2024
TREND REPORT

TRENDHUNTER®
CREATE THE FUTURE

WELCOME to the year AI changes your life, job & potential

Do you know what the top three topics are this year? AI, AI and AI! This year, we completed 2,000 custom trend reports and 24,500 new articles, testing them with 12,000,000 people… & AI is #1 by far.

Five Resources to ACCELERATE your potential with AI

1) **AI-THEMED FUTURE FESTIVAL** – Experience AI at our AI-themed Future Festival World Summit

2) **AI KEYNOTES & AI WORKSHOPS** – Book me or one of our futurists for a custom AI keynote

3) **AI READINESS PROGRAMS & MASTERCLASSES** – Some of our clients are using our 2-5 day masterclass programs to deeply tackle AI, automate their work, and enhance their offerings.

4) **BECOME A FUTURIST** – Check out our FuturistU Masterclass programs at: **FuturistU.com**

5) **WATCH MY AI KEYNOTE VIDEO** – Join 2,000,000 learning about where we are headed.

Let's Create The Future.

Jeremy

Jeremy Gutsche
CEO of Trend Hunter
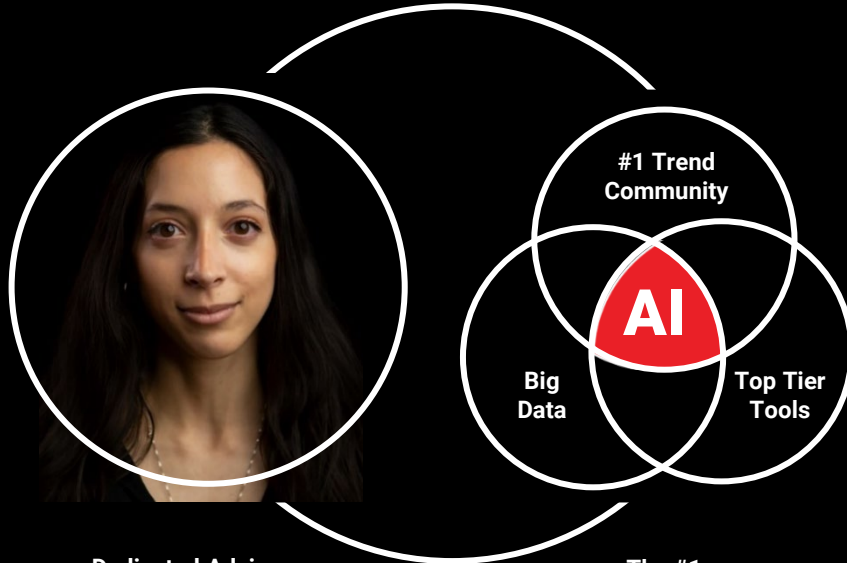NY Times Bestselling Author & Keynote Speaker – JeremyGutsche.com

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WE'VE COMPLETED 12,070 PROJECTS
in these 5 categories. How can we best help you?

1 **Inspire** a Culture of Innovation & Change

2 **Discover** New Products & Services

3 **Upgrade** Innovation Skills & Capabilities

4 **Save Effort**, Time & Money w/Fast Research

5 **Accelerate** Specific Innovation Projects

A PROBLEM WE SOLVE is that it is difficult to filter all the chaos of the world into opportunity

Our Changing World

- COVID-19
- AI
- Social media
- Globalization
- Big Data
- The Cloud
- East vs. West
- 3D Printing
- Millennials
- CRISPR
- VR + AR

- Robots
- Sustainability
- Personalization
- Uncertainty
- Influencers
- Lower Barriers
- Social Business
- Diversification
- Gender Equality
- Empowerment
- What Else???

Inadequate Resources

Market Reports
lots to filter & not custom

Trend Companies
high-level & generic

Custom Research
slow & expensive

Magazines & News
too much & not custom

Manual Searching
random & what ranks

Conferences
inspiring, but not specific

?
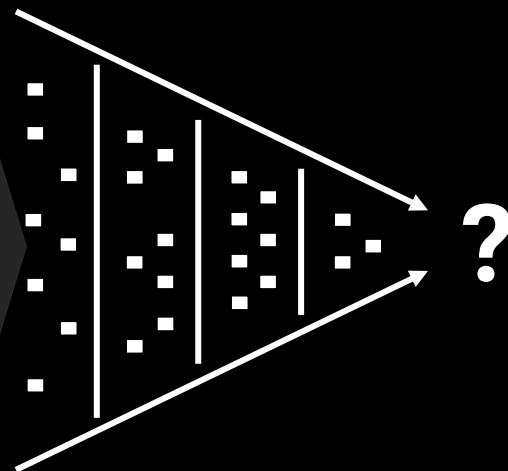
WE HUNT FOR YOU, TO HELP YOU FIND **BETTER IDEAS**

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

- Creative Ideation Manager
Sr. Creative Trend Forecasting
(>167 Custom Reports)

.... AND WE USE AI TO HELP YOU FIND THOSE IDEAS MUCH FASTER

Traditional Innovation = Slow & Expensive

With Trend Hunter = Fast, Data-Driven & Cost-Effective

"The custom reports really speak out to us. There is a lot of information out there, but filtering is really difficult. What makes the difference is having somebody who begins to understand what we are doing, who can really help with that curation. " - Creative Director

adidas

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WE ALSO HELP YOU BRING YOUR INSPIRATION AND IDEAS TO LIFE

Our top-rated innovation keynote speakers and futurists will bring your event to life with our most popular speeches on innovation, trends, change and futurism.

We recommend using your keynote within the first 3-6 months of our partnership.

AND YOU'LL STAY AHEAD OF THE CURVE
with ongoing custom reports

"**Trend Hunter Advisory is key,** because it opens your eyes. Take 20 minutes, go in another room and look at what's happening in the world, look at what Trend Hunter is feeding you, because that's going to be

the most important 20 minutes of your week."

**Global Head of Innovation
ABInbev / Budweiser**

HOW WE WORK is that we pair you with a dedicated advisor to help design a custom program we'd fulfill over the year

Keynotes, Training & Events

 Keynote, Workshop or Masterclass →

 Presentation — Workshop — Future Festival & FuturistU →

Fast Custom Research

 Dedicated Advisor, Custom Reports, Videos & Brainstorming →

Innovation Tools

 Assessment & Benchmarking →

 Tools, eLearning & The #1 Trend Platform →

Get custom inspiration with our team's
CUSTOM AI + TREND KEYNOTES

Future Festival Core Presentations

Premium Presentations

Innovation or Assessment Workshops

Bring Innovation to Life & Inspire a Culture of Innovation

1. The Top 18 Megatrends
2. Future of Retail
3. Future of Work
4. Future of Marketing
5. Micro-Generational Desire
6. Future of Tech, AI & Big Data
7. Future of Consumer Behavior
8. Leisure & Play
9. Health & Wellness
10. Innovation Tactics

Explore a Custom Topic, Segment or Megatrends Impacting Your Market

1. Millennial Culture
2. Customization & Your Brand
3. Gamification & Rewards
4. Retail Innovation
5. Marketing Innovation
6. Boomer, Xs, Ys, Zs & Your Brand
7. AI, Robots & Big Data
8. Maker Culture
9. Instant Entrepreneurship
10. Flavor & Preference

Deep Dive Your Innovation Assessment or Prototype Products, Services & Your Future

Omnicom

"(The presentation) brought insights new vision and some ideas that are going to push our people to the next level. I couldn't feel better about the kind of thinking we are going to get." – CEO, Omnicom

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Solve real problems with
CUSTOM WORKSHOPS

Custom Workshops tackle company-specific issues and objectives with programming tailored to your needs.

Prototyping (2+ hrs)
Prototype ideas and productionize creativity using the 6 Patterns of Opportunity.

Infectious Messaging (2+ hrs)
Rethink your value prop and marketing to more effectively speak to consumers.

Idea Discovery (2+ hrs)
Identify your company's biggest areas for development and uncover new ideas.

Making Change Happen (3+ hrs)
Enact major change within your company in the most efficient way possible.

Disruption & Adaptation (2+ hrs)
Anticipate upcoming threats to your business and prepare for future success.

Culture & Change (2+ hrs)
Understand and enhance your company's culture to fuel innovation.

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Learn to be more persuasive with our
PERSUASION & SPEAKER TRAINING

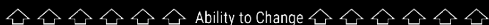JEREMY   ARMIDA   GIL   ADY   COURTNEY   SEAN   JONATHON   MARK   KAIT   JAIME

NEED MORE?

GET A 2-5 DAY AI READINESS PROGRAM OR BOOK A CUSTOM MASTERCLASS

Create the Future Framework

Opportunity Hunting → Adaptive Innovation → Infectious Messaging

Define | Ideate
Test | Refine
Prototype

Culture of Innovation

Ability to Change
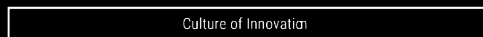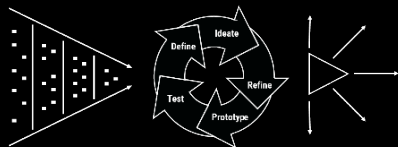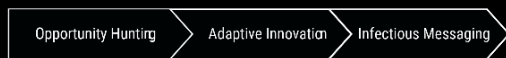
EXAMPLE PROGRAM, CUSTOM TO YOUR BRAND

MONDAY (DAY 1)

Enabling Change & A Culture of Innovation in an AI World
Learn: Learn how to make change happen when change is hard & how to foster a culture of innovation.

Takeaway: On this day, you will also come up with specific short-term and long-term tactics that would be relevant to implement at your own brand.

TUESDAY (DAY 2)

Immerse Yourself in AI & Hung Opportunity Chaos
Learn: **Learn AI skills, m**aster scenario planning, problem identification, and how to filter chaos intro opportunity. You will also learn how to overcome common traps to extract better thinking from yourself and your team.

Takeaway: You will end this day inspired, with new tactics, an immersive Trend Safari and our World Summit Technology party.

WEDNESDAY (DAY 3)

Learn The Future
Learn: On this day, you will partake in the crown jewel of our content, learning what the future holds, by category. You will learn the Future of Lifestyle, Technology, Culture, Marketing, Leisure and The Evolution of Each Micro-Generation and AI.

Takeaway: You will have a long list of ideas and feel like you drank from a firehose. However, while you will be part of the large room event on this day, you will have breakout sessions, lunch and a debrief with your private FuturistU team to filter through the noise and

THURSDAY (DAY 4)

Prototyping & Idea Refinement
Learn: You will spend the morning learning to filter chaos into opportunity, leading to your top 10 ideas. You will learn to battle-test those ideas, leading to 3 business cases and a favorite idea for pitching.

Takeaway: You will then have a business case with short term, long term and dream list next steps, ready to turn into your final pitch.

FRIDAY (DAY 5)

Persuasion & Pitching
Learn: Gain specific skills and tactics for infectious messaging, pitching, public speaking & leadership presence.

Takeaway: You will develop a final pitch, which will be performed for the FuturistU group, and ready to take back to your office. This day ends with your graduation as a Futurist!

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The 2024 Trend Report

TRENDHUNTER CREATE THE FUTURE

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

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

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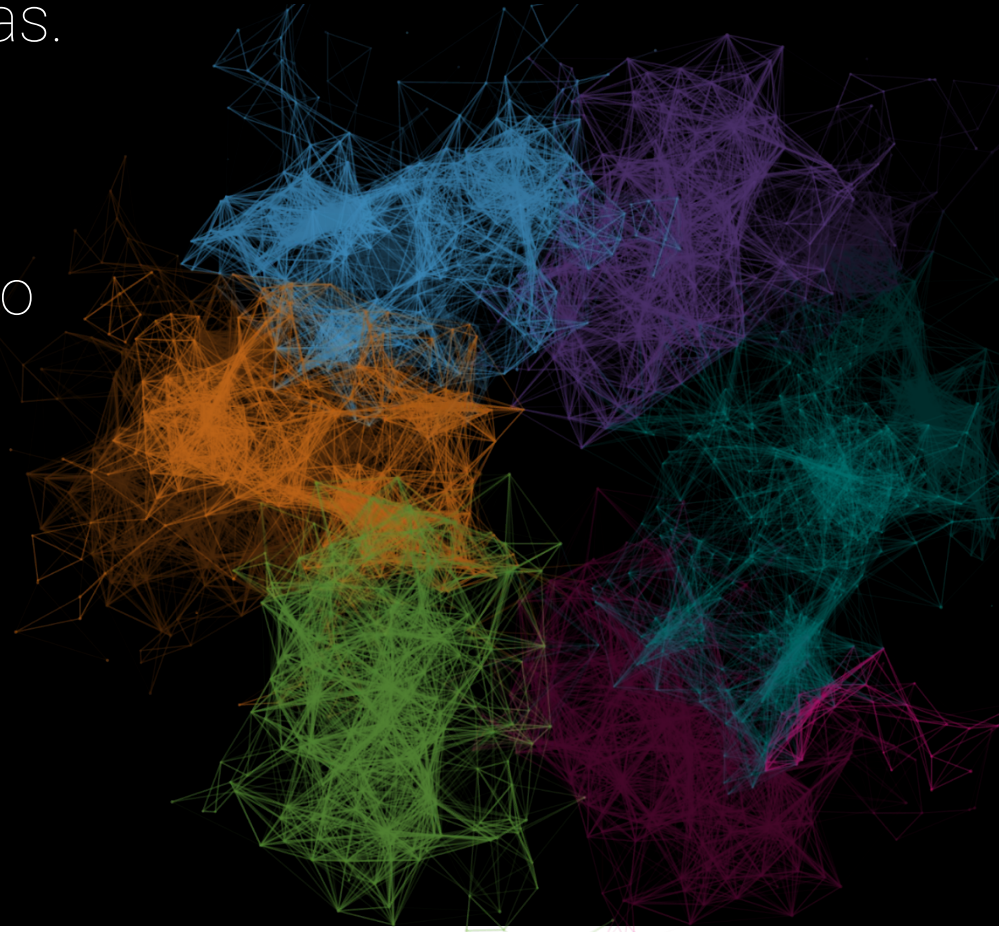
A key tool is our megatrend wheel. You'll note that our 6 patterns are the highest level, and never change, trickling down to our megatrends, insights & ideas

Macro ← → Micro
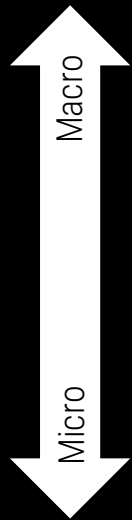
Patterns of Opportunity
- **Patterns of Chaos** – All opportunity can be mapped to six patterns
- **Each Pattern Drives Several Megatrends**

18 Megatrends
- **Long Term** – Designed to predict 5-10 years out

10,000 Insights (the "Sweet Spot")
- **Medium Term** – Predict 1-4 years out
- **Clusters of Opportunity** –These are identified from studying ideas, looking for meaningful groups of examples that are related

500,00 Individual Ideas
- **Shorter term** – Individual ideas or case studies that can be inspiring

Megatrend wheel labels: AI, Prosumerism, Nostalgia, Naturality, Youthfulness, Catalyzation, ACCELERATION, CYCLICALITY, Tribalism, Instant Entre-preneurship, REDIRECTION, Experience, Simplicity, REDUCTION, Gamification, Curation, CONVERGENCE, DIVERGENCE, Authenticity, Multisensation, Hybridization, Co-Creation, Personalization, Many-to-Many

We use our patterns & megatrends as a higher level guide of where the world is heading

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

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

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

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

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

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

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

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

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

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

REDIRECTION
1. Refocusing
2. Reversing
3. Surprising
4. Gamifying

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

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

Simplicity
In a fast-paced, cluttered world, simplicity stands out, resulting in focused businesses & clean design.

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

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

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

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

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

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

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

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

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

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

We use our "insights" to identify pockets of opportunity.
To us, an insight is a cluster of several ideas that stand out

e.g. Gene-Personalized Products
7 Ideas, 63 Related Examples, 197,000 Clicks
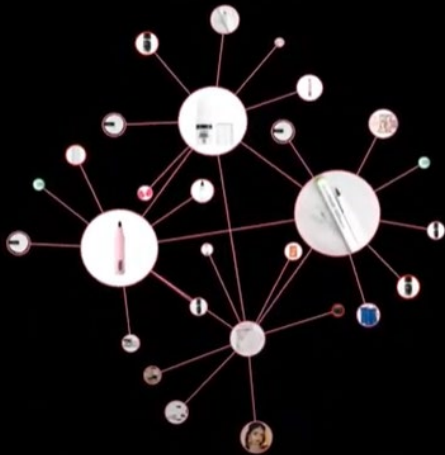
Gene-Personalized Products
Brands use customer genetics to personalize and market their offerings

TRENDHUNTER FIND BETTER IDEAS, FASTER

N A G L A S

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

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

DNA-Analyzing Sommeliers

DNA-Based Restaurant Dishes

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

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

SCORE 5.8
POPULARITY
ACTIVITY
FRESHNESS

PATTERNS

MEGATRENDS

7 EXAMPLES, 63 RELATED
46,835 Total Clicks
Hunt to:352281

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TRENDHUNTER CREATE THE FUTURE

Understanding Content Classification & Article Scoring

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

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

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

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

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.

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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.

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.

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.

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.

The 2024 Trend Report

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AI Support

Businesses are incorporating AI chatbots for instant customer service at scale

Trend - Businesses are moving customer service units toward artificial intelligence. AI chatbots for customer service have complete knowledge of any trained dataset, and can deliver instant answers to any related question to any number of customers at a time. This scalability saves money for the business and time for the consumer.

Insight - Some of the largest complaints with e-commerce and online retail interactions are related to misrepresented products, the inability to ask retail workers questions, and the slow response time of online customer service agents, particularly during high-traffic times. However, many customers in this space would rather deal with these challenges than shop physically due to travel or time constraints. This means customers place pressure on brands to improve online experiences.

Furniture Retailer AI Chatbots
IKEA Launches the BILLIE Chatbot To Tackle Customer Inquiries
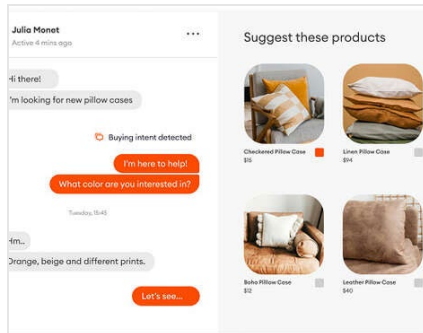
Intuitive E-Commerce Chatbots
E-Commerce Conversational AI Startup Zowie Offers Smart Assistance
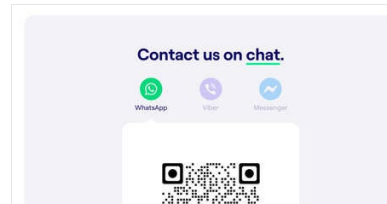
AI Customer Service Chatbots
LAQO Introduced a First-of-Its-Kind Digital Assistant for Fintech
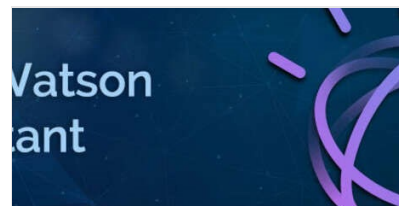
Personalized Chatbot Builder Tools
IBM's 'Watson Assistant' can be Used to Create a Useful Chatbot

6.6 Score

Popularity

Activity

Freshness

Multisensation

Artificial Intelligence

Personalization

4 Featured, 35 Examples

11,648 Total Clicks

URL: Hunt.to/508397

Businesses are incorporating AI chatbots for instant customer service at scale

How can your brand utilize trained AI chatbots to improve the online shopping experience, or post-sale support experience, for customers?

Overlooked Opportunity 1: **Workshop Question**
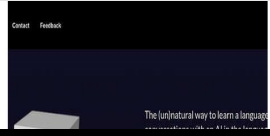
Language Platform

Brands are using generative AI to launch language-teaching platforms

Trend - New startups are launching generative AI-powered platforms for language education. These platforms improve on previous language education services by delivering more advanced feedback, streamlined lessons, and reduced costs for consumers.
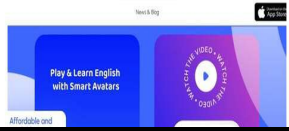
Insight - The largest and most successful language education platforms focus on short-session, asynchronous learning models. These consumers prioritize flexibility, choosing platforms that fit into their busy lifestyles. However, many platforms with flexible lessons are less effective than real-time, scheduled, human-led lessons. Brands are now mixing the convenience of asynchronous platforms with the effectiveness of lessons curated by human teachers by using advanced generative AI to power educational platforms.
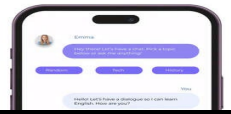
Premium AI-Powered Education Apps
Duolingo Max is a New Subscription Tier Powered by Generative AI

AI-Powered Language Learning Platforms
The 'Kendasi' Platform Offers a Natural Learning Experience

AI-Powered Language Apps
Praktika.AI Helps Teach Languages with Customizable Avatars

Personalized Language Education Apps
TalkPal Uses a Personable Approach to Language Learning

8.3 Score

Popularity

Activity

Freshness

Hybridization

Artificial Intelligence

Personalization

4 Featured, 26 Examples

11,265 Total Clicks

URL: Hunt.to/506166

Language Platform

Brands are using generative AI to launch language-teaching platforms

How could your brand augment its services with generative AI to offer consumers more flexibility?

