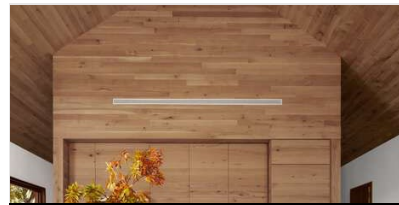
Hybrid-Style Furniture Collections

Mobilia Embraces the "Japandi" Sensibility in Its Newest Line



Hybridized Shop-and-Dine Spaces

Farrells Overhauls a Mesmerizing 19th Century Building in London



Harmonious Holiday Home Interiors

Magdalena Keck Works with Japanese, American, and Danish Designs



Minimalist Family Holiday Homes

Norm Architects Complete the Perfect Pine-clad Getaway

8.2
Score

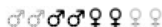
Popularity



Activity



Freshness



Hybridization

Simplicity

Naturality

4 Featured, 30 Examples

138,227 Total Clicks

URL: [Hunt.to/446071](https://hunt.to/446071)

Japandi Expansion

Hybridization of Scandinavian & Japanese motifs is becoming prominent in design

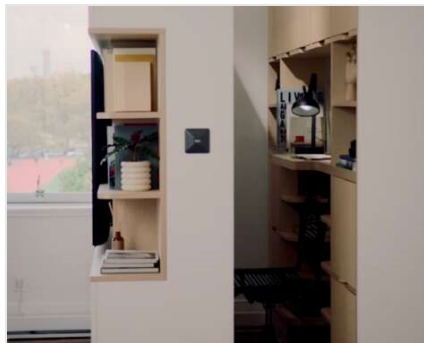
How can your brand optimize the "Japandi"
aesthetic?

Adjustable Office

Brands offer home office systems that cater to changes in work culture

Trend - Home office systems offered by furniture brands are becoming increasingly flexible and diverse in their uses. These systems offer important features like portability, privacy and space-saving.

Insight - Now that work-from-home culture is likely to remain the norm in the long term, people require at-home workstations that cater to their lifestyles at home. Features like privacy and modularity are important for people working from home--particularly for those with families, roommates, and/or small living spaces.



Hideaway Home Offices

Ori's Pocket Office is a Transformable Home Office Space Solution



Home Office Cubicles

Panasonic's Komoru Helps to Separate Living & Working Spaces



Compact WFH Cubicles

Sabine Marcelis' Brightly Colored Home Cubicle Folds Away When Not in Use



Modular Home-Office Furniture Systems

Mutabor Debuts the Branded Home Office For Employees

7.9
Score

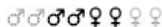
Popularity



Activity



Freshness



Simplicity

4 Featured, 36 Examples

98,574 Total Clicks

URL: [Hunt.to/442701](https://hunt.to/442701)

Adjustable Office

Brands offer home office systems that cater to changes in work culture

How is your brand catering to changed
lifestyles and/or work cultures?

Culture

Binge Slow-Down

Production companies are intentionally slowing down the rate of new releases

Trend - With bulk releases and online debuts of the latest movies, streaming services and film companies have continued to encourage binge-watching, offering a distraction for consumers during COVID-19. Now, brands are pulling back their schedules to weekly episode releases and cinema-first debuts in order to increase viewer engagement.

Insight - When looking for entertainment and comfort during the ongoing pandemic, contemporary consumers have been prioritizing efficient, no-fuss options. As a result, many have been relying on online on-demand content. With increased consumption during COVID-19 and even prior to it, individuals have started experiencing some fatigue. In this space, many are looking for ways to develop healthier relationships with their favorite content providers and this allows them to feel more grounded and energized.