Overlooked Opportunity 2: **Workshop Question**

Circadian Fridge

Brands are launching smart fridges that mimic the cycle of sunlight

Trend - Brands in the home appliance space are launching smart fridges with UV light-controlled crispers that mimic the sun cycle. These fridges extend the shelf life of fruits and vegetables and ensure the foods retain as many vitamins as possible. This technology saves consumers money and time.

Insight - As North American consumers become more interested in personal health and wellness, these consumers incorporate this lifestyle into their daily routines. This includes healthy eating, exercise, and other wellness products. However, as natural, organic foods often retail for more than the regular alternatives, these consumers aim to reduce costs and preserve their foods for longer. This created a space in the industry for smart storage appliances that extend the life of foods.

Food Preservation Fridges
Beko's HarvestFresh Technology Mimics the 24-Hour Sun Cycle

Energy-Saving Smart Fridges
Dawlance's 'Vitamin Fresh' Technology Preserves Food Quality

Sun-Mimicking Smart Fridges
Defy's NatureLight Technology Extends the Shelf Life of Stored Food

Nutrient-Preserving Fridge Functions
Singer Bangladesh Unveils Fresh-O-Logy and NutriLock Fridges

7.1 Score

Popularity

Activity

Freshness

Multisensation
Catalyzation
Personalization

4 Featured, 32 Examples

13,118 Total Clicks

URL: Hunt.to/506080

Circadian Fridge

Brands are launching smart fridges that mimic the cycle of sunlight

What innovative methods can your brand explore to offer smart products that promote health and wellness among dedicated consumers?

Overlooked Opportunity 3: **Workshop Question**

In-Car Assistant

Auto brands partner with voice assistant tech or create their own

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Trend - In-car voice assistants are becoming more popular as hands-free technology becomes more useful. Auto brands are either adopting existing voice technology or creating their own systems to help drivers with everything from navigation and car functions to entertainment.

Insight - As auto innovations progress and in-car systems increasingly run on smart and autonomous technology, consumers require operation systems that are easy to navigate in spite of their complex functions. As a result, consumers are turning to auto brands that they believe best optimize both function and user experience when it comes to in-car controls.

Virtual In-Car Tour Guides
Mercedes Launches Its New Voice-Activated 'Tourguide' Technology

Voice-Controlled Car Assistants
Ford Has Added Customizable Alexa Support with an Amazon Deal

Voice Assistant Infotainment Updates
Jaguar and Land Rover Vehicles Will Receive Amazon Alexa

5.5 Score

Popularity

Activity

Freshness

Simplicity

Experience

3 Featured, 35 Examples

96,673 Total Clicks

URL: Hunt.to/488821

In-Car Assistant

Auto brands partner with voice assistant tech or create their own

How could your brand better prioritize user experience?

Overlooked Opportunity 4: **Workshop Question**

Tailored Computer

Tech companies are using open-source operating systems for curation

Trend - Computer manufacturers are using open-source operating systems (OS) to create more curated experiences for consumers while simultaneously diversifying the OS market. These open-source systems offer benefits that range from streamlined processes and user interfaces to personalization.

Insight - Many consumers that use computers for either entertainment or professional purposes feel that traditional operating systems are difficult to navigate and are cumbersome. Companies are adapting to this pressure by equipping computers with operating systems that are tailored to the desired use case. This leads to developer-focused laptops with coding-focused home pages or gaming computers that launch directly into gaming platforms.

Open-Source Laptop Systems
The 'HP Dev One' Uses a Linux-Based Operating System for Developers

Optimized Software Development Laptops
The ROMA from XCalibyte is the First Development Laptop

Deep Learning Laptop Models
The Razer x Lambda 'Tensorbook' Supports Work in Machine Learning

Open-Source Hybrid Laptops
The FydeTab Duo is a Laptop-Tablet Hybrid with a Linux OS

2-in-1 goodness
Detach the screen for tablet mode, or transform it into a productivity powerhouse by snapping on the folio keyboard with the adjustable kickstand.

7.3 Score

Popularity

Activity

Freshness

Prosumerism
Personalization

4 Featured, 35 Examples

21,564 Total Clicks

URL: Hunt.to/491555

Tailored Computer

Tech companies are using open-source operating systems for curation

How could your brand better curate its services or experiences for each consumer group?

Overlooked Opportunity 5: **Workshop Question**

AI NPC

Developers are using generative AI to make game characters more lifelike and immersive

Trend - Game developers are leveraging generative artificial intelligence (AI) technology to make games more immersive and less predictable. By using AI for non-player characters (NPCs), players can have more lifelike conversations with NPCs, build bonds with NPCs, and be more engaged overall.

Insight - Escapism and immersion are two of the largest draws to gaming for many consumers. However, while gaming offers respite from busy lives, consumers often purchase many games after growing bored of one game, as games become repetitive over time. As game prices continue to rise, many consumers are unable to purchase multiple full-price games a month. There is a market for games that offer excellent immersion and escapism without in-game actions feeling repetitive and pre-written.

REPLICA

AI-Generated Game NPCs
Replica Studios Introduces an AI-Powered Smart NPCs for Unreal Engine

AI NPC Services
NPCx is Using Generative AI to Create Lifelike NPCs in Games

Intelligent Game Characters
NetEase is Using Generative AI to Power its NPC Characters

Conversational NPC Game Features
NVIDIA's Avatar Cloud Engine Allows Gamers to Speak to NPCs

6.1
Score

Popularity

Activity

Freshness
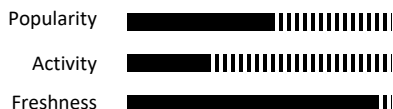
Gamification

Experience

Personalization

4 Featured, 34 Examples

16,087 Total Clicks

URL: Hunt.to/507595

AI NPC

Developers are using generative AI to make game characters more lifelike and immersive

How can your brand leverage generative AI technology to create more fluidic and catered experiences for its consumers?

Overlooked Opportunity 6: **Workshop Question**

Gamer Facility

Brands are opening physical facilities for esports and content creation

Trend - Esports teams and organizations have begun opening physical facilities across the world for players to hone their skills, participate in live events, explore wellness practices, and produce in-house content. Physical esports facilities also house content creators and professional esports players pursuing higher opportunities and help connect influencers looking to collaborate.

Insight - Content houses and facilities provide a unique gaming experience to locals looking to get involved with the esports scene. Content facilities often become gathering places for lovers of a specific team or game. This helps local fans connect with their idols and participate in events such as local area network (LAN) tournaments and meet and greets. By fostering relationships with notable team members and aspiring creators, consumers looking to pursue a professional career in gaming can network easier and seek out opportunities within the scene.

Latin American Esports Facilities
Leviatán is Accelerating Latin American Esports Ventures

Revamped Esports Facilities
Team Liquid Taps Alienware for a Visual Refresh of its Facilities

Brazil-Based Esports Facilities
TropiCaos Launches a New Esports Facility in Brazil
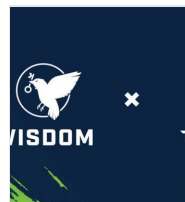
NBA-Affiliated Esports Centres
T-Wolves Gaming Partners with Wisdom Gaming for a New Studio Space

Creative Gaming Studios
Tundra Esports' Danny Lopez Launches a New Studio for Gaming Creators

4.6 Score

Popularity

Activity

Freshness

Gamification

Tribalism

Prosumerism

5 Featured, 44 Examples

11,329 Total Clicks

URL: Hunt.to/498891

Gamer Facility

Brands are opening physical facilities for esports and content creation

What experiences would help your customers better connect with each other/your brand?

Overlooked Opportunity 7: **Workshop Question**

Brands are launching tech products designed to be upgraded and repaired by users

Trend - Brands are launching technology products designed to be upgraded by the end-user. This includes laptops, smartphones, and gaming devices. This reduces manufacturing costs and consumer costs by allowing brands to sell single components at lower prices, instead of completely new devices to users who want upgrades.

Insight - Consumers are increasingly familiar with technology due to the pandemic and the younger generations growing up surrounded by devices. These consumers often repair and upgrade their own products rather than seek help from repair businesses as a cost-saving measure. As a direct result of this, these consumers are drawn to products designed to be opened and repaired. This creates a demand for businesses to sell individual components and products designed to be opened and modified, with a focus on products not as commonly designed to be repairable and upgradable, such as phones or laptops.

Compact Upgradable PCs
MInisforum's EliteMini HX90 Boasts User-Upgradable RAM and Storage

Accessible Modular Laptops
Framework Announced its Improved Second-Generation Modular Laptop

Dual-Ethernet Mini PCs
The Minisforum NAB6 Has a 12th-Gen Intel Processor and Upgradable Parts

User-Upgradable Modular Laptops
Framework Announced its 2023 Laptops with Upgradable GPUs

6.8 Score

Popularity

Activity

Freshness
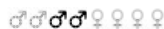
Simplicity

Personalization

Many to Many

4 Featured, 36 Examples

26,937 Total Clicks

URL: Hunt.to/505137

Upgradable Tech

Brands are launching tech products designed to be upgraded and repaired by users

How can your brand reduce costs by creating product for the younger tech-familiar generations that can be easily upgraded and modified?

Overlooked Opportunity 8: Workshop Question

AI Computing

Manufacturers are launching powerful hardware dedicated to creating AI models

Trend - Brands in the computer hardware space are launching new hardware with specifications optimized for performing artificial intelligence-related workloads. These AI computing chips are built around creating, hosting, and training AI models as quickly and efficiently as possible.

Insight - The recent influx in popularity for generative pre-trained transformers and other large language models have caused brands across every industry to focus on AI-related products, services, and tools. These brands seek to improve output, either by streamlining existing operations or by launching entirely new ventures backed by artificial intelligence. Due to the large number of companies showing interest in this space, computer manufacturers are responding with hardware dedicated to AI.

AI-Focused Computing Chips
AMD Unveiled the 'MI300x' Chip Optimized for AI Workloads
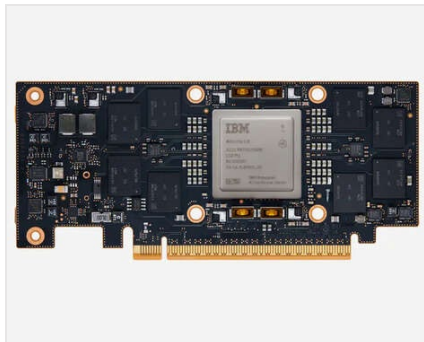
AI-Focused SoCs
IBM's Artificial Intelligence Unit is an SoC Designed for Training LLMs

Artificial Intelligence Computing Chips
Intel's Falcon Shores Chips Accelerate AI Development

Local AI Computation Devices
The NeuRRAM Computing Chip Runs Directly in the Device's Memory

6.8 Score

Popularity

Activity

Freshness

Curation

Catalyzation

Artificial Intelligence

4 Featured, 23 Examples

9,697 Total Clicks

URL: Hunt.to/508396

AI Computing

Manufacturers are launching powerful hardware dedicated to creating AI models

In what ways can your brand use AI computing to streamline existing operations or launch new projects for its, or the industry's, benefit?

Overlooked Opportunity 9: **Workshop Question**

Connected Vehicle

Automakers are standardizing smart connected technologies for road safety

Trend - Automakers are implementing and standardizing connected technologies, such as road-sensing services, in-vehicle network connections, and multi-vehicle communications. These services allow vehicles to actively identify nearby drivers and offer real-time GPS services for emergency operators.

Insight - While not all drivers have access to self-driving automobiles, the connected technology that led to autonomous driving offers utility to all drivers. Drivers continuously strive for increased safety and security of themselves and their passengers, leading to automakers implementing and standardizing connected security features. These features improve active road safety by communicating with other vehicles, and offer improved emergency response services with real-time GPS technology.
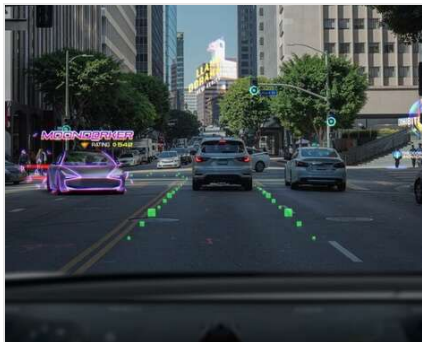
Metaverse-Ready Road Vehicles
The Holograktor Has an AR Display and a Remote Control System
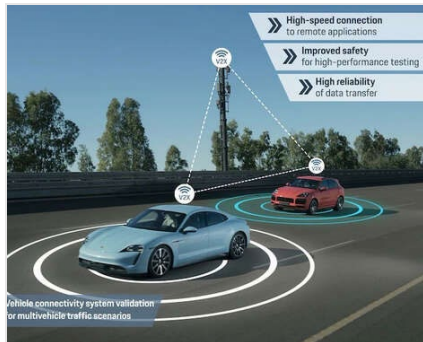
Vehicle-Connected Mobile Networks
Porsche and Vodafone Launched a 5G Hybrid Mobile Private Network

Standardized Connected Vehicles
GM is Making OnStar Connected Services an Automaker Standard

Connected Vehicular Safety Systems
Audi C-V2X Technology Aims to Improve Road Safety

5.0 Score

Popularity

Activity

Freshness
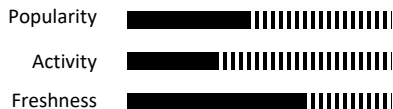
Hybridization

Catalyzation

Artificial Intelligence

4 Featured, 36 Examples

47,877 Total Clicks

URL: Hunt.to/494920

Automakers are standardizing smart connected technologies for road safety

What emerging technologies could be repurposed to benefit your industry?
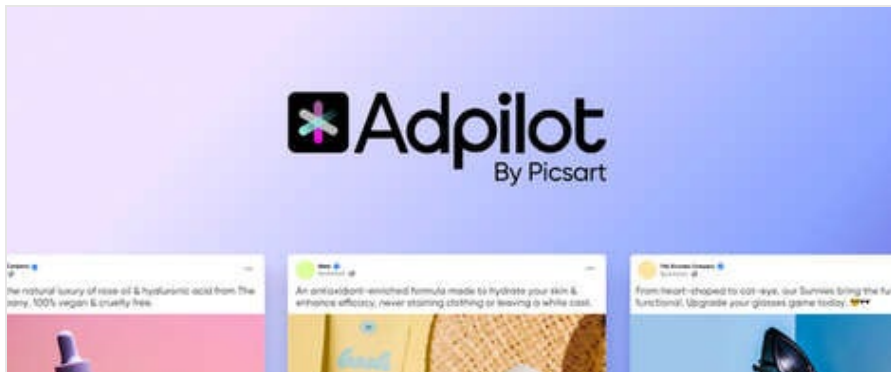
Overlooked Opportunity 10: **Workshop Question**

The 2024 Trend Report

AI Advertisement

Startups are launching platforms that generate custom advertisements with AI

Trend - Startups are combining multiple artificial intelligence (AI)-based services into comprehensive platforms that generate custom advertisements. These use image, video, and text-generation to create entire marketing campaigns, streamlining the process for clients, and saving on time and budget.
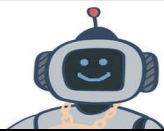
Insight - Brands are often tasked with creating marketing campaigns with heavily limited time and budgets, leading to less-than-ideal outcomes in order to deliver on time. These brands desire more efficient services in each aspect, as increasing the ROI on advertising is a top priority for marketing departments. However, these brands cannot sacrifice decision-making control, margin of error, or quality, creating a demand for low-cost, customizable, quick marketing services powered by AI.

AI-Generated Ad Platforms
Picsart Develops the New Adpilot Platform to Generate Ads On Demand

AI-Powered Marketing Services
Skai Offers Omnichannel Marketing Through One Login

Robotic Process Automation Platforms
Fluency.inc is Transforming the Digital Advertising Industry

Contextual Intelligence Companies
GumGum is an AI-Powered Marketing Company with Dynamic Placement

9.1 Score

Popularity
Activity
Freshness

Co-creation
Curation
Simplicity

4 Featured, 28 Examples

14,077 Total Clicks

URL: Hunt.to/505576

AI Advertisement

Startups are launching platforms that generate custom advertisements with AI

How could your brand leverage AI platforms to reduce annual costs while maintaining quality?

Overlooked Opportunity 11: **Workshop Question**

Communicative Delivery

Customer service is made easier with communicative delivery platforms

Trend - B2B delivery platforms are prioritizing communication to enhance the delivery process for businesses and their customers. This approach ensures frequent updates and quick responses using both automation and reps--balancing efficiency with a more "human" approach to customer service.

Insight - Automation in retail has created a host of opportunities, but it's also impacted how customer service operates. Consumers are likely to have efficient shopping experiences, but it's now more challenging for them to effectively communicate with large retailers when problems do arise--particularly when third parties like delivery services are involved. Prioritizing the customer experience past the point of sale and into the final steps of delivery helps businesses build brand loyalty.

Real-Time-Adjustable Logistics Companies
Vexsys Offers On-Toes Support for Delivery and Logistics

Cloud-Based Delivery Platforms
DispatchTrack Uses AI-Optimized Routes and Quick Communications
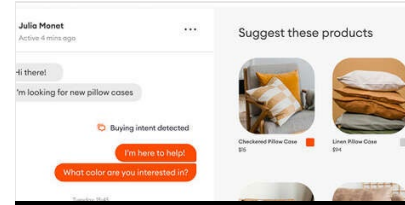
Intuitive E-Commerce Chatbots
E-Commerce Conversational AI Startup Zowie Offers Smart Assistance
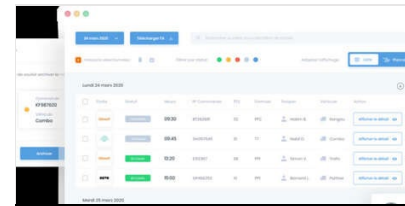
Communicative Delivery Companies
MyTrooperS Provides Delivery Solutions for Users and Businesses

6.4 Score

Popularity

Activity

Freshness

Experience

4 Featured, 22 Examples

8,644 Total Clicks

URL: Hunt.to/501383

Communicative Delivery

Customer service is made easier with communicative delivery platforms

In what areas could your brand improve its customer service experience to build trust and brand loyalty?

Overlooked Opportunity 12: **Workshop Question**

SMS Commerce

Brands are integrating shopping services into mobile SMS applications

Trend - Retailers are seamlessly integrating text message shopping services into their business models. This allows customers to browse, purchase, and pay for products directly through a text message rather than using a mobile storefront application or website. This reduces online order friction.

Insight - While many consumers are familiar with mobile storefront applications, these apps often present barriers to customers that aren't intimately familiar with the technology. Additionally, navigating and shopping on small phone screens is difficult for these groups as well. As a result, retailers are offering seamless shopping services via SMS messages, allowing customers to interact with chatbots that will navigate the online shopping ecosystem, reducing friction and increasing retention.
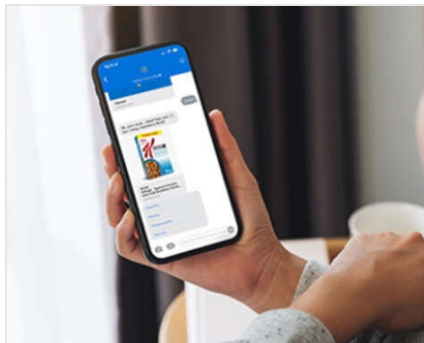
Text-to-Shop Retail Services
Walmart Text to Shop Makes it Easier Than Ever to Shop
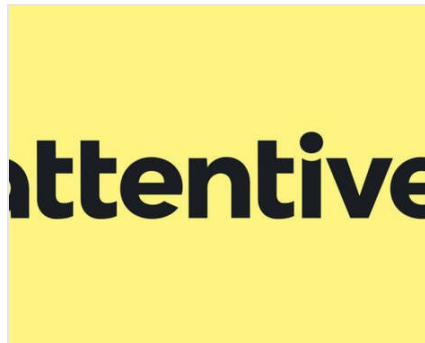
Conversational E-Commerce Features
Attentive Debuts New SMS-Based Text-to-Buy Solution for Shopify

Text Messenger Checkout Applications
'Postscript' Uses Text-To-Buy to Improve Customer Retention
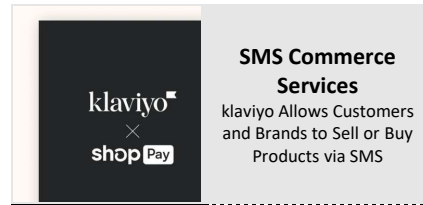
SMS Commerce Services
klaviyo Allows Customers and Brands to Sell or Buy Products via SMS

Text Message Shopping Services
Textual is a Conversational Commerce Platform for SMS

5.4 Score

Popularity

Activity

Freshness
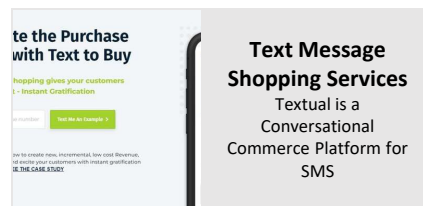
Curation

Simplicity

5 Featured, 35 Examples

18,363 Total Clicks

URL: Hunt.to/494905

SMS Commerce

Brands are integrating shopping services into mobile SMS applications

How could your brand benefit from leveraging older, more familiar technology for accessibility?

Overlooked Opportunity 13: **Workshop Question**

Materials and packaging businesses elevate customized packaging

Trend - Ideal packaging solutions for e-commerce and products are made from limited materials, take up little space, and effectively protect their contents. Businesses looking to hit all these markers are turning to brands that offer customized solutions that are made, grown, or printed to order.

Insight - The growth of e-commerce has created demand for packaging solutions that are efficient, functional, and have a limited impact on the environment. While climate anxiety has made more consumers choose to reduce their environmental impact, they want to be able to do so while still maintaining their quality of life and routines. To achieve this balance, consumers turn to brands that reliably show their sustainability efforts, without sacrificing on quality.

Cooling Mushroom Packaging
Mushroom Packaging Creates Customizable and Compostable Solutions

Biodegradable Mailing Satchels
Better Packaging's comPOST Packs are Biodegradable After 2 Months
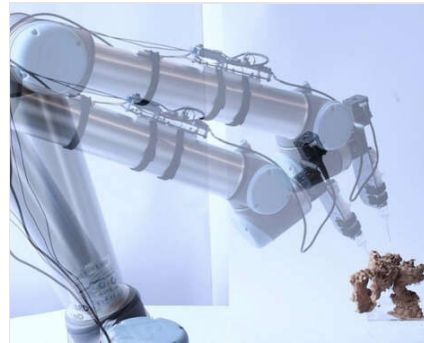
Mycelium-Growing 3D-Printed Scaffolds
BioLab Studio Developed a System for Growing Mycelium

Bespoke E-Commerce Packaging
Packhelp Raises $45.6 Million For Customized Packaging Services

7.7 Score

Popularity
Activity
Freshness
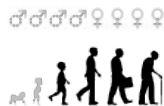
Simplicity
Personalization

4 Featured, 28 Examples

28,754 Total Clicks

URL: Hunt.to/496314

Customized Packaging

Materials and packaging businesses elevate customized packaging

How could your brand use customization to improve the efficiency of its product, and/or reduce its environmental impact?

Overlooked Opportunity 14: **Workshop Question**

Consumer Marketplace

Brands are launching first-party storefronts to connect consumers to others

Trend - Brands across multiple industries are launching consumer-to-business-to-consumer (C2B2C) storefronts. C2B2C offers consumers discounts on products and enables consumers to sell unwanted products while the business handles transactions and verifies the quality of listed items.

Insight - When consumers no longer require products, whether it be clothing, technology, or furniture, they often turn to third-party marketplaces for all-purpose listings. However, these marketplaces pose various risks, causing some users to be wary of misleading products and scam attempts. Some consumers desire streamlined ways to liquidate older goods safely and securely, while others desire quality goods at discounted prices. Brands are responding by launching first-party C2B2C marketplaces.

Used Component Marketplaces
Framework Allows Customers to Sell Used Products on its Website

Branded Customer Resale Marketplaces
Relove Enables Businesses to Launch C2B2C Storefronts
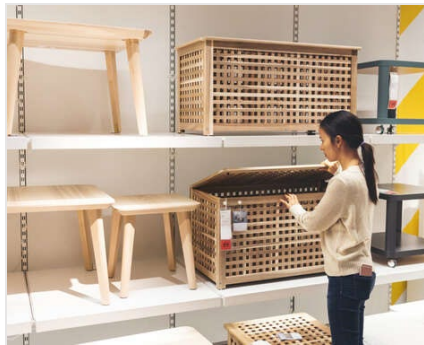
Circular Furniture Initiatives
IKEA Debuted its 'Buy Back & Resell' Program in the United States
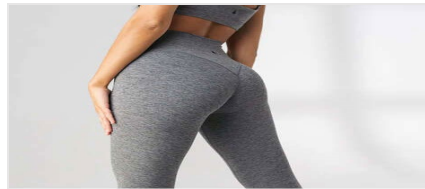
Athleisure Resale Marketplaces
Vitality's New Platform Fosters the Purchase & Sale Of Used Apparel
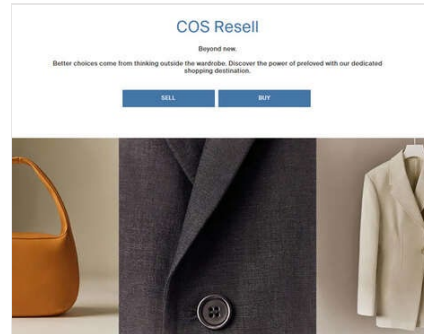
Customer-Driven Marketplaces
COS Clothing Partnered with Recurate on a C2B2C Marketplace

7.9 Score

Popularity

Activity

Freshness

Co-creation

Instant Entrepreneurship

Many to Many

5 Featured, 36 Examples

16,572 Total Clicks

URL: Hunt.to/509065

Brands are launching first-party storefronts to connect consumers to others

How might your brand benefit from connecting its consumers via an online marketplace or forum?

Overlooked Opportunity 15: **Workshop Question**

Eco Teen Hygiene

Brands release reusable menstrual care products for teenagers

Trend - As reusable menstrual care products continue to rise in popularity, brands are now marketing these products directly to teenagers and girls. Products in this space include menstruation underwear and pads that can be washed and reused.

Insight - Gen Z is passionate about the various social and environmental issues that concern the world today. Their appreciation for eco-friendly brands is especially notable, and indicates not just how they currently shop--but how they'll continue to consume decades from now. With this generation more accustomed to making sustainable purchase decisions, brands that appeal to their needs while prioritizing sustainability have an opportunity to establish long-term loyalty with this consumer group.

Teen Menstrual Underwear
AWWA Period Care Launches Period Underwear for Every Teen's First Cycle

Humorous Period Care Campaigns
Thinx's New Period Underwear is Introduced in an Ad by OBERLAND

Teen-Focused Period Underwear
Proof Debuts the Teen and Tweens Reusable Period Underwear

Reusable Menstrual Pad Kits
Öko-Teens Offers Four Menstrual Kits for Teens and Tweens

7.3 Score

Popularity
Activity
Freshness

Naturality
Youthfulness

4 Featured, 18 Examples

13,118 Total Clicks

URL: Hunt.to/499222

Eco Teen Hygiene

Brands release reusable menstrual care products for teenagers

How could your brand use sustainability to appeal to Gen Z?

Overlooked Opportunity 16: **Workshop Question**

Rewarded Sustainability

Brands and institutions create reward programs for eco-friendly habits

Trend - Businesses and institutions are increasingly incentivizing sustainable consumer habits with programs that reward them when they make eco-conscious decisions. These programs are linked to everything from recycling to shopping.

Insight - The convenience of today's consumption culture has had an enormous impact on the environment, but also makes it difficult for consumers to extract themselves from the cycle of buying products just to throw them away not long after. Making sustainable choices comes with costs and challenges, and consumers are increasingly turning to brands that help incentivize sustainable purchase decisions to make it easier to be eco-friendly.
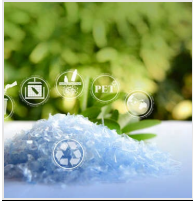
Sustainable Rewards Shops
The Nature Valley ReTok Shop Connects People to Back-to-School Supplies

Gamified Recycling Machines
Olyns & Mars Wrigley are Simplifying Candy Container Recycling

Gamified Recycling Programs
ZeLoop is a Blockchain-Based Gamified Recycling App for Food Packaging

Singaporean Recycling Initiatives
Tortoise The Label Has Created a System to Incentivize Recycling

Reverse Vending Machines
NatWest's Machine Helps Consumers Recycle Unwanted Plastic Cards

7.5 Score

Popularity

Activity

Freshness

Gamification

Experience

Naturality

5 Featured, 54 Examples

71,407 Total Clicks

URL: Hunt.to/486751

Rewarded Sustainability

Brands and institutions create reward programs for eco-friendly habits

How could your brand make sustainable consumption easier for its customers?

Overlooked Opportunity 17: **Workshop Question**

Community Banking

Banking platforms and spaces are prioritizing social engagement and community

Trend - Some banking and investing services are prioritizing community-based, social experiences that help clients pool resources, get more information, and/or create a sense of comfort and familiarity with financial services.

Insight - Financial services tend to be intimidating, particularly for consumers who weren't raised with financial literacy as part of their education. Those who find banking and investing intimidating benefit from apps, services and community spaces where information is simplified and shared. These consumers require services that prioritize accessibility, whether that's through community or by other means.
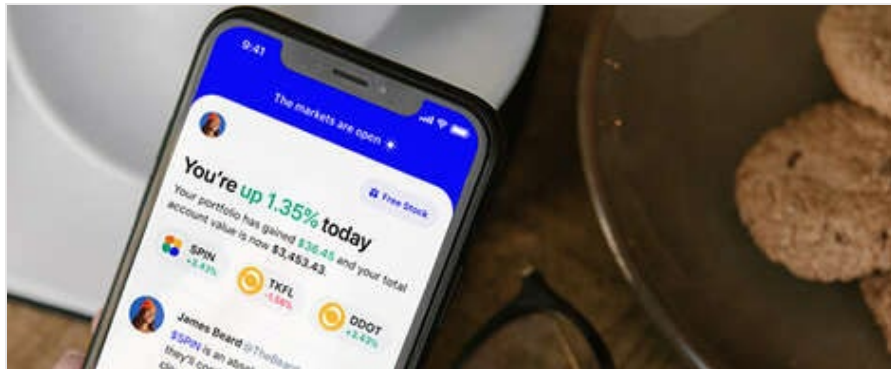
Community-Centric Investment Apps
This App Helps Investors Inspire and Inform Each Other

| **6.2** Score | Popularity | Activity | Freshness | Experience | Authenticity | 1 Featured, 39 Examples | 36,785 Total Clicks | URL: Hunt.to/483944 |

Banking platforms and spaces are prioritizing social engagement and community

How could your brand make its product/service more accessible for its customers?

Overlooked Opportunity 18: **Workshop Question**

Multiplatform Peripheral

Gaming accessory companies are creating products fit for all platforms

Trend - Aftermarket gaming accessory companies are releasing products that work with multiple platforms. This includes controllers, headsets, and other devices. This allows consumers invested in multiple ecosystems to purchase a single set of items, saving money while driving competition.

Insight - Many gaming hobbyists own and enjoy multiple platforms, such as gaming consoles and mobile devices. However, the need to purchase headphones, controllers, and other accessories for each of these devices quickly becomes expensive. As a result, third-party aftermarket accessory companies compete with first-party manufacturers by offering devices that work with several, if not all, of these platforms. These accessories act as single-product solutions to industry-wide consumer pressures.

Multi-Console Gaming Controllers
The Victrix Pro BFG Seamlessly Switches Functions

Multiplatform Wireless Controllers
8BitDo Launched the 'Wireless Ultimate Controller' Gamepad

Hand-Cooling Controllers
The Nyko Airglow Controller for the Nintendo Switch has Active Cooling
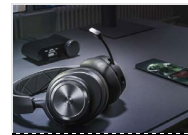
360-Degree Sound Headsets
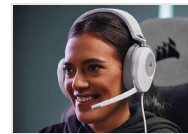
Fine-Tunable Gamer Headphones
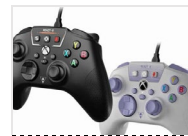
Dual-Rumble Motor Gaming Controllers

5.9 Score

Popularity

Activity

Freshness
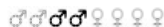
Curation

Simplicity

6 Featured, 46 Examples

30,058 Total Clicks

URL: Hunt.to/493044

Multiplatform Peripheral

Gaming accessory companies are creating products fit for all platforms

How could co-collaboration and cross-functionality benefit your customer and brand?

Overlooked Opportunity 19: **Workshop Question**

The 2024 Trend Report

Zero-Carbon Vegetable

Food manufacturers are offsetting all emissions for fruits and vegetables

Trend - Food brands are partnering with carbon recapture and sustainable energy companies to develop carbon-neutral and carbon-negative fruits and vegetables. This offers eco-conscious, health-conscious customers an improved way to feel better about food products beyond just shopping locally.

Insight - Consumers continue to demonstrate a preference for sustainable and eco-conscious foods over industrial, environmentally-damaging alternatives. This leads to increased purchasing of foods from brands that engage in carbon offset programs or sustainable farming practices. This consumer pressure influenced fruit and vegetable growers, leading to more carbon-neutral and carbon-negative foods. These companies back their claims with transparent ESG reports.

Carbon Negative Farms
Zero Carbon Farms Offsets its Zero-Carbon Emissions by 10%

Carbon-Neutral Fruits
Port International Offers a Variety of Zero-Carbon Fruits and Vegetables

Certified Carbon-Neutral Pineapples
The Del Monte Zero Pineapple is a Sustainably Grown Fruit

True Carbon-Neutral Carrots
FreshGro Launched the World's First Carbon-Neutral Carrots

4.9 Score

Popularity

Activity

Freshness

Naturality

Catalyzation

4 Featured, 20 Examples

11,295 Total Clicks

URL: Hunt.to/494918

Zero-Carbon Vegetable

Food manufacturers are offsetting all emissions for fruits and vegetables

How could your industry commit to improving and enacting data-driven ESG initiatives?

Overlooked Opportunity 20: **Workshop Question**

Bio Coating

Eco-friendly wraps and coatings help keep produce fresh for longer

Trend - As more food retailers prioritize sustainability, coatings made from eco-friendly materials are being used to individually wrap and protect produce. On top of being eco-friendly, these coatings and wraps prevent spoilage and bruising to extend the produce's lifespan.

Insight - While most industries are putting more effort into environmental protection, products in this space can be less efficient or durable. Sustainability is increasingly important to consumers, but they don't want their sustainability efforts to inconvenience their lifestyles. As the market for eco-friendly products expands, brands that are able to prioritize sustainable practices while equally balancing the product's efficacy will stand out most.

Food Longevity Stickers
Startup Stixfresh Claims to Keep Food Fresh for 50% Longer

Food Waste-Reducing Initiatives
Apeel Makes Plant-Derived Coatings to Increase Shelf Life

Film-Like Food Packaging Barriers
The Archroma Cartaseal VWAF Barrier Coating Protects Packaging

Spoil-Protected Mini Cucumbers
Topline Farms Launches Mini Cucumbers with a Longer Shelf-Life

6.0 Score

Popularity
Activity
Freshness

Catalyzation

4 Featured, 30 Examples

28,078 Total Clicks

URL: Hunt.to/506164

Bio Coating

Eco-friendly wraps and coatings help keep produce fresh for longer

TRENDHUNTER
CREATE THE FUTURE

How could your brand expand its sustainability goals while still prioritizing its products' longevity and/or efficacy?

Overlooked Opportunity 21: **Workshop Question**

Wine Seltzers

Alcohol brands release canned, wine-based spritzers

Trend - With alcoholic spritzers continuing to grow in popularity, brands in this space are releasing canned wine seltzers that allow consumers to enjoy the flavors of red and white wines, with the refreshing benefits they're more likely to crave in the warmer months.

Insight - The light flavors and calorie content of seltzers have made them extremely popular among consumers. Millennials and Gen Z consumers find these beverages particularly appealing because they're viewed as healthier and more casual ways to consume alcohol--a pastime that these demographics take part in less than preceding generations.

Crisp Wine Sodas
Woodbridge Wine Soda Mashes Up Classic Soda & White Wine

Iced Tea Wine Spritzers
Kim Crawford's RTD Iced Tea Wine Spritz Blends Tea & Sauvignon Blanc

Botanical-Infused Wine Spritzers
These Beverages Blend Premium French Wine With Seltzer

Sparkling Wine Spritzers
Resting Spritz Face Unites Unique Flavors in Convenient Cans

4.3 Score

Popularity

Activity

Freshness

Hybridization

4 Featured, 36 Examples

26,851 Total Clicks

URL: Hunt.to/484730

Wine Seltzers

Alcohol brands release canned, wine-based spritzers

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

Overlooked Opportunity 22: **Workshop Question**

Developmental Snack

Baby food brands offer puffed snacks with nutritional benefits for infants

Trend - Puff-based snacks with the nutritional ingredients that infants and toddlers need are gaining in popularity as parents become more mindful of what they feed their children. These products' varying flavors and unique texture also cater to children who are picky when it comes to healthy food.

Insight - While baby food brands are now mindful of the ingredients they put in their products for health-conscious parents, parents with toddlers who are picky eaters are somewhat limited in their healthy baby food options. Healthy foods that mimic "junk food", or use playful textures that would appeal to children, help parents add variety and nutrition to picky kids' diets.

Proactive Peanut Butter Puffs
Mission MightyMe's Peanut Puffs Help with Allergen Introduction

Organic Baby Food Puffs
YUMI Launched a New Line of Rice-Free Meltable Puffs for Babies

Baby-Friendly Quinoa Puffs
Awsum Snacks SuperFood Baby Puffs Come in Four Flavors

6.4 Score

Popularity

Activity

Freshness
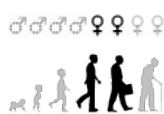
Experience

3 Featured, 35 Examples

25,496 Total Clicks

URL: Hunt.to/505924

Developmental Snack

Baby food brands offer puffed snacks with nutritional benefits for infants

How could your brand prioritize product experiences for more discerning customers?

Overlooked Opportunity 23: **Workshop Question**

Cultural Kit

Food brands offer beverage-making kits inspired by Latin American flavors

Trend - At-home beverage kits that encapsulate the flavors that are popular in Latin American countries are seeing more popularity. These kits offer nostalgia for those who grew up with these flavors--and for those who didn't, an interactive way to expand their knowledge of other cuisines.

Insight - Food kits are popular because they make busy consumers' lives easier by reducing time spent cooking, without sacrificing quality. The growth of the meal kit business model has resulted in brands competing for market share, often by broadening their demographic appeal. Authenticity in this process is important to consumers who are accustomed to homemade cultural foods, and therefore have high expectations for food brands that prioritize convenience in their cultural offerings.

Culture-Inspired Spirit Sets
Candela Mamajuana Releases a Limited Holiday 'Coquito Kit'

Latin-American Beverage Bombs
A Dozen Cousins & Alter Eco Made Treats for Hispanic Heritage Month

Mexican Hot Chocolate Kits
McCormick's Collab Celebrates Día de los Muertos

Persimmon Cocktail Kits
The Japanese Breakfast Cocktail Courier Kit Fuses Mexican & Asian Flavors

Queso-Paired Cocktail Kits
Cacique Created Cinco de Mayo Cocktail Kits Featuring Queso Cheese

5.5 Score

Popularity

Activity

Freshness
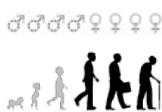
Curation

Authenticity

5 Featured, 45 Examples

40,740 Total Clicks

URL: Hunt.to/493890

Cultural Kit

Food brands offer beverage-making kits inspired by Latin American flavors

How could your brand offer consumers convenience, without sacrificing on the quality of your product/service?

Overlooked Opportunity 24: **Workshop Question**

Low-ABV Tequila

Low or no-alcohol tequila beverages offer a healthier alternative

Trend - Alcohol free tequilas and low-ABV tequila beverages are now offering more flavorful alternatives to the gin and vodkas that currently dominate the no or low-abv space. Products include everything from non-alcoholic spirits that replicate tequilas' flavours, to more refreshing seltzer drinks.