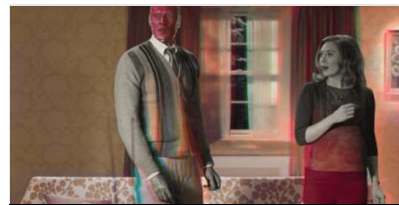
Weekly Release Streaming Schedules

Netflix Will Slowly Release The Circle and Too Hot to Handle



Cinema-First Movie Releases

WarnerMedia is Planning to Return to Cinema-First in 2022



Anti-Binging TV Schedules

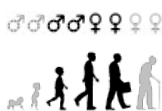
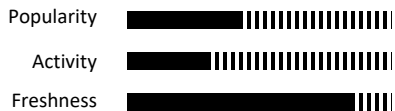
Disney+'s WandaVision Was Released in Weekly Doses



Weekly Sci-Fi Show Releases

Paramount+ Strategically Avoids the Binging Stream Model

5.4
Score



☁ Simplicity
📊 Experience

4 Featured, 36 Examples
21,484 Total Clicks
URL: [Hunt.to/450687](https://hunt.to/450687)

Binge Slow-Down

Production companies are intentionally slowing down the rate of new releases

How can your brand increase audience
engagement?

Overlooked Opportunity 1: **Workshop Question**

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

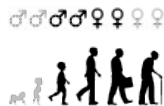
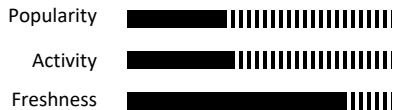


Informative Inclusive Video Games
Mafia III Tacks Historically Racism Through "Raw Interactions"



Multi-Language Video Game Updates
BlueStacks Debuts a Real-Time, In-Game Translation Feature

5.3
Score



Catalyzation

4 Featured, 29 Examples

20,550 Total Clicks

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

In-Game Inclusion

In-game features, storylines and campaigns prioritize inclusive representation

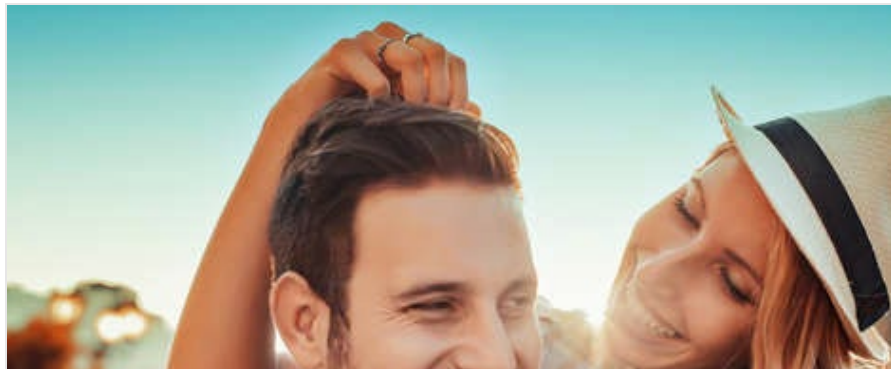
How is your brand prioritizing accurate
representation and inclusion?

Overlooked Opportunity 2: Workshop Question

Digital coaching for people who use dating apps is on the rise

Trend - Dating apps can be difficult for people to navigate, and coaches in this space (both human and digital) are helping people through the process with either one-on-one coaching, or with advice columns connected to these apps.

Insight - The digital habits of the modern age have resulted in a slew of businesses turning up to adapt to consumers' emerging needs. These new practices come with their own set of challenges and setbacks, and brands have an opportunity to offer solutions to them.



Vegan Matchmaking Services

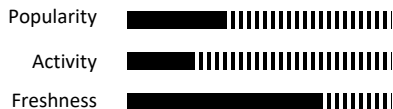
'Find Veg Love' is a Dating Service to Connect You with Other Vegans



Digestive Health-Specific Dating Apps

Gutsy Helps Those with Irritable Bowel Syndrome Find Love

4.6
Score



- Experience
- Personalization

2 Featured, 28 Examples
17,779 Total Clicks
URL: Hunt.to/445359

Digital coaching for people who use dating apps is on the rise

How is your brand offering solutions to
emerging consumer concerns?

Brands are leveraging the K-Pop industry to attract new consumers


What is one international trend you could
leverage?

Anti-Doomscroll

Brands and designers are launching initiatives to help consumers stay positive

Trend - "Doomscrolling" is a psychological phenomenon where users scroll through bad news headlines on the Internet, even though the stories are creating unhealthy feelings. This term returned to popularity during COVID-19 and the global anti-racism movement. In response, new initiatives are raising awareness to counter the harmful doomscrolling habit with mindfulness and boundaries.