Insight - Gen Z is generally less interested in alcohol consumption than preceeding generations. This demographic is more health-conscious because of how widely available health information now is, and they're more likely to consume cannabis over alcohol because of its comparative mental and physical health benefits. In order to adapt, the alcohol industry is having to appeal to this generation's more introverted tendencies and focus on wellness.

Non-Alcoholic Spirit Alternatives
Clean Co. Announces the Launch of Two New Alcohol Alternatives

Non-Alcoholic Agave Spirits
Lyre's Launches Agave Blanco and Agave Reserva in U.S.

Agave-Based Low-Alcohol Wines
Rancho La Gloria Recently Launched the 'AgaVida' Wine Series

Organic Tequila Seltzers
Damn Right Cocktails Creates Unique Agave Tequila Sparkling Cocktails

5.5 Score

Popularity
Activity
Freshness

Simplicity

4 Featured, 44 Examples

30,815 Total Clicks

URL: Hunt.to/491594

How could your brand better appeal to Gen Z's habits?

Overlooked Opportunity 25: **Workshop Question**

Eco Subscription

Sustainable F&B subscriptions are making eco-friendly consumption simpler

Trend - As consumers look for ways they can live more sustainably, they're turning to brands that curate eco-friendly subscription boxes for food and beverages. Products in this space include everything from sustainable meal kits to wines.

Insight - Sustainability is an increasingly important purchase motivator for consumers, particularly as the impact of climate change becomes more apparent to the average person. This developing sense of urgency is making consumers change some aspects of their lifestyles to prioritize sustainability--and they're turning to brands that help make this process simpler.

Monthly Mocktail Subscriptions
Raising the Bar Offers Sustainable Mocktail Kits On-Demand

Affordable Grocery Store Subscriptions
Misfits Market's Business Model Addresses Food Waste

Ultra-Personalized Wine Subscriptions
Stompy Matches Small-Farmed Wines to a Members' Tastes
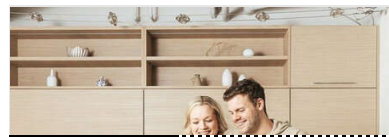
Chef-Curated Meal Subscriptions
UpMeals' Meals Spotlight Local Chefs & Seasonal Ingredients

5.4
Score

Popularity

Activity

Freshness

Curation

Simplicity

Naturality

4 Featured, 53 Examples

51,505 Total Clicks

URL: Hunt.to/486952

Eco Subscription

Sustainable F&B subscriptions are making eco-friendly consumption simpler

How could your brand make sustainable consumption easier for its customers?

Overlooked Opportunity 26: **Workshop Question**

Dried Preservation

Brands are preserving nutritious foods and health products by freeze-drying

Trend - Freeze-dried snacks, ingredients, and supplements are becoming popular--particularly in natural foods that lose nutritional value with other, more common preservation methods. Freeze-dried products guarantee shelf-stability and nutrition, while their airy texture offers sensory appeal.

Insight - The better-informed consumers become, the more discerning they are with the brands they choose to purchase from. While natural ingredients in food & wellness-related industries still have high appeal, more consumers are weary of these claims when they don't align with what they now know about production, sourcing, and the efficacy of ingredients and claims. These consumers turn to brands that make the extra effort in maintaining high production standards and quality products.

Freeze-Dried Kimchi Blocks
Open Sauce Club's Kimchi Simplifies Prep for Chefs & Home Cooks

Freeze-Dried Salsas
Salsa Queen's Freeze-Dried Salsas Can Be Prepared with Hot or Cold Water

Freeze-Dried Gummy Bears
uffda Gummy Bears Turn a Familiar Soft Treat into a Crunchy One

Mushroom-Powered Pet Supplements
Pawse's Functional Mushroom Supplements Support Dogs and Cats

Spicy Pineapple Snacks
Piña Picante Puts a Twist on Dried Pineapple Snacks with Chili Lime

7.0 Score

Popularity

Activity

Freshness

Experience

Naturality

5 Featured, 45 Examples

38,794 Total Clicks

URL: Hunt.to/506081

Dried Preservation

Brands are preserving nutritious foods and health products by freeze-drying

How could your brand better adapt to the well-informed consumers' evolving standards?

Overlooked Opportunity 27: **Workshop Question**

Self-Cleaning Appliance

Appliances with self-cleaning functions reduce time spent in the kitchen

Trend - The kitchen appliances that make food prep more convenient for consumers often require significant maintenance, including proper cleaning. Now, some appliance brands are creating products with self-cleaning functions that reduce time spent on maintaining the quality of these items.

Insight - With so many North American families being dual-income, household maintenance and cleaning is a necessity that some people can't prioritize amid their busy schedules. These consumers turn to brands that help them maintain the cleanliness of their living spaces with minimal effort--and investing in automated cleaning tech is an effective way to accomplish this.

Combination Countertop Ovens
ChefCubii is a Small Kitchen Appliance for Baking, Steaming & More

Multifunctional Nut Milk Blenders
The WantJoin 1000W Nut Milk Maker Has 10 Speed Settings

Plant-Based Milk Appliances
The VEGAPUNK Nut Milk Maker Has a Built-in Delay Timer

Heated Self-Cleaning Blenders
The JOYOUNG Automatic Blender Makes Soups, Milks and More

7.0 Score

Popularity

Activity

Freshness

Hybridization

4 Featured, 39 Examples

51,089 Total Clicks

URL: Hunt.to/504695

Self-Cleaning Appliance

Appliances with self-cleaning functions reduce time spent in the kitchen

How could your brand make necessary tasks more efficient for its customers?

Overlooked Opportunity 28: **Workshop Question**

Modular Grilling

Modular grilling systems offer multifunctionality and compact designs

Trend - Brands that specialize in the outdoor kitchen market are adapting to consumers' evolving lifestyles with small, modular grilling systems. These products feature multiple functions and cooking options, and their easily stored designs cater to a broader range of consumers.

Insight - As more consumers live in small spaces, often with limited (or no) outdoor space, they're having to be more creative with their home purchases. These consumers seek out modular designs, multifunctionality, and compact products in order to make the best use of their space and money. As more people turn to small-space living in response to rising housing costs, brands that specialize in interior design, tech, and home products are having to adapt to better suit their needs.

Mini Modular Outdoor Grills
The +Base Modular Griller Allows for Cooking in Seven Ways

Ultra-Compact Cooking Grills
The 'Magic Grill' from Haruo Matsunaga Works Well in Small Spaces

Multi-Functional Cook Pots
This Cooking Appliance Works as a Hotpot, Frying Pan, and Grill

Multi-Modal Folding Stoves
This Outdoor Stove Offers Both Compact and Spacious Setup Options

9.3 Score

Popularity

Activity

Freshness

Simplicity

Experience

4 Featured, 36 Examples

96,718 Total Clicks

URL: Hunt.to/508625

Modular Grilling

Modular grilling systems offer multifunctionality and compact designs

Which evolving consumer lifestyles could your brand better adapt to?

Overlooked Opportunity 29: **Workshop Question**

The 2024 Trend Report

TRENDHUNTER
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Avatar Worker

Retailers are hiring remote workers with realistic in-store avatars for service

Trend - Retail stores and restaurants are addressing employee droughts by partnering with metaverse and AI companies to deploy on-site realistic avatars controlled by remote workers. This drastically expands the eligibility pool for employees while ensuring customer service remains a priority.

Insight - The core reason why many consumers still prefer shopping in stores rather than online is human interaction, the ability to get help from a knowledgeable retail representative. As businesses increasingly turn to self-service kiosks and AI-powered customer service systems, the benefits of brick-and-mortar shopping become lesser. As a result, stores have turned to 3D virtual avatars controlled by actual humans, which satiates consumers' needs to interact with a human retail representative while alleviating strain on workers.

Remote Work Cashiers
Freshii is Testing a Virtual Cashier System that Connects to Call Centers
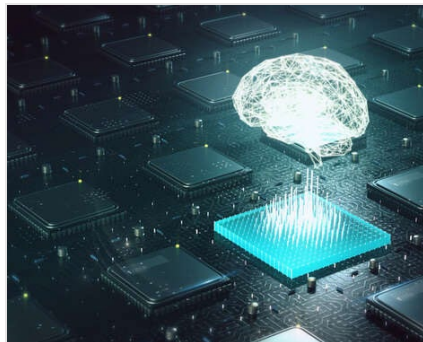
AI-Powered Retail Kiosks
Deepbrain AI Unveils Its Latest Futuristic Product, the 'AI Human' Kiosk

Avatar-Staffed Convenience Stores
Animated Staff Controlled by Humans Run the Green Lawson Store

Virtual Avatar Workers
The Bite Ninja Platform Allows Retailers to Outsource Cashier Work Online

6.8 Score

Popularity

Activity

Freshness

Multisensation

Hybridization

4 Featured, 36 Examples

34,003 Total Clicks

URL: Hunt.to/494928

Avatar Worker

Retailers are hiring remote workers with realistic in-store avatars for service

Could metaverse avatars and remote employees benefit your industry?

Overlooked Opportunity 30: **Workshop Question**

Inflation Relief

Brands are reducing and locking prices to help combat rising inflation rates

Trend - Restaurants and grocery stores are locking and reducing prices to show customers that they value affordability and accessibility. Rising inflation rates continue to affect even the most affordable fast-food restaurants. These price commitments help retain loyal customers as they face economic uncertainties.

Insight - Inflation rates in North America are currently rising at a monthly rate that far exceeds the pre-pandemic levels. As a result, many families have to budget carefully to account for food, rent, and other necessities. This means that as food prices rise alarmingly quickly in restaurants and grocery stores, customers must make adjustments to their lifestyles. This places pressure on businesses to offer reduced prices, promotions and fixed-price commitments.

Fixed-Rate Pizza Commitments
Pizza Pizza Keeps the $16.99 XL 4-Topping Pizza at a Fixed Price

Inflationary Meal Subscriptions
Urban Plates' Plate Pass Shares 20% Savings for $5 Per Month

Low-Cost Family Food Ranges
The KQF Family Saver Range Offers Value-Focused Foods

Price-Marked Chip Packs
KP Snacks Launches Two Flavors of the 'KP Mini Chips' in PMP Format

Price-Marked Breakfast Snack Bars
The BelVita Price-Marked Pack Eases Shopper Price Concerns

4.7 Score

Popularity

Activity

Freshness

Authenticity

Many to Many

5 Featured, 45 Examples

20,248 Total Clicks

URL: Hunt.to/497595

Inflation Relief

Brands are reducing and locking prices to help combat rising inflation rates

How is your industry maintaining customers during rising economic inflation?

Overlooked Opportunity 31: **Workshop Question**

Sustainable Gifting

Eco-friendly gift options cater to sustainability focused consumers

Trend - Brands are offering sustainable gifts for customers who are looking to reduce the environmental impact of their purchase decisions. Platforms, stores, and catalogs that feature eco-friendly gifts will become more popular as sustainability becomes a key purchase motivator for consumers.

Insight - Sustainability is increasingly becoming a crucial focus for businesses as both policy and consumer opinion increasingly favor environmental protection. As the threat of climate change looms, more consumers are trying to make both small and large lifestyle changes in order to reduce their personal impact on the environment--and are turning to brands that help this process along.
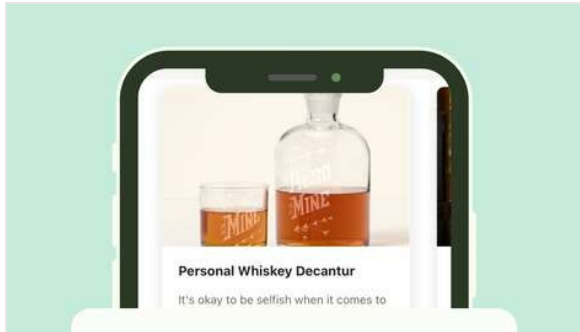
Gift-Giving Platforms
The Gleam App Highlights Small, Eco-Friendly Businesses for Gift-Giving

Sustainable Marketplace Pop-Ups
Mercari's Pop-Up Educates People on the Ease of Selling Secondhand
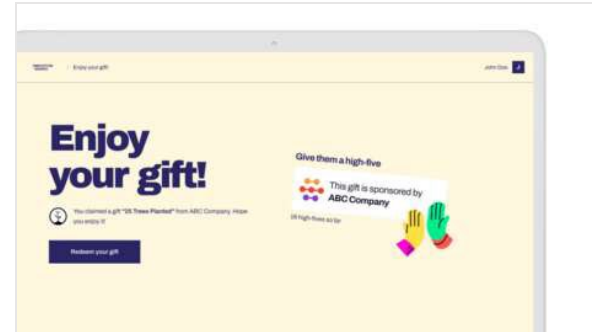
Sustainable Corporate Gifting Solutions
Unwrapit is a Canadian Online Gifting Platform

6.4 Score

Popularity

Activity

Freshness
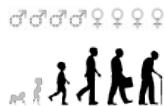
Curation

Naturality

3 Featured, 36 Examples

51,635 Total Clicks

URL: Hunt.to/490937

Sustainable Gifting

Eco-friendly gift options cater to sustainability focused consumers

How could your brand offer more

sustainable choices for its customers?

Overlooked Opportunity 32: **Workshop Question**

To-Go Fold

Brands reduce takeaway packaging waste with specialty foldable designs

Trend - Sealable and easily stored takeaway packaging is allowing food retailers to cut down on waste while ensuring that customers' standards are still met. These items are replacing disposable cups, lids, and containers, and are effective packaging alternatives for food and drinks taken to-go.

Insight - As different regions create more expansive environmental laws that limit or cut out certain food-related materials and products, consumers are finding that the eco-friendly alternatives available to them can be inconvenient. Materials' structural integrity and the overall consumption experience have been impacted by these changing laws and business practices, so consumers are more actively seeking out brands that offer a balance between green consumption and practicality.

Foldable Biodegradable Cups
The SOFi Cold Cup is the First Biodegradable Cup with Its Own Lid

Efficient Sustainable Packaging
Antalis Packaging Recently Added a New E-Commerce Range

All-In-One Compostable Cups
'The Butterfly Cup' is Perfect for Consuming Beverages On the Go

Plastic-Free Takeaway Cups
The Fully Compostable & Recyclable Zero Cup Needs No Lid or Straw

8.5 Score

Popularity

Activity

Freshness

Simplicity

Naturality

4 Featured, 36 Examples

70,921 Total Clicks

URL: Hunt.to/500300

To-Go Fold

Brands reduce takeaway packaging waste with specialty foldable designs

How could your brand prioritize environmental protection while maintaining convenience for customers?

Overlooked Opportunity 33: **Workshop Question**

App-Based Retail

Retailers create apps to accompany customers' in-store experiences

Trend - Retailers are increasingly merging the convenience of online shopping with the engagement of in-person retail--now with accompanied in-store apps. These apps help enhance customer experiences with everything from product information to shopping assistance.

Insight - Consumers' appreciation for online shopping comes from its convenience, and the wide range of choices they have when shopping online. However, in-person shopping offers a different level of engagement with products, and makes consumers feel more confident in their purchase decisions. Brands that are merging the benefits of both will be increasingly relevant in the contemporary brick and mortar space.

In-Store Shopping Apps
Chico's Launched a New Dedicated Mobile App with Poq Commerce

Retail Navigation Tools
The Simon Search App Lets Customers Find Exactly What They Need

Streamlined Return Processes
PayPal and Ulta Beauty are Testing Happy Returns at 1,300 Locations
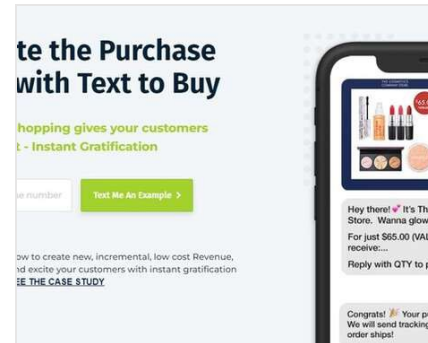
Text Message Shopping Services
Textual is a Conversational Commerce Platform for SMS

6.6 Score

Popularity

Activity

Freshness
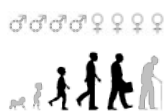
Hybridization

4 Featured, 43 Examples

29,019 Total Clicks

URL: Hunt.to/483853

App-Based Retail

Retailers create apps to accompany customers' in-store experiences

How could your brand merge digital and in-person shopping experiences?

Overlooked Opportunity 34: Workshop Question

Subscription Grocer

Grocery subscription services help users access limited or affordable items

Trend - The pandemic fueled online grocery orders, and it made way for an increase in grocery subscription services that consumers can use to have food items delivered to them on a consistent basis. These services typically provide access to more affordable and/or limited products.

Insight - For consumers, the benefit of subscription services is in their convenience. This is especially true for people who deal with barriers to shopping in-person regularly--whether those are working and childcare, a disability, reduced mobility from age, or a lack of affordable options. Businesses that prioritize the specific needs of underserved demographics will appeal to consumers who appreciate (or need) more personalized services.
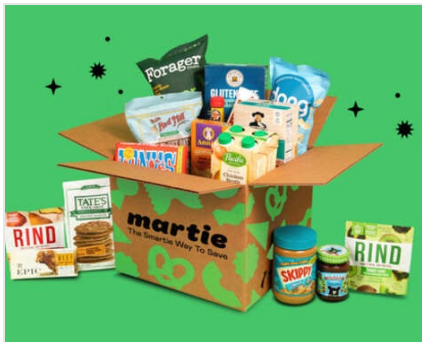
Online Discount Grocery Stores
Martie Offers Pantry Staples at 40-70% Off Retail

Affordable Grocery Store Subscriptions
Misfits Market's Business Model Addresses Food Waste

Japanese Digital Food Marketplaces
Bokksu Recently Raised $22 Million in a Series a Funding Round

Organic Indian Grocery Boxes
South Asian Food Marketplace Quicklly Debuts New Subscription Box

5.2 Score

Popularity
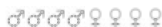
Activity

Freshness

Curation
Simplicity
Catalyzation

4 Featured, 36 Examples

30,556 Total Clicks

URL: Hunt.to/486946

Subscription Grocer

Grocery subscription services help users access limited or affordable items

How could your brand prioritize accessibility

in its product offerings?

Overlooked Opportunity 35: **Workshop Question**

Shoppable Short

Shoppable short-form video content enhances digital shopping experiences

Trend - Shoppable short-form video content and ads are becoming increasingly prominent digital strategies among brands across industries. This content merges traditional ads with modern tech habits--offering customers more engaging and convenient forms of online shopping.

Insight - The ecommerce industry's growth has been heavily influenced by the convenience of shopping online. However, what's kept brick-and-mortar relevant is that it lets customers test, sample, and see products in person--reducing hesitancy during purchase and making consumers more confident in what they choose to buy. Now, consumers are turning to brands with platforms that offer the convenience of online shopping, while using interactive tech to more effectively showcase product features.

Livestream Shopping
YouTube Unveiled New Shopping Features During Its 'Brandcast' Event

On-Click Shoppable Video Ads
AdAdapted Launches New 'Shoppable Video Ads' Solution for Brands

Streamlined Shoppable Video Ads
Instacart Launches New Shoppable Video Ads in 'Ads Manager'
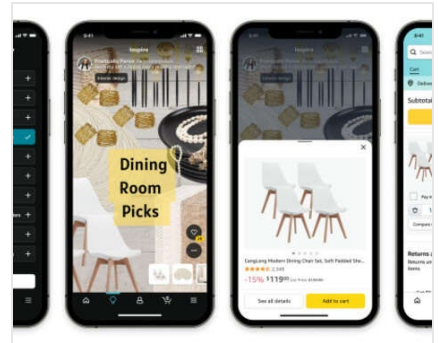
Digestible Shopping Feeds
Amazon Debuts the Inspire Platform to Drive Sales and Consumer Marketing

6.8 Score

Popularity

Activity

Freshness
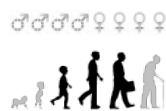
Experience

Authenticity

4 Featured, 36 Examples

19,955 Total Clicks

URL: Hunt.to/496735

Shoppable Short

Shoppable short-form video content enhances digital shopping experiences

How could your brand more effectively engage customers with its online experiences?

Overlooked Opportunity 36: **Workshop Question**

Senior Retail

Retailers are making shopping more convenient for elderly demographics

Trend - As accessibility becomes a priority for more brands, some are offering initiatives that assist elderly shoppers in-store. In-store assistance, accessible environments and senior-specific shopping zones are all prioritizing convenience for elderly consumers.

Insight - The focus on accessibility in recent years has come with the brand realization that it opens opportunities to appeal to more demographics. For consumers, a "one size fits all" approach is no longer accepted from large retailers with money to invest. People are increasingly demanding that brands address barriers they face by prioritizing accessible design, affordability, and/or convenience.

Age-Friendly Retail Initiatives
Lowe's Introduces a Baby Boomer-Focused 'Livable Home' Initiative

Elderly E-Commerce Education
JD's New Service Center Helps the Elderly Adapt to Online Shopping

Elderly Customer-Reserved Retail Zones
JD Announced Exclusive Service Zones for Elderly Customers

Senior-Friendly Shopping Days
Walgreens Seniors Day Supports Safe & Supportive Shopping

7.3 Score

Popularity

Activity

Freshness

Simplicity

Experience

4 Featured, 34 Examples

29,137 Total Clicks

URL: Hunt.to/506548

Senior Retail

Retailers are making shopping more convenient for elderly demographics

How could your brand better adapt to the needs of consumers who require accessible solutions?

Overlooked Opportunity 37: Workshop Question

Ethical search engines help consumers streamline conscientious purchases

Trend - As consumers become more conscious of the impact of their purchases, search engines that search for products that are made sustainably, or from brands that align with their personal values, are becoming more popular.

Insight - As consumers become more conscious about the various social, environmental and political issues happening both locally and globally, they're also increasingly choosing to align with brands that are trying to reduce their impact, or make positive changes. This is particularly true of Millennials and Gen Z, who are more likely to shop and live in a way that aligns with their value systems.
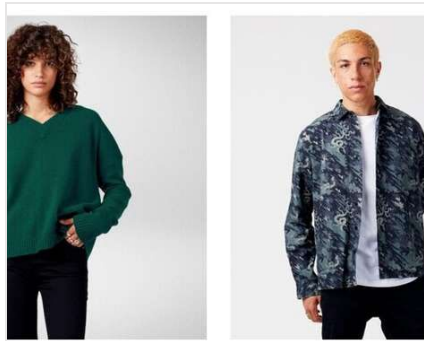
Ethical Fashion Search Apps
Baobab Avenue is a Search Engine for UK-Based Ethical Fashion Brands
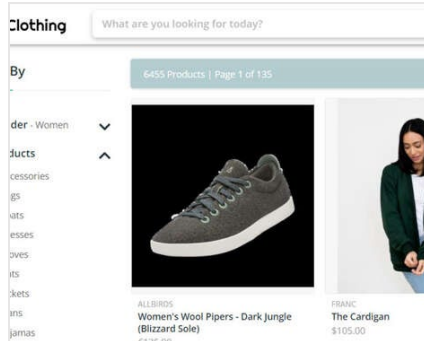
Sustainable Fashion Search Engines
This Tool Helps American Consumers Access Eco-Friendly Apparel
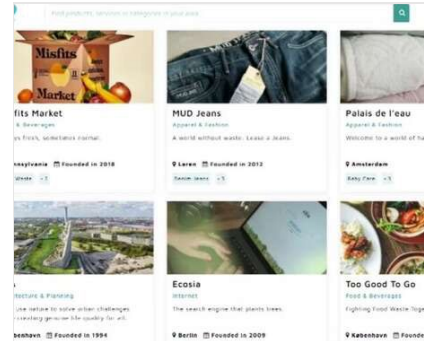
Ethical Alternative Search Engines
'Take Care' Helps Consumers find Companies Focused on Ethics
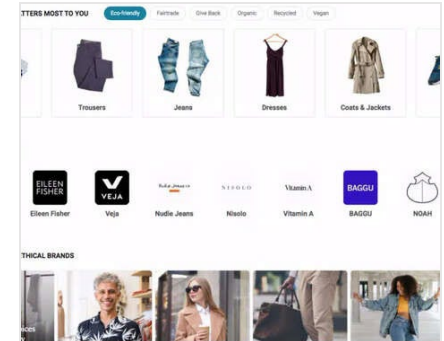
Ethical Fashion Search Engines
Bing Launches the 'Ethical Shopping' Hub in the US and Canada

6.0 Score

Popularity

Activity

Freshness
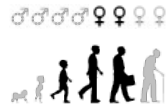
Curation

Simplicity

Catalyzation

4 Featured, 28 Examples

18,846 Total Clicks

URL: Hunt.to/485141

Ethical Search

Ethical search engines help consumers streamline conscientious purchases

How could your brand make conscientious shopping easier for its customers?

Overlooked Opportunity 38: Workshop Question

Zero-Waste Delivery

Zero-waste delivery services help consumers reduce their personal impact

Trend - Most of consumers' purchase decisions affect the environment, especially when delivery is involved--with additional transportation and packaging raising the impact of these services. Now, zero-waste delivery services are helping customers reduce the impact of some of their purchases.

Insight - Living in a way that's actually sustainable can be difficult, since many modern conveniences that consumers are accustomed to have a negative impact on the environment. Some eco-conscious consumers are beginning to understand that in order to truly reduce their impact, they'll have to make some sacrifices when it comes to convenience. These consumers are turning to brands that prioritize effective forms of sustainability, even if it means a little more effort on their end.

Zero-Waste Takeout Apps
Inwit Minimizes Waste with NFC-Equipped Containers

Closed-Loop Food Services
'Ethey' is a Home Delivery Service for Meals That are 100% Zero-Waste

Seaweed-Based Takeout Boxes
Just Eat Takeaway Favors Seaweed Instead of Plastic for To-Go Boxes

Recyclable Food Delivery Packaging
Wagamama is Introducing Recyclable Delivery Bowls

7.0 Score

Popularity

Activity

Freshness

Simplicity

Naturality

4 Featured, 54 Examples

72,092 Total Clicks

URL: Hunt.to/483187

Zero-Waste Delivery

Zero-waste delivery services help consumers reduce their personal impact

How could your brand more effectively tackle sustainability?

Overlooked Opportunity 39: **Workshop Question**

The 2024 Trend Report

TRENDHUNTER
CREATE THE FUTURE

Low-Carbon Treatment

Businesses in healthcare turn their focus to reducing carbon emissions

Trend - In recent years, institutions in healthcare have been advocating for "greener" healthcare models to reduce environmental impact. In response, brands in medical care fields are offering treatments with low carbon footprints, and expanding virtual healthcare to reduce transportation emissions.

Insight - The healthcare industry is a large contributor to global pollution, and in the face of climate change, there's now more research going into evolving the industry to better align with environmental protection. As more people feel inclined to shop and live sustainably--and governments and organizations push for policies that reduce healthcare's carbon footprint-- businesses in this space face a distinct pressure to evolve towards sustainable production and service models.

Inhaler-Specific Carbon Guides
MIMS Has Launched a New Carbon Footprint Table for Inhalers

Sustainable Sports Braces
The 'CleanPrene' Braces Are Made From Bio-Based & Recycled Materials

Digital Healthcare Expansion
Hims & Hers Partners with ChristianaCare to Expand Provider Offerings
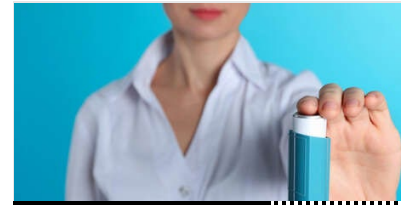
Low-Emission Clinical Inhalers
AstraZeneca's HFO-1234ze-Based Inhaler Produces 99% Less Emissions

5.4
Score

Popularity

Activity

Freshness

⚡ Catalyzation

4 Featured, 36 Examples

39,163 Total Clicks

URL: Hunt.to/503378

Low-Carbon Treatment

Businesses in healthcare turn their focus to reducing carbon emissions

In what areas could your business reduce its carbon footprint?

Overlooked Opportunity 40: **Workshop Question**

Compact Gaming

Low-footprint gaming hardware is gaining popularity in the home office

Trend - Computer hardware manufacturers are focusing on compact, power-efficient, and size-efficient gaming computers for customers with less space or high energy costs. These compact gaming devices take next-to-no space while offering comparable experiences to full-size gaming computers.

Insight - While PC enthusiasts are willing to spend time and money researching, building, and customizing computers to ensure each included component is perfect, many others simply want to purchase a device that works out of the box. These consumers are drawn to a number of different products, seeking either value for money, aesthetic, portability, or overall power draw. These consumers are increasingly being drawn to mini PCs, as these devices fulfill each of the aforementioned categories.

Mini Tower Gaming PCs
The G2 Edge Ultra is a Sleek Tower PC With an Nvidia 3070 GPU

Mini RGB Gaming PCs
The Ace AMR5 Runs on a Powerful Ryzen 5800U Integrated Processor

Pre-Built Mini Gaming PCs
Minisforum Debuted the 'HX99G' High-Spec Miniature Gaming PC

Miniature Gaming PCs

Micro Gaming PCs

Slate Blue Mini PCs

9.4 Score

Popularity

Activity

Freshness

Simplicity

Gamification

Personalization

6 Featured, 44 Examples

43,486 Total Clicks

URL: Hunt.to/508398

Compact Gaming

Low-footprint gaming hardware is gaining popularity in the home office

How could your brand use recent technological advancements in computation to launch more convenience-focused hardware and devices?

Overlooked Opportunity 41: **Workshop Question**

Zero-Carbon Packaging

Carbon-neutral packaging becomes a priority for eco-focused brands

Trend - Brands that offer products with no carbon impact have to consider how these products will be packaged and/or delivered in order to fulfill their claims. Now, more carbon-neutral (or positive) packaging options are becoming available as the move towards sustainability becomes more urgent.

Insight - Not long ago, "green" branding and unclear environmental claims on products were the norm. With more access to information than ever before, and in seeing how the climate crisis is accelerating, consumers have become more discerning when it comes to eco branding claims that don't have measurable impact. Now, brands are having to consider the environmental impact of their entire production cycles if they want to authentically claim sustainability to today's more critical consumer.

Recyclable Beauty Gift Packs
Eviosys, Grown.Bio & Verescence Features Sustainable Components
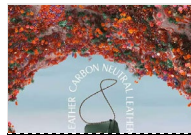
Luxe Carbon-Neutral Bags

Sustainable Fruit Cups

Sustainable Cereal Packaging

Certified Reusable Bottles
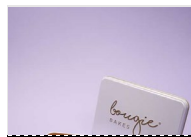
Reusable Cookie Tins

Zero-Carbon Milk Cartons

6.9 Score

Popularity
Activity
Freshness
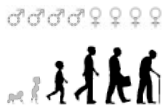
Naturality
Catalyzation

7 Featured, 72 Examples
74,414 Total Clicks
URL: Hunt.to/494730

Zero-Carbon Packaging

Carbon-neutral packaging becomes a priority for eco-focused brands

How could your brand better prioritize sustainability with measurable impact?

Overlooked Opportunity 42: **Workshop Question**

Paper Produce

Produce, meat and dairy products use eco-friendly paper packaging

Trend - Products in fresh food aisles tend to come in single-use plastic packaging, but F&B brands are now offering paper-based packages, trays and sealing wraps for these items. These packages are recyclable or biodegradable, and don't contain the polyethylene film that's common in paper packaging.

Insight - Eco-conscious consumers are becoming more mindful of the fact that seemingly small consumption habits, like buying single-use plastics, make a difference on their environmental impact over time. Though more consumers are opting to shop sustainably, most are still choosing to make changes to their day-to-day purchases and habits on a micro scale for reasons like cost and efficacy. This gives brands the opportunity to align their sustainability goals with consumers' rituals and routines.

Paper-Based Tray Packaging
Verday Vegan Meats are Packed in Shallow Food Trays Made for Recycling

Paper-Based Yogurt Cups
The Chobani Paper Cup Helps to Reduce Plastic Use

Reduced Material Food Packaging
The Stora Enso 'Trayforma BarrPeel' Packaging is Easy to Open

Paper-Made Product Bundles
Mondi and ATS-Tanner Created Paper Bundle Packaging

7.8 Score

Popularity

Activity

Freshness

Naturality

4 Featured, 44 Examples

43,214 Total Clicks

URL: Hunt.to/508573

Paper Produce

Produce, meat and dairy products use eco-friendly paper packaging

How could your brand better align its sustainability goals with its customers' lifestyles?

Overlooked Opportunity 43: Workshop Question

Eco Event

Tech-based solutions are making event planning more sustainable

Trend - As environmental protection becomes more important to consumers, tech-based solutions are being used to bring sustainability to the events industry. Hybrid virtual events and app-based audience reward systems show both the micro and macro ways brands in this space are reducing their impact.

Insight - Between the urgency of the climate crisis and economic upheaval impacting people around the world, more consumers are becoming conservative with their money--and are less tolerant of waste or "excess." Brands that are able to adapt with these fast-evolving cultural dynamics will remain relevant to the modern consumer.

Hybrid Events Platforms
The French Leader of Hybrid Events, AppyFair, is Now Available Worldwide

3D Metaverse Fashions
Pitti Studios Creates 3D Versions of Garments for Avatars in Fashion Shows
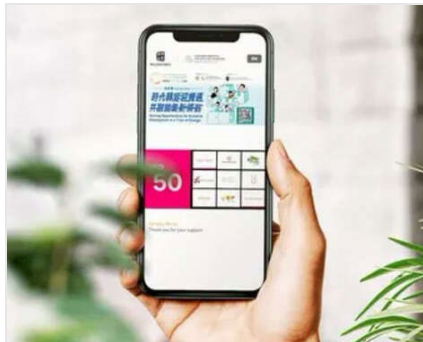
Zero-Waste Voucher Solutions
On-us Launches New Technology for Sustainable Event Engagement

Solar-Powered Arenas
Populous Designed the Multifunctional Concert and Congress Center Stadium

6.8 Score

Popularity

Activity

Freshness

Experience

Naturality

4 Featured, 36 Examples

36,622 Total Clicks

URL: Hunt.to/500869

TRENDHUNTER
CREATE THE FUTURE

How is your brand keeping up with the values and lifestyles of its customers-- whether those are environmental, social, or economic?

Overlooked Opportunity 44: **Workshop Question**

Upcycled Oats

Food companies are transforming excess oats into usable food products

Trend - Most companies that produce oat milk send a sizable portion of excess oats to waste facilities. Startups in the baked goods, protein powder, and snack food industries are partnering with oat milk manufacturers to upcycle these excess oats, as they are still safe for consumption.

Insight - Sustainability is one of the fastest-rising motivators for customers in the CPG and retail food industries. These consumers seek sustainable products that go beyond recyclable packaging. Upcycled products are transformed from safe, excess food that is to be discarded. As a result, upcycled products have a significantly lower environmental impact than their competitors, leading to a clear advantage in marketing effectiveness and brand attractiveness to the eco-friendly consumer.

Upcycled Oat Proteins
SunOpta Released the 'OatGold' Protein Powder Made from Oat Milk Waste

Protein-Packed CPG Cookies
Love + Chew Partnered with Renewal Mill on a Peanut Butter Cookie

Upcycled Oat Protein Cereals
Seven Sundays & SunOpta Created a Cereal Line with OatGold

Upcycled Frozen Desserts
Renewal Mill and Salt & Straw Created Upcycled Vegan Ice Cream

7.5 Score

Popularity
Activity
Freshness

Hybridization
Naturality
Authenticity

4 Featured, 52 Examples

36,466 Total Clicks

URL: Hunt.to/489218

Upcycled Oats

Food companies are transforming excess oats into usable food products

How could your brand reduce unnecessary waste?

Overlooked Opportunity 45: **Workshop Question**

Mycelium Leather

Brands are using mycelium as a vegan leather substitute across industries

Trend - Brands across textile industries have begun using mycelium as a basis for vegan leathers. These leathers are nearly indistinguishable from animal leather, and are more sustainable. Mushroom leather products can be marketed without backlash from eco-conscious consumers and organizations.

Insight - The two main reasons why customers are hesitant to purchase products made from animal leather are the ethics of animal cruelty and unsustainability, as leathermaking produces carbon emissions. However, leather has become a staple in handbags, jackets, and more, as it is weather-resistant and fashionable. While vegan leathers have been around for a while, brands have yet to perfectly replicate the quality of genuine leather, placing pressure on brands to continue trying new materials.

Mushroom Leather Seating Solutions
Mari Koppanen's Fomes Range Features a Leather-Like Material

Luxury Mycelium Bags
The Stella McCartney Frayme Mylo is Made from Mushroom Leather

Alternative Leather Yoga Accessories
These Lululemon Yoga Accessories are Made from Mylo

Mushroom-Based Athletic Bags
lululemon's Mylo Material Collection Shares Vegan Leather Styles

Mushroom Leather Fruit Bowls
MycoWorks Presents a Fruit Bowl by Heron Preston Home Decor

6.7 Score

Popularity

Activity

Freshness

Naturality

Authenticity

5 Featured, 42 Examples

73,115 Total Clicks

URL: Hunt.to/500924

Mycelium Leather

Brands are using mycelium as a vegan leather substitute across industries

How could your brand transform traditional products with sustainable practices?

Overlooked Opportunity 46: **Workshop Question**

Wood Printer

3D printing companies are looking to wood filament for sustainability

Trend - 3D printer manufacturers and materials suppliers have begun using upcycled wood from excess materials gathered at sawmills and other processing plants. The companies use filament printing and binding to transform this byproduct into durable designs that resemble whole cuts of wood.

Insight - As 3D printing becomes more accessible for general consumers and small businesses, there is a rising demand for products that offer more material options and are more sustainable. Not every customer is satisfied printing designs in hard metal, plastic, or other polycarbonate compounds, leading to businesses introducing wood to the equation. This not only offers more options but also allows 3D printing companies to partner with sawmills to upcycle wood waste into usable products.

Compact 3D Wood Printers
The 'LulzBot Mini 2' Features a Belt-Driven Z-Axis for Efficient Prints

Consumer-Grade 3D Wood Printers
Desktop Metal Launched its First-Ever Wood 3D Printer

Accessible 3D Wood Printers
Dremel Launched the 'Digilab 3D20' Printer for General Use

Multicolor Printer Filament Modules
The 'Co Print' 3D Printer Filament Module is Advanced

6.6 Score

Popularity

Activity

Freshness

Hybridization

Catalyzation

Personalization

4 Featured, 23 Examples

17,206 Total Clicks

URL: Hunt.to/492148

Wood Printer

3D printing companies are looking to wood filament for sustainability

How could your industry reduce waste production through upcycling?

Overlooked Opportunity 47: **Workshop Question**

Sugarcane Package

Brands are using food-safe sugarcane bagasse in consumable goods packaging

Trend - Brands in the several consumables industries, such as cosmetics and food, have begun using containers made out of sugarcane bagasse. This is a pulpy, fibrous material gained from drying and crushing sugarcane. This is affordable, food-safe, biodegradable, and temperature-resistant.

Insight - Some of the industries most affected by the push for sustainable packaging are foodservice and food retail. Consumers prefer when these products are fully sustainable, as there is no need for foods, particularly CPGs, to be packaged or individually wrapped with single-use plastics. However, these consumers are still drawn to more affordable products, and do not want to pay a large markup. This creates pressure for brands to find low-cost sustainable food-safe packaging solutions.

Non-Coated Sugarcane Packagings
'SupraPulp' from W-Cycle is Biodegradable Packaging from Sugarcane

Compostable Sugarcane Containers
Eco-Products' WorldView Containers are Foodsafe and Microwavable

Sugarcane Cosmetics Packagings
'Bulldog' Uses Sugarcane Bagasse to Reduce its Carbon Footprint

Compostable Food Packaging Brands
Shanghai Timeco Industrial Uses Sugarcane Bagasse for Packaging

8.4 Score

Popularity
Activity
Freshness

Hybridization
Curation

4 Featured, 20 Examples

8,979 Total Clicks

URL: Hunt.to/506153

Sugarcane Package

Brands are using food-safe sugarcane bagasse in consumable goods packaging

How can your brand incorporate affordable and sustainable packaging solutions, such as sugarcane bagasse, into your product lineup while still maintaining consumer appeal and affordability?

Overlooked Opportunity 48: Workshop Question

Waste-Free Fashion

Fashion brands offer DIY zero-waste or sustainable clothing

Trend - Emerging brands' efforts at sustainable fashion are effective when they require some work from customers. Products like zero-waste patterns and clothing that can be composted once they're no longer needed cater to consumers who are willing to put in more effort to live sustainably.

Insight - Growing climate anxiety has resulted in more consumers making lifestyle changes in order to reduce their impact on the environment. Consumers who are especially eco-conscious are willing to make these changes even if they require extra work, and more are turning to brands that prioritize sustainability despite potential lifestyle disruptions.