Insight - Thanks to the Internet, consumers can gain awareness of what is happening in the world at any given moment. As such, many individuals are seeking out information daily to educate themselves on social, political, and economic topics. For many, the act of being "always-on" creates negative feelings and contributes to burnout. As a result, consumers are looking for ways to strike a balance between their connected and offline selves. In prioritizing their mental health, individuals are able to remain happier and more motivated to contribute to problems with solutions.



Limit-Setting Mobile Apps
The Moment Apps Prioritizes Consumer Mental Health Through Scheduling



Tech Disconnection Publications
'Goodbye Phone, Hello World' by Paul Greenberg Offers Healthy Tips



Anti-Doomscrolling Websites
The Endless Doomscroller Seeks to Engage People with Awareness



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

6.2
Score



4 Featured, 36 Examples
32,834 Total Clicks
URL: [Hunt.to/444822](https://hunt.to/444822)

Brands and designers are launching initiatives to help consumers stay positive

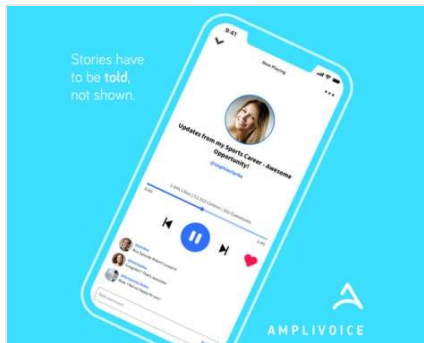
How can your brand help consumers strike
a balance between URL and IRL?

Audio-Only

Audio-only apps offer new forms of social media and content interactions

Trend - What was recently considered "old fashioned" is being made new again--audio-based communication and engagement with content are being revamped with audio-only options that take the pressure off virtual communication, or allow people to multitask while engaging with content that typically includes videos.

Insight - When it comes to social and content platforms, people are accustomed to soundbites, constant scrolling and communicating with text. With the increased engagement that these platforms are seeing, features that allow for audio-only communication or listening are able to stand out to those consumers who want something new.



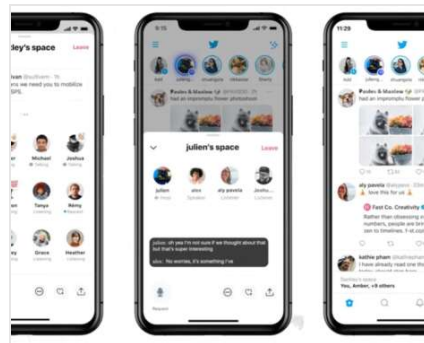
Audio-Only Social Networks
The 'Amplivoice' Voice Social Network Lets Users Share Verbally



Mobile Audio-Only Streaming Features
Netflix Launched Audio Exclusive Features to Its Android App

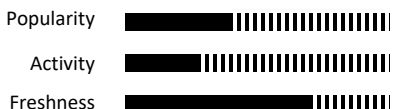


Audio-Only Communication Apps
CatchUp Supports One-on-One and Group Calls of Up to Eight



Audio-Only Meetings
Twitter Unveils Early Beta Version of 'Spaces' Feature

4.7
Score



Experience

4 Featured, 36 Examples
35,534 Total Clicks
URL: [Hunt.to/443874](https://hunt.to/443874)

Audio-only apps offer new forms of social media and content interactions

How can your brand offer consumers
alternatives to their entrenched habits?

Influencer Housing

Designers are focusing on elevating the aesthetic & function of content houses

Trend - Content houses—also known as "collab houses"—are becoming increasingly popular amid young social media influencers. As a result, brands and designers are working on offering opportunities to this community through elevated, or even branded, experiences.

Insight - Social media plays an important role in the lives of Gen Z consumers, many of who utilize such platforms as a means of self-expression, socializing, or even advancing their career. Young entrepreneurs are increasingly looking for ways to gain independence and create a seamless lifestyle that mixes work with play. This not only allows them to feel more confident but also motivates them to be productive and efficient in maintaining their own image.