Kid-Friendly DIY Clothing Kits
Almaborealis' Puzzleware Helps Kids Sew Their Own Clothes

Regenerated Textile T-Shirts
PANGAIA & Infinited Fiber Company Created the First Infinna Shirts
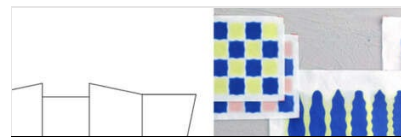
Zero-Waste Cutting Patterns
T×a×n×g×r×a×m by Renate Zeller Seeks to Reduce Fashion Waste

Compostable Menswear Collections
Gomorrah's Shirts Combine Sustainable Ethos and Style Points

7.1 Score

Popularity

Activity

Freshness

Naturality

4 Featured, 35 Examples

55,617 Total Clicks

URL: Hunt.to/487805

Waste-Free Fashion

Fashion brands offer DIY zero-waste or sustainable clothing

How could your brand prioritize sustainability in a way that's authentic and effective?

Overlooked Opportunity 49: Workshop Question

The 2024 Trend Report

TRENDHUNTER®
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Coping Tech

Interactive tech-based toys help distract and soothe children dealing with stress

Trend - The growing focus on mental wellbeing in North America, has extended to kid's toys, with some brands offering interactive experiences that help distract children from challenging emotions. These wellbeing-focused toys also help teach children productive coping skills for stress and anxiety.

Insight - The last few years have put a spotlight on mental health, especially as the pandemic caused an uptick in people's feelings of anxiety and sadness globally. In North America, this coincided with the already-existing "wellness" movement, where consumers began exploring stress-reduction through both traditional and "new age" means. This shift has impacted how consumers choose to raise their kids--they're now prioritizing their children's mental health as part of their overall development.

Illuminating Mental Wellness Toys
'PAWZ The Calming Pup' Has Three Breathing Exercises to Follow

Medical Preparation Toys
Premedprep by Adam Higgins Reduces Anxiety During Medical Procedures

AI-Based Children Companions
Robin the Robot is Designed to Alleviate Anxiety and Loneliness

ASMR Recording Cubes
The ASMR Recorder Cube Records Soothing Sounds for Multi-Sensory Play

7.5 Score

Popularity

Activity

Freshness

Experience

4 Featured, 36 Examples

54,125 Total Clicks

URL: Hunt.to/494545

Coping Tech

Interactive tech-based toys help distract and soothe children dealing with stress

How could your brand better evolve with its customers' changing values and priorities?

Overlooked Opportunity 50: **Workshop Question**

AI Companion

Companies are creating AI-powered chatbots for virtual companionship

Trend - Many AI chatbots currently exist to offer utilities to customers, such as help with complex questions on nearly any topic. Companies are now launching chatbots with more personality-focused models that offer virtual companionship to users. These chatbots learn their users and form bonds.
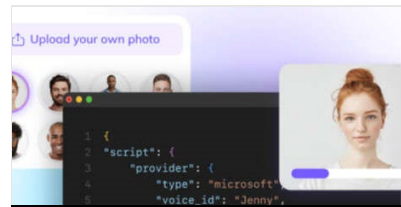
Insight - A combination of advanced artificial intelligence gaining traction and customers being increasingly isolated due to scaled back in-person events means consumers are currently experiencing more loneliness than in the previous decade. These customers resort to online communities and networks for companionship while at home, though these communities are not always accessible or available. Brands are responding to this by leveraging AI language models to create companionship chatbots.

Conversational AI Companions
CATI is a Soft Plush Toy Robot Debuting at CES 2023
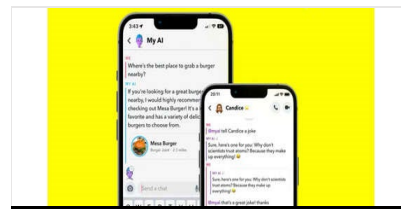
AI Chatbot Companions
Replika Offers Romantic Companionship to Users

AI-Powered Human Chatbots
D-ID Unveils a New AI Digital Human for Face-to-Face Conversations

ChatGPT-Powered Social Services
Snapchat is Expanding its My AI Service to All of its Users

8.3 Score

Popularity

Activity

Freshness
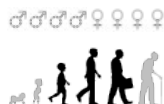
Experience

Artificial Intelligence

Personalization

4 Featured, 35 Examples

24,902 Total Clicks

URL: Hunt.to/500635

AI Companion

Companies are creating AI-powered chatbots for virtual companionship

How could your brand utilize advanced AI chatbots to augment its products or services?

Overlooked Opportunity 51: **Workshop Question**

Intersectional Campaign

Brands adopt a more intersectional approach to diversity and inclusion

Trend - In recent years, brands have adapted to demands for inclusion by incorporating it into their core values. Inclusion is taken even further by brands that are adopting intersectionality into campaigns or business models--offering a more nuanced and thoughtful approach to DEI.

Insight - Calls for inclusion and equity within a wide range of North American industries have been heavily influenced by Gen Z and Millennials' social impact. These generations are informed consumers, socially conscious, and generally hold progressive values--resulting in them being more discerning shoppers. As consumers, they're more likely to trust brands that demonstrate an understanding and appreciation for their experiences, needs, and personal values.

Pride-Celebrating Apparel
Calvin Klein Launches Its Pride Campaign and 'This is Love' Apparel

Rapper-Created Mental Health Hubs
Megan Thee Stallion's Mental Health Website Helps Fans Find Aid

Inclusive Children's Education Apps
Smart Tales is Certified by IBCCES as an Autism Resource

6.6 Score

Popularity

Activity

Freshness

Authenticity

3 Featured, 45 Examples

33,660 Total Clicks

URL: Hunt.to/502415

Intersectional Campaign

Brands adopt a more intersectional approach to diversity and inclusion

How could your brand incorporate intersectionality in its efforts toward inclusion?

Overlooked Opportunity 52: **Workshop Question**

Accessible E-Commerce

Brands make online shopping easier for elderly demographics

Trend - For senior demographics, modern technology can be more challenging to navigate. To change this, some online retailers are prioritizing senior demographics--both in the products they offer and in how their platforms are designed.

Insight - Despite the relatively widespread access of smartphones and connectivity in North America, elderly demographics who weren't raised with these technologies have found adapting to them more challenging. This creates barriers for seniors, while also preventing brands from reaching this untapped market. The shift towards education and accessibility in e-commerce is aiming to bridge this gap.

Fashionable Boomer Marketplaces
VNV Brings the Joy of Getting Dressed to Mature Women

Senior-Friendly E-Commerce Modes
Taobao's 'Elderly Mode' Helps Seniors Navigate Online Shopping

Boomer-Focused Grocery Services
Baby Boomers Continue to Dominate in Online Shopping Post-COVID
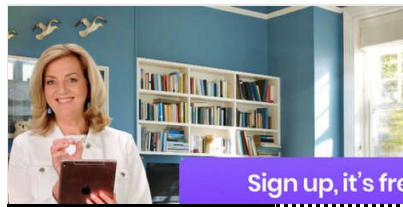
Boomer-Specific E-Commerce Platforms
Starts at 60 Launches an Online Marketplace For Older Aussies

6.7 Score

Popularity

Activity

Freshness

Curation

4 Featured, 33 Examples

48,969 Total Clicks

URL: Hunt.to/491051

Accessible E-Commerce

Brands make online shopping easier for elderly demographics

How could your brand prioritize accessibility in its product design?

Overlooked Opportunity 53: **Workshop Question**

Agile Workplace

As more offices adopt a hybrid model more flexibility is needed

Trend - The post-pandemic workplace demands more flexibility than before. The average office worker knows how to be productive from home, making the idea of being in the office full-time harder to justify. Thus, hybrid workplaces are more common than ever; however, these come with a unique set of challenges that organizations in the industry aim to solve.

Insight - The pandemic represented an era of compounded stress. Consumers weighed the emotional distress of living through a global pandemic, political unrest, and general uncertainty alongside the responsibilities they already had (such as busy work schedules) and learned to re-prioritize. As a result, the necessity of the conventional workweek was called into question. Many consumers see this as a positive result of the pandemic and a move toward a more equitable relationship with their professional lives.

Modular Hybrid Work Layouts
Alki and Iratzoki Lizaso Create Zuzulu for the Modern Office Setting

Hybrid Office Management Platforms
The 'Tactic' Platform is for Flexible Workspaces

Hybrid Work Scheduling Apps
Condeco Launches a New Microsoft Teams App Dedicated to Hybrid Work

Hybrid Work-Focused Mapping Tools
ServiceNow Added Workplace Indoor Mapping to the Now Platform

5.2 Score

Popularity

Activity

Freshness
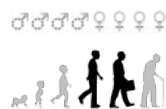
Naturality

Catalyzation

4 Featured, 33 Examples

27,115 Total Clicks

URL: Hunt.to/501207

Agile Workplace

As more offices adopt a hybrid model more flexibility is needed

How has your workplace culture changed, and how can you make these changes work to your advantage as an employer?

Overlooked Opportunity 54: **Workshop Question**

Accessible Contraception

Some healthcare brands in the U.S. make contraceptives more accessible

Trend - As reproductive rights for women are impacted by political volatility in the U.S., some healthcare brands are trying to make contraception more affordable or generally accessible. Apps, products and platforms are now offering low-cost, prescription-free, and/or easily available information that allows women-in-particular to access birth control.

Insight - As countries around the world face economic, political and/or environmental changes, the average consumer is affected by the various institutions that impact things like rising living costs and accessibility to essential services. Some businesses are aiming to resolve the social issues that this can cause by catering to consumers who may face barriers in meeting their various needs.

Gen Z-Targeted Contraceptives
Julieco Launches Contraceptives for the Younger Generation

Birth Control Delivery Services
US-Based Pandia Health Provides Free Birth Control Delivery

Free Morning-After Pills
Stix Debuted 'The Restart Donation Bank' to Make Morning-After Pills Free
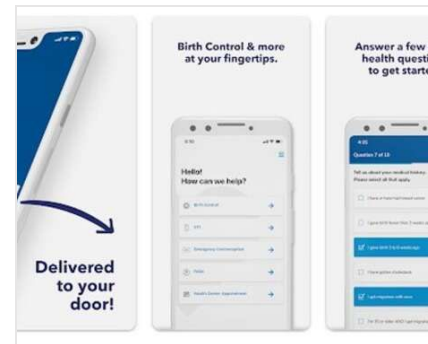
On-Demand Telemedicine Apps
'Planned Parenthood Direct' Offers On-Demand Birthcontrol of Any Kind

6.6 Score

Popularity

Activity

Freshness

Personalization

Authenticity

4 Featured, 25 Examples

38,189 Total Clicks

URL: Hunt.to/491553

Accessible Contraception

Some healthcare brands in the U.S. make contraceptives more accessible

How could your brand better prioritize affordability and/or accessibility?

Overlooked Opportunity 55: **Workshop Question**

Menstrual Sanitation

Alternatives to disposable menstrual hygiene products prioritize sanitation

Trend - While single-use pads and tampons are convenient, more consumers are opting for reusable alternatives for cost and environmental reasons. These products require extra care to be safe and effective, so brands are incorporating sanitization features and add-ons that ensure correct use and optimal health.

Insight - Consumers who are affected by period poverty, or those who are trying menstrual care habits/products that are unfamiliar to them, want brands to address the learning curve that comes with these products. Additionally, the push for eco products combined with pandemic-prompted changes in hygiene habits have influenced purchase decisions in this space-- creating opportunity for brands to build customer loyalty by addressing all these concerns in one product or collection.

Connected Menstruation Products
The Emm Smart Menstrual Cup is Integrated with Biosensors

Sanitary Pad Washing Devices
Looop Can is a Portable Washing Device Designed for Refugees

Portable Menstrual Cup Cleaners
The ROSA RUGOSA Menstrual Cup Steamer Sterilizer is Portable

8.7 Score

Popularity
Activity
Freshness
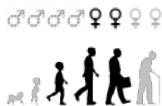
Hybridization

3 Featured, 31 Examples

35,334 Total Clicks

URL: Hunt.to/504656

Menstrual Sanitation

Alternatives to disposable menstrual hygiene products prioritize sanitation

How could your brand bridge knowledge gaps with its product features or branding?

Overlooked Opportunity 56: **Workshop Question**

P2P Menopause

Companies launch platforms that connect women experiencing perimenopause

Trend - Brands are launching support structure apps and platforms that connect women experiencing perimenopause and menopause with each other and support professionals. This fosters a sense of community while also providing direct, community-backed information on navigating this time of life.

Insight - Women experiencing perimenopause and menopause often feel like they are isolated. These women search the internet for ways to manage symptoms, but find few solutions that suit their exact situation. These women desire testimonials and spaces for discussing symptoms and strategies for managing them, as these conversations are stigmatized with real-life acquaintances. This pressures brands to create community-oriented platforms for women in these situations to interact safely.
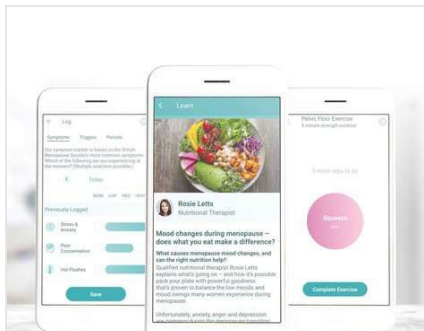
Comprehensive Perimenopause Apps
The Health & Her App is a Leading Solution for Symptom Management
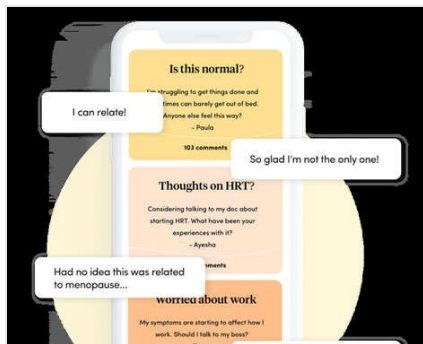
Action-Oriented Menopause Apps
'Caria' is an App that Offers Actionable Resources for Women
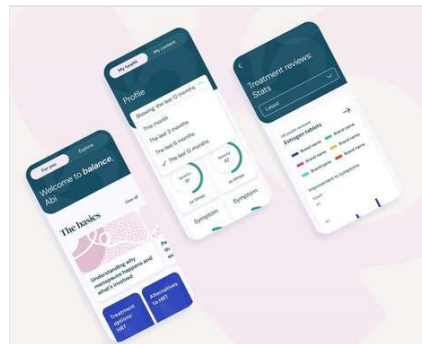
Perimenopause Support Apps
'Balance' is a Community-Driven Menopause Support Service
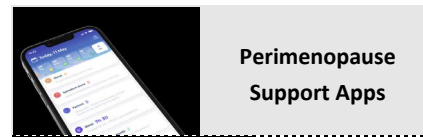
Perimenopause Support Apps
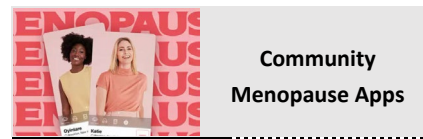
Community Menopause Apps
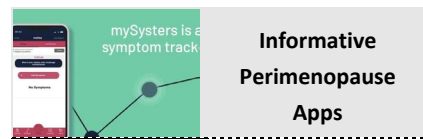
Informative Perimenopause Apps

6.4 Score

Popularity

Activity

Freshness

Curation

Authenticity

Many to Many

6 Featured, 25 Examples

13,790 Total Clicks

URL: Hunt.to/499687

P2P Menopause

Companies launch platforms that connect women experiencing perimenopause

How could your industry foster a sense of community with its consumers?

Overlooked Opportunity 57: **Workshop Question**

Alternative Resume

Job applications without traditional resume requirements are on the rise

Trend - Some brands are forging new opportunities for potential employees with job applications that are more creative than the traditional resumes and cover letters that were once the norm. Now, consumers have the opportunity to apply for jobs through videos, social media, and even forums.

Insight - As an economic crisis looms and education is no longer adequate for potential employees to get their foot in the door, inclusion and accessibility in the process of finding work is becoming an increasingly discussed topic. Some people are pushing for less traditional and restrictive application processes in order to remove some of the implicit and explicit biases that have been shown to exist in standard hiring practices.

Resume-Free Hiring Strategies
Fast Company Sought Employees Directly Without Requiring Resumes
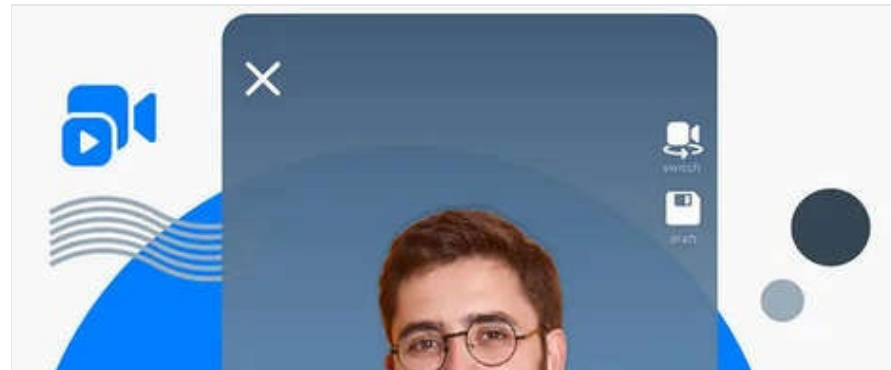
Video-Based Hiring Platforms
The 'GoClip' Social Hiring Platform Lets User Upload Videos

3.1 Score

Popularity

Activity

Freshness

Catalyzation

Authenticity

2 Featured, 35 Examples

121,198 Total Clicks

URL: Hunt.to/486382

Job applications without traditional resume requirements are on the rise

How could your brand be more inclusive in the process of accessing new employees or talent?

Overlooked Opportunity 58: **Workshop Question**

Live Fundraising

Live fundraising initiatives help consumers feel more connected

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

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

Social Live Streaming Applications
TikTok is Launching a Monetizable Live Streaming Service

Charitable Live-Marketing Campaigns
Interac Has Debuted Living Billboards as Part of Its Campaign
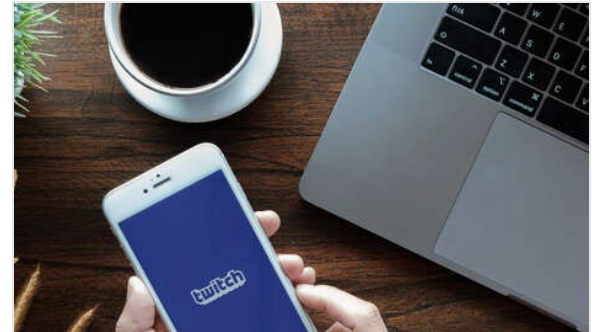
Cooperative Stream Viewing Features
'Twitch' Now Features Support for SharePlay on Apple Devices

5.2 Score

Popularity

Activity

Freshness

Experience

Catalyzation

3 Featured, 36 Examples

28,112 Total Clicks

URL: Hunt.to/481040

Live Fundraising

Live fundraising initiatives help consumers feel more connected

How could your brand use live-campaigning

to market its purpose, product or service?

Overlooked Opportunity 59: **Workshop Question**

The 2024 Trend Report

TRENDHUNTER
CREATE THE FUTURE

Circular Pivot

Longstanding brands turn to refillable products to appeal to the modern consumer

Trend - Established brands in cosmetics and F&B are using the demand for sustainability as an opportunity for customer retention. Evolving into circular busines models with reusable packaging and refills offer lower costs and promise a sustainable purchase, while increasing the chance of repurchase.

Insight - F&B and cosmetics industries have been revitalized with a new generation of consumers and the growth of ecommerce, but longstanding brands in these industries are facing competition from new businesses that are more nimble, and can better tap into the Gen Z market. Mainstays in these industries have to replicate that agility to adapt to the shopping habits of younger consumers, who are more likely to shop by brands that share values like sustainability, convenience and inclusion.

Sustainable Refill Grocery Stores
Asda Introduced a Refill Store With Loose Format Products
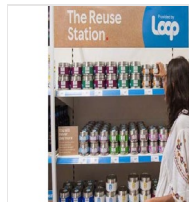
In-Store Supermarket Refills
Loop and Tesco Launched a Refillable Cosmetics Initiative

Refillable Beauty Launches
The Body Shop Debuts Refillable Makeup Packaging with Recycled Aluminum
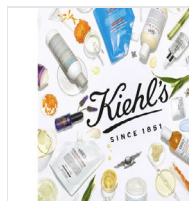
Eco-Conscious Skincare Brands
Kiehl's Mission Renewal Shows its Commitment to People and the World

Haircare Take-Back Initiatives
Aveda's Take-Back Program and Refillable Pouches Help Reduce Waste

8.7 Score

Popularity
Activity
Freshness
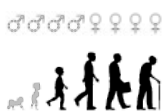
Naturality

5 Featured, 44 Examples

41,773 Total Clicks

URL: Hunt.to/502816

Circular Pivot

Longstanding brands turn to refillable products to appeal to the modern consumer

How could your brand better evolve with the needs of the modern consumer?

Overlooked Opportunity 60: **Workshop Question**

Retinol Care

Common drugstore brands are incorporating retinol into body care products

Trend - Widely available, affordable personal care brands are now incorporating retinol into the new body care products--ranging from body washes to lotions. While body care with "active" ingredients was once more specific to luxury cosmetic brands, consumer demand in this space has resulted in large brands making these products more accessible to the average consumer.

Insight - Consumers' expanding knowledge of skincare has resulted in a higher demand for "active" ingredients in products, and this has extended to the body care space. This shift is no longer specific to luxury cosmetics, with more drugstore brands offering these ingredients in similarly novel formulations or products. As personal care continues to be an important part of customers' routines, brands that prioritize affordable but effective ingredients will reach more consumers.

Retinol-Infused Skin Creams
Advanced Clinicals' Retinol Cream Helps Reduce Signs of Aging

Specialized Free-From Body Lotions
These New Gold Bond Products Support Skin Hydration

Retinol-Infused Body Moisturizers
The Versed Firm Ground Retinol Body Lotion is Lightweight

6.8 Score

Popularity

Activity

Freshness

Simplicity

Catalyzation

3 Featured, 36 Examples

21,270 Total Clicks

URL: Hunt.to/509175

Retinol Care

Common drugstore brands are incorporating retinol into body care products

How could your brand better balance low costs to appeal to more consumers?

Overlooked Opportunity 61: **Workshop Question**

Treatment Makeup

Makeup products help treat acne instead of just covering it up

Trend - As makeup products are increasingly being adapted with skincare ingredients, cosmetic brands are now releasing makeup with ingredients that help treat acne while also hiding it. Products in this space include everything from foundation to bronzer.

Insight - Prevention has become a primary focus for consumers who enjoy skincare. This preference has now extended into the makeup space as well--with lighter makeup looks that enhance the appearance of skin instead of covering it up, and formulas that offer the skin some benefits.

Acne-Fighting Skin Serums
Bubble Launches its First OTC Acne Treatment for Acne-Prone Skin

Long-Lasting Buildable Foundation
The 'IRL Filter Longwear Foundation' Provides 16 Hours of Wear

Acne-Friendly Bronzer Sticks
Merit Launches the Glow-Inducing 'Bronze Balm' at Sephora

Deep Acne Relief Cosmetics
The Murad Deep Relief Acne Treatment Targets Concerns

3-in-1 Blemish Treatments
Blemish Camouflage Works as a Concealer, Primer & Spot Treatment

6.1 Score

Popularity
Activity
Freshness

Hybridization

5 Featured, 63 Examples

50,643 Total Clicks

URL: Hunt.to/486791

Treatment Makeup

Makeup products help treat acne instead of just covering it up

How could your brand take inspiration from

adjacent industries?

Overlooked Opportunity 62: **Workshop Question**

Sensitive Cosmetic

Makeup products are being targeted to people with sensitive skin

Trend - The popularity of skincare has resulted in brands incorporating skin-benefitting ingredients in makeup. Now, makeup products that are intended for sensitive skin are becoming more common as cosmetic brands aim to cater to people with reactive skin.

Insight - The cosmetic industry's growth is expanding, with Gen Z now driving skincare and makeup trends through social media. This generation of consumers is approaching the beauty space with a more long-term focus--turning to products that prioritize preventative care, specialized benefits and more playful aesthetics.

Tinted Sunscreen Cosmetics
Tower 28's SunnyDays SPF 30 is a Two-in-One Mineral Sunscreen

Seamless Complexion Products
The Foundation by Lisa Eldridge is Made with Bamboo Stem Extract

Skin-Caring Cosmetic Tints
The NU Bare Look Tint Combines the Benefits of Makeup & Skincare

5.9 Score

Popularity

Activity

Freshness

Simplicity

3 Featured, 34 Examples

32,693 Total Clicks

URL: Hunt.to/484547

Sensitive Cosmetic

Makeup products are being targeted to people with sensitive skin

How could your brand better cater to Gen Z consumers?

Overlooked Opportunity 63: **Workshop Question**

Minimalist Hair

Hair care brands prioritize minimalism in the same way some skincare brands are

Trend - With minimalism in skincare being popular in reaction to the several-step routines that were overwhelming or inaccessible to many consumers, brands in the hair care industry are following suit. Minimal ingredients and products in lines are on the rise as brands look to prioritize simple yet effective routines.

Insight - With the vast range of choices that consumers have in the personal care space, many find themselves overwhelmed with their options. Minimalist personal care routines are becoming more popular among low-maintenance consumers who want to maintain their health and beauty without it taking up too much time in their routines.

Refreshing Personal Care Collections
Native Launches its DTC Website and Scent Expansions

Sustainable Haircare Refill Systems
Design.ME's InfiniteMIST Allows Infinite Product Refills

Men-Targeted Hair Styling Pastes
Black Wolf Nation Recently Released a New Styling Product

Sustainable Haircare Collections
Alterna Haircare's My Hair. My Canvas. Line is 100% Vegan

Restorative Scalp Serums
The Scalp Serum by Nécessaire is Infused with a Potent Peptide Blend

7.6 Score

Popularity
Activity
Freshness

Simplicity

5 Featured, 90 Examples

114,334 Total Clicks

URL: Hunt.to/450602

Minimalist Hair

Hair care brands prioritize minimalism in the same way some skincare brands are

How could your brand make purchase decisions less overwhelming for customers?

Overlooked Opportunity 64: **Workshop Question**

Biodegradable Undergarment

Fashion brands make underwear from biodegradable materials

Trend - Undergarments are becoming increasingly innovative in the way they're designed, with more brands in this space now prioritiziing sustainability with materials that are biodegradable and/or compostable once users have worn them out.

Insight - As the climate crisis worsens and consumers are able to see its impact in the real world, more are trying to be more eco-conscious in order to do their part in mitigating the impact of climate change. Brands that prioritize sustainability in their business models are of interest to these consumers, rather than ones that simply pay lip service to sustainability.

Biodegradable Kid's Underwear
Nudies Essentials Caters to Toddlers & Girls with the Nubies Line

Compostable Everyday Underwear
Cou Cou is Redefining Daily Underwear for a New Generation of Women

Biodegradable Period Underwear
Modibodi's Biodegradable Brief is Made of Merino, Tencel & TPU Film

Fully Biodegradable Underwear
Stripe & Stare's World-First Underwear is Completely Compostable

7.1 Score

Popularity

Activity

Freshness
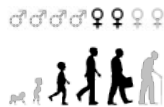
Naturality

4 Featured, 34 Examples

83,260 Total Clicks

URL: Hunt.to/489090

Biodegradable Undergarment

Fashion brands make underwear from biodegradable materials

How can your brand be more impactful in its efforts towards sustainability?

Overlooked Opportunity 65: **Workshop Question**

Customized Makeup

Cosmetic brands make customized formulas and tools more accessible

Trend - Some brands are making personalization in beauty more accessible with formulas and tools that can be customized to consumers' color or application preferences. These customizable formulas are easy to access and more affordable than personalized beauty typically allows.

Insight - Custom products in any area of interest are intriguing for consumers--with personalized and one-of-a-kind products and services offering an air of exclusivity. Brands that are able to make this process more accessible will cater to consumers who don't have the means to indulge in expensive custom goods.

Bespoke 3D-Printed Makeup Brushes
Albéa Unveiled its Make 3D Yours Service for Mascara Brushes
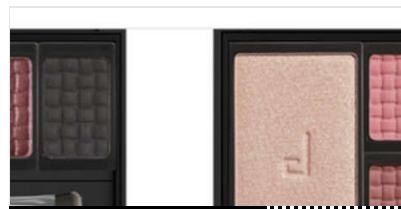
Custom Magnetic Palettes
Doucce Offers Consumers a Customizable Magnetic Makeup Palette

Customized Color Foundations
Puzzle Makeup Offers Customizable Foundations for the Perfect Fit

Premium Double-Sized Lipsticks
The Just B Lip Spectrum Allows you to Create Custom Colors

4.6 Score

Popularity

Activity

Freshness

Hybridization

4 Featured, 62 Examples

60,362 Total Clicks

URL: Hunt.to/483904

Customized Makeup

Cosmetic brands make customized formulas and tools more accessible

How could your brand add an element of customization into its product/service?

Overlooked Opportunity 66: **Workshop Question**

Beard Treatment

Specialty treatments for facial hair take inspiration from skincare masks

Trend - Masks made for facial hair are increasingly common as men, trans, and gender diverse people with facial hair seek out ways to maintain its health and appearance. These treatments mimic masks used in skincare, and are often multi-purpose to avoid adding another step to users' routines.

Insight - Skin and haircare treatments have become increasingly targeted as more consumers enjoy researching and experimenting with the many options available to them. Inclusion is especially important in this space, as people with varying genders and races seek out products that are specific to their individual needs. Brands that offer highly targeted solutions are more likely to build customer trust and loyalty.

Men's Recovery Skincare
Every Man Jack's Recovery Beard + Face Lotion is Ideal for Daily Use

Hydrating Facial Hair Masks
The Scotch Porter Nourishing Beard Mask Hydrates Dull Facial Hair

Hot Sauce-Themed Beard Products
Ecoslay's Hot Sauce is a Vitamin-infused Treatment for Beards

6.2 Score

Popularity

Activity

Freshness

Simplicity

Authenticity

3 Featured, 36 Examples

30,020 Total Clicks

URL: Hunt.to/507020

Beard Treatment

Specialty treatments for facial hair take inspiration from skincare masks

How could your brand offer more targeted solutions for a diverse customer base?

Overlooked Opportunity 67: **Workshop Question**

Cream Hygiene

Cream-based deodorants become more popular

Trend - As more consumers look for hygiene products that are "natural" but still effective, cream-based deodorant formulas have been gaining more traction. These products are also often packaged and formulated more sustainably.

Insight - When it comes to personal care products, consumers are no longer prioritizing convenience the same way they once did. Now that personal care routines are increasingly viewed as "self-care rituals" by consumers, they're more willing to experiment with products that prioritize ingredients and distinct formulas over convenience and/or ease-of-use.

Vegan Anti-Odorants
Nuud is a Sustainable and Clean Alternative to Traditional Deodorants

Full-Body Deodorant Creams
The Sweet Citrus Cream Deodorant Rubs in Like a Lotion

Odor-Blocking Deodorant Creams
The Cream Deo by Megababe is Infused with 5% AHAs

Scentless Deodorant Creams

Free-From Body Deodorants

Antibacterial Natural Deodorants

6.9 Score

Popularity

Activity

Freshness

Hybridization

Naturality

6 Featured, 63 Examples

65,372 Total Clicks

URL: Hunt.to/489094

How could your brand better prioritize product experience?

Overlooked Opportunity 68: **Workshop Question**

Travel Refill

Cosmetic brands offer refills for travel-sized products

Trend - Designed to be used quickly and then tossed, mini cosmetic products create waste and cost more--but they're highly convenient for travel. As the industry invests in circular business models, travel cosmetics with reusable packaging and refill options are a way around waste and high costs.

Insight - As climate change worsens, more consumers are feeling a growing sense of urgency in minimizing their impact on the environment. In recent years, even the way consumers travel has evolved as they grapple with the ecological impact of their desire for escapism. As more people seek out ways to balance their personal desires with environmental protection, they're turning to brands that make this process easier in both micro and macro ways.

Sustainable Next-Gen Perfumes
Extrait Molecular de Parfum Features Circular Materials & Clean Tech

Anti-Aging Solid Serums
Hyalustick Sérum is Refillable and Ready for Use on the Go

Recyclable Aluminum Beauty Packaging
Plaine Products Offers Aluminum Beauty Packaging Solutions

8.0 Score

Popularity

Activity

Freshness

Naturality

3 Featured, 36 Examples

74,543 Total Clicks

URL: Hunt.to/502999

Travel Refill

Cosmetic brands offer refills for travel-sized products

How could your brand make it easier for customers to reduce their impact on the environment?

Overlooked Opportunity 69: **Workshop Question**

The 2024 Trend Report

TRENDHUNTER
CREATE THE FUTURE

Organic Treatment

Products that treat physical conditions are made with organic ingredients

Trend - The growth of the organic F&B market is influencing brands that offer medical care for various conditions. Products like organic cold medication and organic acne-treating skincare set an example for how the healthcare space can better prioritize sustainability and ethical production.

Insight - The wellness industry's expansion has created more competition for brands in healthcare, as more consumers turn to "natural" treatments for common ailments. However, this shift has created opportunities for small brands to offer consumers the best of both worlds--effective and peer-reviewed treatments with the ingredients they're familiar with and trust.

Clean Infant Pain Medicines
The Genexa Infants' Pain & Fever is Naturally Formulated

Ethically-Sourced Skincare Lines
Bronze Glory Offers Organic Skincare Solutions for Melanated Skin

Clean Ingredient Cold Medications
Genexa Cough & Chest Congestion is Extra-Strength
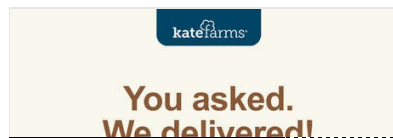
Nutritious Pediatric Beverages
Pediatric Standard 1.2 Chocolate Helps Kids Maintain Healthy Weight

4.9 Score

Popularity

Activity

Freshness

Naturality

4 Featured, 43 Examples

34,351 Total Clicks

URL: Hunt.to/503701

Organic Treatment

Products that treat physical conditions are made with organic ingredients

Which emerging trends in adjacent spaces could your brand take inspiration from?

Overlooked Opportunity 70: **Workshop Question**

Discreet Treatment

Discreet erectile dysfunction supplements protect customers' privacy

Trend - Brands in the men's health space are launching sexual health products with discreet packaging and branding. These treatments are for conditions such as erectile dysfunction without exposing the consumer. From the shipping packaging to the branding, the products are masked for privacy.

Insight - While research suggests that one in ten men in the United States are faced with erectile dysfunction-related challenges at some point, most men are hesitant to discuss the topic as acknowledging these conditions can make men feel embarrassed. However, these men still desire treatment and solutions, as they don't want to be inhibited by symptoms in the most crucial moments. As a result, these men are gravitating towards discreet products that hide the treatment purpose on the package.

Fast-Acting Erectile Dysfunction Mints
Hims Launches Compounded Prescription Chewables, Hard Mints

Discreet Libido Gummies
leaf remedy's CBD Gummies Treat Anxiety, Stress, ED, and enhance Libido

Sexual Performance Gummies
Elm and Rye's Libido Gummies Feature Nourishing Natural Ingredients

Monthly ED Subscription Services
'BlueChew' is a Discrete Service that Delivers ED Medications

8.2 Score

Popularity

Activity

Freshness

Curation

Personalization

Authenticity

4 Featured, 34 Examples

16,762 Total Clicks

URL: Hunt.to/506997

Discreet Treatment

Discreet erectile dysfunction supplements protect customers' privacy

How could your brand address less-commonly discussed health conditions with discreet or masked products?

Overlooked Opportunity 71: **Workshop Question**

Wellness Cleaning

Home cleaning brands integrate wellness experiences and functions in products

Trend - Cleaning brands are noting the growth of the wellness industry, and are integrating elements of it into their products to appeal to new demographics. By incorporating popular rituals like aromatherapy and skincare, these brands aim to make cleaning safer and more enjoyable for customers.

Insight - Millennials and Gen Z have influenced what was once known as the diet industry, and pushed this space so that achieving personal wellbeing includes more than physical appearance or fitness. These demographics believe prioritizing their mental health, self-care rituals, and leisure time are all important components of being healthy, and they seek out brands that have adopted this more inclusive perspective on health and wellness.

Essential Oil Cleaning Kits
Saje Wellness' Essential Oil Home Cleaning Kits are Naturally Scented

Hypoallergenic Bamboo Dishcloths
Aunt Genie's Soap-Free Dish Towels are Better For Your Health
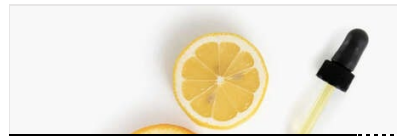
Home-Cleaning Citrus Blends
LUUM Boasts a Special Citrus Blend for Your Cleaning Needs

Lavender-Scented House Care
Safely Household & Personal Care Offers Lavender-Infused Formulas

Air-Purifying Canister Vacuums
The Prolux CTX Vacuum Traps and Kills 99.99% of Bacteria

6.4 Score

Popularity

Activity

Freshness

Hybridization

5 Featured, 44 Examples

42,837 Total Clicks

URL: Hunt.to/501963

Wellness Cleaning

Home cleaning brands integrate wellness experiences and functions in products

Which wellness-related trend could your brand integrate into its product or customer experience?

Overlooked Opportunity 72: **Workshop Question**

Bra Health

Brands are incorporating health-focused technology into their bras

Trend - Brands that produce bras and intimate apparel are exploring ways to make the supportive garment more comfortable and beneficial for people with breasts. As a result, bras that offer health benefits to support posture, blood circulation, and cancer detection are becoming more commonplace to aid health-conscious consumers.

Insight - Consumers are looking for ways to maximize function and comfort in all aspects of their life, including intimate apparel. People with breasts often run into health concerns ranging from poor blood circulation and back problems to breast cancer. Individuals with a history of breast-related health concerns are the most interested in health-conscious bras, as the technology used in these products helps make their lives easier.

Cancer-Symptom Detecting Bras
Love & Nudes Joins McCann Toronto on the Stage Zero Capsule

Innovative Bra Technology
Nike Has Developed a New 'Brabot' Technology for Its Sports Bra Line

Posture-Supporting Bras
Kinflyte's Posture Correcting Bras Offer Long Lasting Health Benefits

Cancer-Detecting Smart Bras
Kemisola Bolarinwa Pioneers a Smart Bra to Detect Breast Cancer

6.6 Score

Popularity
Activity
Freshness

Hybridization
Curation
Catalyzation

4 Featured, 33 Examples

20,980 Total Clicks

URL: Hunt.to/498907

Bra Health

Brands are incorporating health-focused technology into their bras

How can your brand incorporate additional benefits into its existing product/service?

Overlooked Opportunity 73: **Workshop Question**

Calming Earbud

Brands are adding stress reduction and tinnitus reduction features to hearing aids

Trend - Medtech companies are adding mental and physical health-focused features to hearing aids. These features reduce stress, reduce symptoms of tinnitus, and help prevent hearing loss. This transforms hearing aids into multifunctional medical devices, drawing more customer attention to the field.

Insight - Studies show that nearly 10% of North American adults suffer from hearing loss or tinnitus. Only 5% seek medical attention for these problems, while many suffer without reporting their symptoms. The remaining consumers live with hearing problems, which increases stress and can cause further medical issues. These people do not seek medical attention either due to high costs or time constraints, showing a clear need for everyday products with hearing care and stress relief features.

Stress-Relieving Hearing Aids
Widex's 'SoundRelax' Hearing Aid Feature Alleviates Ear Stress
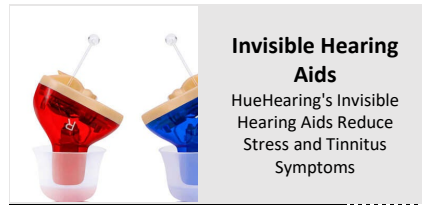
Invisible Hearing Aids
HueHearing's Invisible Hearing Aids Reduce Stress and Tinnitus Symptoms

Mood-Boosting Hearing Aids
Bernafon's Viron Music Hearing Aids Reduce Stress and Stimulate Memory
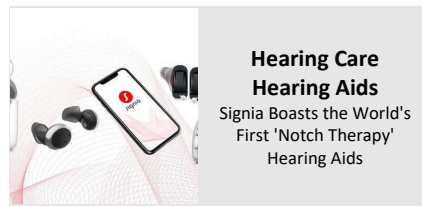
Hearing Care Hearing Aids
Signia Boasts the World's First 'Notch Therapy' Hearing Aids
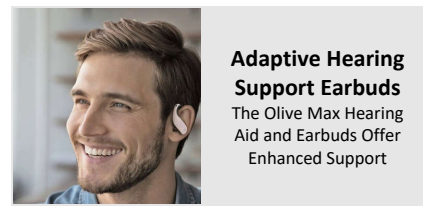
Adaptive Hearing Support Earbuds
The Olive Max Hearing Aid and Earbuds Offer Enhanced Support

6.9 Score

Popularity

Activity

Freshness

Hybridization

Curation

Artificial Intelligence

5 Featured, 20 Examples

9,291 Total Clicks

URL: Hunt.to/497421

Calming Earbud

Brands are adding stress reduction and tinnitus reduction features to hearing aids

How could your industry anticipate the silent demands of customers?