Influencer-Specific House Designs

Web Stars Channel Conceived This House for Influencers



Social Media-Ready Houses

Village Studio Has Opened Two New Locations—
one in LA & One in Brooklyn



Social Media Influencer Houses

The Hype House Houses Some of TikTok's Most
Talked-About Stars



Esports Team Houses

The FaZe Clan Moved to a Dual 12,500-Square-
Foot Mansions in Hollywood Hills

7.9
Score

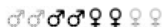
Popularity



Activity



Freshness



Instant
Entrepreneurship
Catalyzation

Prosumerism

4 Featured, 34 Examples

46,752 Total Clicks

URL: [Hunt.to/442923](https://hunt.to/442923)

Designers are focusing on elevating the aesthetic & function of content houses

How can your brand enhance the
experience of influencers?

Psychedelic Expansion

Researchers and entrepreneurs are exploring the benefits of magic mushrooms

Trend - Whether it is in the form of therapy, a branding technique, or a product/experience, companies are increasingly exploring the potential of magic mushrooms or truffles in the context of the contemporary market. These experiments are conducted legally and entrusted to the guidance of experienced professionals.

Insight - Openness to new experiences is something that contemporary consumers are attuned to—especially individuals who are part of the Millennial and Gen Z demographics. Many seek out ways to satisfy their growing curiosity and this is made possible in various industries thanks to the rich, unique, and diverse product offerings. In this space, individuals are expanding their sense of adventurism and are, therefore, creating a demand for increasingly daring and impactful experiences.



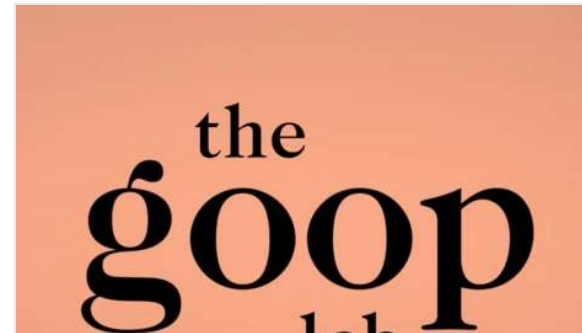
Legally Harvested Magic Mushrooms

Numinus Wellness Inc. Breaks Ground in Canada with This Harvest



Three-Day Digital Psychedelics Conferences

Synthesis is a Retreat, Harnessing Legal Truffles



Boundary-Pushing Wellness Shows

The Goop Lab on Netflix Invites Viewers to Explore Ideas with Goop

4.9
Score

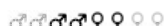
Popularity



Activity



Freshness



Instant
Entrepreneurship
Experience

Naturality

3 Featured, 30 Examples

29,953 Total Clicks

URL: [Hunt.to/439880](https://hunt.to/439880)

Psychedelic Expansion

Researchers and entrepreneurs are exploring the benefits of magic mushrooms

How might the legalization of ingredient

Overlooked Opportunity 8: **Workshop Question**

Proximity Escape

Brands are launching local vacations and curated experiences during COVID-19

Trend - As traveling has substantially subsided during the ongoing pandemic, brands in the travel and hotel industry are launching special discounts, contests, and offers for unique experiences in one's vicinity. With features focusing exclusively on wellness, these initiatives are boasting a short-term change of pace for an individual or a small group.

Insight - Due to the government's orders, pertaining to health and safety during the COVID-19 pandemic, many individuals have diligently cancelled all non-essential travel plans and remained socially distant at home. As time goes on, consumers are becoming more and more restless in their personal quarters, especially if they share a space with family or roommates. Recognizing that they need a change of pace, many individuals are opting-in for short escapes that are convenient, safe, and nearby.



Royal Staycation Caravans

The Royal Caravan Replicates the Queen's Buckingham Palace Residence



Urban Hanging Hotels

Jeep's Renegade Motel Promotes a Sky-High Staycation



Self-Quarantine Special Healthcare

Packages

Mövenpick & Bangkok Hospital Focus on Comfort



Locally Hosted Canadian Tours

A Free Contiki Adventure Trip Can Be Won Through This Contest



Solitude-Themed Hotel Promotions

Hotels.com is Offering a 'Get A Break Rate' for Feuding Couples

7.2
Score

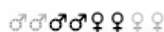
Popularity



Activity



Freshness



Simplicity

Experience

5 Featured, 45 Examples

88,624 Total Clicks

URL: [Hunt.to/436729](https://hunt.to/436729)

Brands are launching local vacations and curated experiences during COVID-19

How can your brand delight consumers with
change during COVID-19?

Resurgent Road Trip

Consumers are opting to travel via camper vans amid COVID-19

Trend - In the wake of the pandemic, consumers are eager to travel after stricter lockdown restrictions are slowly lifted. Roadtrips using vans and campers have become increasingly popular since consumers can limit their exposure to the virus while still being able to travel and see new sights.

Insight - The COVID-19 pandemic put many consumers' travel plans on hold thanks to government-sanctioned travel restrictions. As the economy slowly reopens, many consumers, particularly Millennials who value experiences over material goods, are looking to finally experience memorable adventures but are still hesitant to travel commercially for fear of being exposed to the virus.



Mobile Campsite Equipment

Luno Brings #VanLife to All With its Portable and Durable Equipment



**Beer-Branded
Dream Job Contests**
Photographers Can Apply to Be the Michelob ULTRA Pure Gold "CEO"



**Restaurant Road
Trip Maps**
Chili's Created Road Trip Routes with Attractions & Restaurant Stops

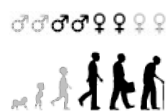


**QSR Social Media
Giveaways**
Dunkin' Launched a Social Media Competition with a Branded RV



**RV-Themed Hotel
Promotions**
Hotels.com is Trading "#VanLife Fails for #HotelLife Wins"

6.7
Score



Experience
Nostalgia

5 Featured, 44 Examples
124,769 Total Clicks
URL: [Hunt.to/433856](https://hunt.to/433856)

Resurgent Road Trip

Consumers are opting to travel via camper vans amid COVID-19

How can your brand reach consumers
looking to travel safely amid COVID-19?

Appendix

Get More From Your Experience

Your Trend Hunter custom reports are tailored to you using the world's most advanced, most powerful trend platform. Your dedicated advisor can help you get the most of it. This appendix shows you a few of the options that you have at your disposal and how other top-tier innovators rely on our service in different ways that could help you be more successful with less effort.

Next Step: Dive Deeper w/ Custom Reports

Enjoy this sample report, but if you want custom research, let's chat about your topics!



Retail Tech
In-Store Display
Shopping Evolution
Purchasing
Customer Experience



Brand Rituals
Loyalty and Rewards
Brand Authenticity
Social Responsibility
Brand Trust



Digital Strategy
Social Influencers
Consumer Engagement
Social Media Marketing
Branded Apps



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



Gen Z Lifestyle
Momentary Mktg
Teen Retail
Digital Natives
Content Creation



Millennial Parents
Gen Y Lifestyle
Maker Culture
Digital Learning
Media Consumption



Wearable Tech
AR/VR
Physical Digital
Hyperconnectivity
Robots and AI



Immersive Marketing
Mobile Marketing
Millennial Targeting
Influencer Marketing
Interactive Engagement



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



Healthy Snacking
Dietary Trends
Flavor Reversal
Multicultural Influence
Emerging Ingredients



Sustainable Materials
Simplicity
Beverage Packaging
Dual-Purpose Packaging
Portable Packaging



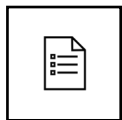
Fashion Branding
Ethical Cosmetics
Fashion Tech
Skincare Innovation
Personalization

Top Uses

1. Validate
2. Explore
3. Inspire
4. Monitor
5. Track
6. Anticipate
7. Prepare

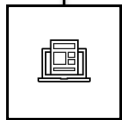
Our Typical Process

You get paired with a dedicated advisor, and we research *for you*



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!"



Contact Us For Questions & Next Steps

If something in this report inspires you, and you want us to help you win in 2022, 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