Overlooked Opportunity 74: **Workshop Question**

Headache Tech

TRENDHUNTER
CREATE THE FUTURE

Devices dedicated to alleviating headache pain are on the rise

Trend - An offshoot of the de-stressing movement within the recent wellness wave, alleviating headaches is a renewed focus in this space. The typical over-the-counter painkiller is not the focus of this new iteration of headache relief. Instead, a technology-fueled approach is seen.

Insight - Different types of wellness have come into focus for consumers over the past few years. Though there has been an increased focus on mental wellness and de-stressing -- and more particularly, improving wellness without the use of medications -- these new attitudes will eventually impact more traditional health focuses, such as headaches. This cyclicality calls for new ways to alleviate old issues.

Hybrid Thermoregulation Pillows
The Stack Pillow Supports Healthier Sleep
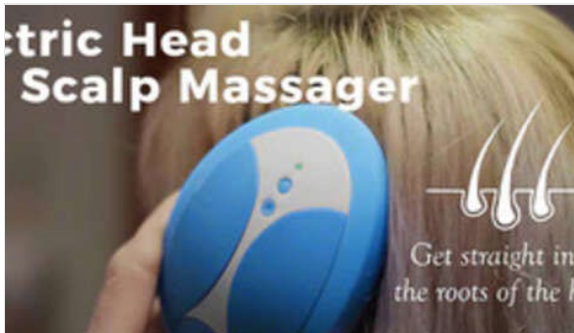
Electric Scalp Massagers
Hebaodan Has Recently Invented an Electric Head and Scalp Massager

Intelligent Relaxation Eye Masks
Therabody SmartGoggles Alleviate Facial Tension and More

6.6 Score

Popularity

Activity

Freshness

Simplicity

Artificial Intelligence

3 Featured, 34 Examples

50,344 Total Clicks

URL: Hunt.to/499061

Headache Tech

Devices dedicated to alleviating headache pain are on the rise

What is one industry standard rife for

disruption in your space?

Overlooked Opportunity 75: **Workshop Question**

AI Fitness

Fitness apps and systems are using AI to help users exercise and assess their health

Trend - As more people exercise at home, brands are releasing apps and fitness systems that are based in smart technology. These systems assess everything from an individual's health to their workouts, and guide them through personalized workouts that adjust based on needs, form and changing goals.

Insight - Fitness-conscious consumers are often willing to invest in their health, with a focus on customizing their routines to align with their personal goals. Smart technology is particularly helpful in this realm, as it makes tracking progress by various metrics much simpler for people who are passionate about their health.

AI-Powered Personal Trainers
The Kemtai App Uses Artificial Intelligence to Analyze Movements
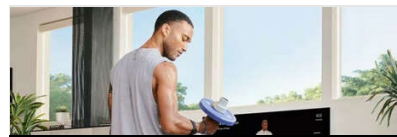
AI-Powered Home Fitness Platforms
Tempo Fit Includes a Virtual Trainer and Physical Weights

AI-Powered Physical Assessment Apps
Spry's Newest Tool Helps Users Gauge Their Movement Health

Digital Exercise Training Mirrors
The HIDONG ProHa Fitness Mirror is Just 24mm in Thickness

6.5 Score

Popularity

Activity

Freshness

Catalyzation

Personalization

4 Featured, 36 Examples

74,006 Total Clicks

URL: Hunt.to/485210

AI Fitness

Fitness apps and systems are using AI to help users exercise and assess their health

How could your brand use smart technology to help consumers progress in their personal goals?

Overlooked Opportunity 76: **Workshop Question**

Organic Energy

Brands are launching all-natural energy drinks as healthy alternatives

Trend - Brands in the food and beverage industry are launching energy drinks made with organic recipes. These energy drinks take what are typically considered unhealthy products and redefine them as healthy alternatives. These drinks provide natural caffeine supplements to health-focused consumers.

Insight - As more consumers place a focus on health and continue to influence those around them, the wellness industry has found room to grow into more everyday food and beverage products. These consumers are drawn to drinks with zero-sugar, organic, and plant-based labels, while they stay away from processed, unhealthy products. This has created a space in the market for new brands and products to emerge that diversify the market, offering natural, healthy versions of commonly unhealthy foods.

Organic Zero-Sugar Energy Drinks
'Machu Picchu Energy' Has Debuted Its First Drink Collection

Plant-Based Energy Drinks
Ellianos Coffee Just Debuted New Ellianos Edge Energy Drinks

Organic Fruit-Flavored Energy Drinks
GURU Organic Energy Launch GURU Theanine Fruit Punch

Yaupon Energy Drinks
Rambler Yaupon Energy Shares a Sustainable, Ancient Natural Caffeine Source

Functional Sparkling Water
Sparkling Pick-Me-Up is Infused with Collagen & Prebiotics

7.3 Score

Popularity

Activity

Freshness

Naturality

Catalyzation

5 Featured, 45 Examples

38,431 Total Clicks

URL: Hunt.to/503756

Organic Energy

Brands are launching all-natural energy drinks as healthy alternatives

How could your brand redefine existing products in the wake of modern consumer trends?

Overlooked Opportunity 77: **Workshop Question**

Accessible Medicine

Businesses adapt pharmaceutical packaging with inclusion in mind

Trend - Businesses in healthcare industries are increasingly prioritizing accessibility in pharmaceutical and over-the-counter medicinal products. Consumers with disabilities like visual impairments or dexterity issues are now benefitting from easier-to-open medication packaging designs and braille-based labels.

Insight - Consumers with physical disabilities are pushing for inclusion in a range of industries, and with social media and greater public representation, their activism is being heard. This shift is especially crucial in industries like healthcare, where access in cost, location or design can mean the difference between maintaining one's physical wellbeing or not. Now, more brands are understanding that their target consumers have varying needs, and are increasingly adapting to those needs.

Parkinson's-Safe Pill Bottles
The TremorSafe Pill Dispenser Was Crowdsourced Through TikTok

Accessible Pharmacy Services
This Pharmacy Serves People with Physical Disabilities

Arthritis-Friendly Pain Relief Caps
Advil Introduces the 'Advil Easy Open Arthritis Cap'

Talking Pharmacy Prescription Labels
Hy-Vee Pharmacy is Rolling Out New Features for Customers

5.4 Score

Popularity

Activity

Freshness
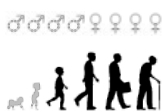
Simplicity

Experience

4 Featured, 44 Examples

44,341 Total Clicks

URL: Hunt.to/484399

Accessible Medicine

Businesses adapt pharmaceutical packaging with inclusion in mind

How can your brand better prioritize accessibility?

Experiential Cleaning

Brands are offering experience-based bathroom cleaning products

Trend - Bathroom cleaning products, or products that feature additional cleaning functions, are being adapted with experiential and sensory elements. Items like smart mirrors with sterilization lights and perfume-scented rim blocks make maintaining bathroom cleanliness more pleasant and convenient.

Insight - Busy consumers who are juggling professional, family, and social responsibilities on top of their personal hobbies seek out ways they can streamline their routines, and make time-consuming chores easier and/or more gratifying. In industries with major competitors, brands that prioritize product experience have appeal in a consumer landscape that's evolved significantly as a result of the pandemic, social media, and more dynamic family structures.

Sustainable Toilet Cleaning Kits
Blueland's Toilet Bowl Cleaner Starter Set is Eco and Convenient

Aromatherapy Shower Heads
The H201 SHIFT Invigorates Showers with Refreshing Scents

Scented Toilet Drops
Dedcool's 'Poop Drops' Keep Any Toilet Fresh and Clean After Use

Perfume-Fragranced Cleaning Products
The Bloo Brilliant Gel Range Comes in Two Scent Options

6.2 Score

Popularity

Activity

Freshness

Hybridization

Experience

4 Featured, 44 Examples

70,540 Total Clicks

URL: Hunt.to/502053

Experiential Cleaning

Brands are offering experience-based bathroom cleaning products

How could your brand better evolve with its customers in a fast-changing consumer landscape?

Overlooked Opportunity 79: **Workshop Question**

The 2024 Trend Report

TRENDHUNTER
CREATE THE FUTURE

AI Art

Platforms are simplifying the detailed art-creation process for all users.

Trend - Companies have turned artificial intelligence algorithms toward the art industry with convenient platforms that generate detailed artwork based on a simple text prompt. These platforms can replicate specific art styles and are capable of depicting specific subjects in true-to-life detail.

Insight - Detailed artwork often takes long hours to produce, not counting the countless hours it takes to acquire the relevant skills. However, oftentimes individuals have ideas that would result in artistic creations, but do not have the skills to produce these works. This demand for personalized, relevant and detailed artwork (combined with ensured ownership of AI-created works) has resulted in several AI-powered platforms quickly gaining popularity across all major social media platforms.
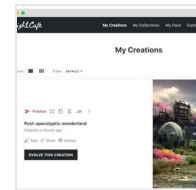

AI Art-Generating Platforms
'Midjourney' Uses Artificial Intelligence to Create Art off a Prompt

AI-Powered Art Tools
WOMBO Dream Let's Users Create Unique Paintings at the Click of a Button

AI-Powered Art Creators
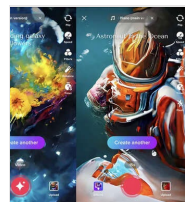NightCafe Studio Allows Users to Create AI Art with Text Prompts

Image-Generating AI Features
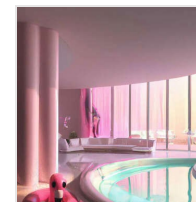TikTok Launched the 'AI Greenscreen' Filter to Generate Images

Image-Editing AI Programs
OpenAI's DALL-E II Can Seamlessly Edit Images in High Resolution

7.8 Score

Popularity

Activity

Freshness

Instant Entrepreneurship
Simplicity
Prosumerism

5 Featured, 33 Examples

54,524 Total Clicks

URL: Hunt.to/488459

AI Art

Platforms are simplifying the detailed art-creation process for all users.

How could your brand streamline user experiences with artificial intelligence?

Overlooked Opportunity 80: **Workshop Question**

AI Movie

Startups are launching generative AI tools to generate full videos from text prompts

Trend - New artificial intelligence (AI)-powered startups are launching tools that create detailed custom videos from detailed text prompts. These tools use generative AI to quickly create and edit videos to the users' liking, which is excellent for creative expression and advertising alike.

Insight - With the influx of artificial intelligence services, consumers and businesses alike are becoming increasingly familiar with integrating this technology into daily tasks. These generative AI tools offer near-instant results for consumers with creative ideas, individual startups, or even large-scale businesses working on ad campaigns. The promise of fast, affordable, personalized products from generative AI has led to consumers gravitating towards these services over alternatives.

HOW TO GENERATE AI VIDEO ONLINE

Text-to-Video SaaS Tools
'Kapwing' Generates 10-Minute Long Videos from Detailed Text Prompts

Professional Video-Generation Tools
'Synthesia' Creates High-Quality Videos from Text in Minutes

Script-to-Video Tools
StoryKit Released a New Video-Generation Tool for Creators

AI-Generated Ad Platforms
Picsart Develops the New Adpilot Platform to Generate Ads On Demand

AI-Generated Film Trailers
Wes Anderson Uses AI to Generate an Avatar-Inspired Trailer

8.8 Score

Popularity

Activity

Freshness

Instant Entrepreneurship
Prosumerism
Artificial Intelligence

5 Featured, 37 Examples
21,273 Total Clicks
URL: Hunt.to/507011

AI Movie

Startups are launching generative AI tools to generate full videos from text prompts

How can your brand incorporate generative AI tools to quickly create personalized videos for customers or advertising campaigns?

Overlooked Opportunity 81: **Workshop Question**

E-Waste Design

Sustainable design brands use electronic waste to create products

Trend - Globally, discarded electronics have become a huge source of waste. For some interior design and jewelry brands, this waste presents an opportunity to repurpose materials and create upscale decorative pieces. Furniture and jewelry pieces made from e-waste offer sustainability and a unique selling point.

Insight - The popularity (and often, necessity) of electronics, coupled with brands creating products with shorter life cycles, has had a huge impact on global waste in the last 20 years. Consumers are becoming more conscious of the environmental impact of even "upscale" investments, and more are choosing brands that operate on sustainable business models. These consumers turn to businesses that are able to seamlessly merge sustainable principles with contemporary design.

Tech-Themed Fine Jewelry
Accessories Brand Oushaba Turns E-Waste Into Fine Jewelry Pieces

Sustainable Space-Saving Stools
The Flex Perch Stool by Steelcase is Sustainably Designed

Eco Tech Accessory Pop-Ups
The CASETiFY Style Lab Highlights the Work of Gen Z Fashion Students

Upcycled Stool Designs
Space Copenhagen Designs a Stool with Coffee Shells and E-Waste for Mater

7.6 Score

Popularity

Activity

Freshness

Hybridization

Naturality

4 Featured, 36 Examples

34,493 Total Clicks

URL: Hunt.to/509136

E-Waste Design

Sustainable design brands use electronic waste to create products

In what areas could your brand incorporate upcycled materials to reduce its impact?

Overlooked Opportunity 82: **Workshop Question**

Immersive Chair

## Brands are integrating sound systems into desk chairs for immersive gaming

Trend - Gaming furniture and peripheral brands are launching gaming-focused chairs with built-in surround sound speaker systems. These chairs are immersive and comfortable, offering directional audio without the discomfort of a headset, enabling longer, more enjoyable gaming sessions.

Insight - Modern gamers continually seek devices that improve their performance, comfort, or experience. These players seek whatever products offer a competitive edge without breaking the bank. This involves purchasing multipurpose devices, such as multiplatform peripherals or heavily adjustable chairs for ergonomics. Brands have responded to this pressure by launching furniture with smart features. These appease the consumer's desire for increased performance, cost-saving, and personal comfort.

Near-Field Surround Sound Chairs
Razer's Project Carol Offers Haptics and Sound-Equipped Cushions
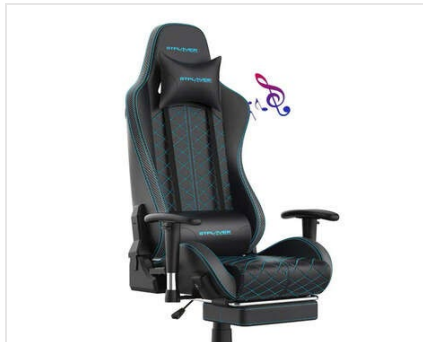
NFC-Equipped Gaming Chairs
The Chungqiu Furniture 'GT Player' Reads a Phone's NFC Card

Immersive Audio-Equipped Chairs
X Rocker's Nemesis 2.1 Gaming Chair is Feature-Rich with Audio

Futuristic Gaming Pods
Cooler Master's 'Orb X' Gaming Pod is Perfect for Elevating Any PC Setup

6.4 Score

Popularity
Activity
Freshness

Multisensation
Hybridization
Catalyzation

4 Featured, 26 Examples

23,906 Total Clicks

URL: Hunt.to/499104

Immersive Chair

Brands are integrating sound systems into desk chairs for immersive gaming

What products in your industry could

benefit from smart functionality?

Overlooked Opportunity 83: **Workshop Question**

Blockchain Nostalgia

Brands release retro NFTs to draw in specific demographics

Trend - Brands are using blockchain tech as a way to bring nostalgic products and aesthetics into consumers' contemporary tech habits. Everything from retro art to classic children's books are being adapted into NFT formats that balance both novelty and nostalgia.

Insight - North American consumers have been in a more reflective state as local and global issues became more visible— or worsened—over the pandemic. This offers a partial explanation for the current prevalence of 90s and 80s nostalgia. With the rapid changes that happened seemingly overnight over the pandemic, many consumers are finding themselves especially connected to the comforting and familiar habits of their childhoods.
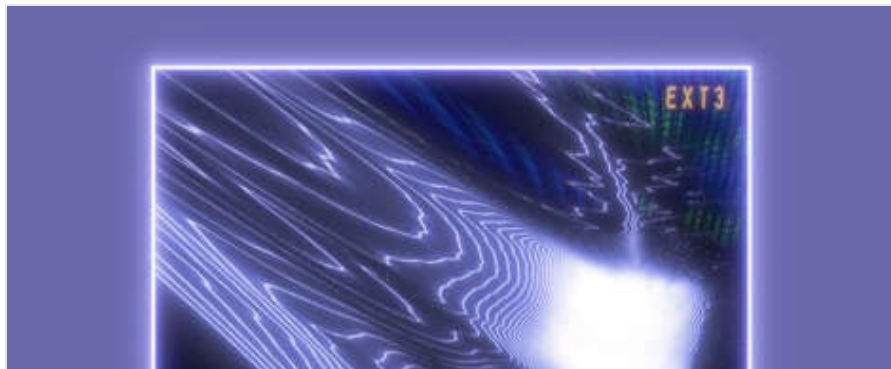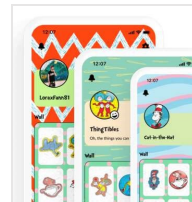
Color-of-the-Year NFTs
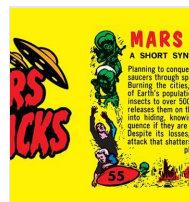Pantone Steps into the NFT World With Artist Polygon1993

80s-Style NFT Artwork
Kenra Professional Launched a Nostalgic Volume Spray 25 & NFT

Iconic Children's Book NFTs
Dapper Labs is Set to Launch First-Ever Dr. Seuss NFT Platform

Retro Trading Card NFTs
Curio Revives Topps Mars Attacks Trading Cards as New NFT Collection

90s Disc NFTs
Pog NFTs Introduce the Nostalgic Collectibles to a New Generation

6.3 Score

Popularity

Activity

Freshness

Catalyzation

Authenticity

5 Featured, 45 Examples

50,998 Total Clicks

URL: Hunt.to/493134

Blockchain Nostalgia

Brands release retro NFTs to draw in specific demographics

How could your brand use modern tech to channel nostalgia?

Overlooked Opportunity 84: **Workshop Question**

AI Gallery

Art curators are hosting galleries focused on displaying artifically-created works

Trend - As artificial intelligence (AI)-based art generators become more mainstream, galleries and curators are adapting by showcasing notable AI artworks from prompt writers. These exhibitions showcase the potential of AI art while allowing galleries to gauge customer reception of generated works.

Insight - Consumers that attend art exhibitions and galleries consistently desire new, avant-garde artworks and technologies. Incorporation AI-generated works not only showcases the capabilities of modern technology, but also shows how artists and viewers alike can express themselves through AI as prompt writers. These galleries satiate desires for new forms of art while provoking thoughtful discussion regarding art production and the meaning of artworks.

AI-Generated Topic Art
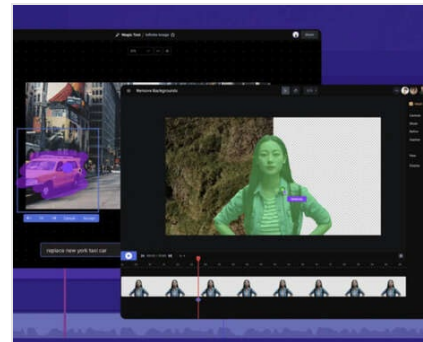'The Art of Trending' Creates AI Artwork From Topics Trending on Twitter

AI Art Exhibitions
The UnReal Exhibition Showcases AI-Handling Talents of 'Prompt Writers'

Artificial Artwork Galleries
'Artificial Imagination' Showcases the Capabilities of DALL-E 2

AI Film Festivals
Runway ML Launches an Artificial Intelligence Film Competition

7.7 Score

Popularity

Activity

Freshness

Multisensation

Hybridization

Experience

4 Featured, 27 Examples

30,960 Total Clicks

URL: Hunt.to/495311

AI Gallery

Art curators are hosting galleries focused on displaying artifically-created works

How could your industry leverage AI for more innovative campaigns, products and/or services?

Overlooked Opportunity 85: **Workshop Question**

Portable Appliance

Brands are creating kitchen appliances designed for multi-home use

Trend - Brands in the kitchenware and appliance industries are creating compact, low-power alternatives to large utilities such as dishwashers and microwaves. These are designed to be portable cost-saving measures, requiring less resources to operate while also being suitable for multi-homes.

Insight - Many consumers choose not to use large, power-hungry appliances in the home, for example, choosing to do dishes by hand rather than with a dishwasher due to rising hydro bills. Each additional appliance takes more space out of the kitchen, with ovens, dishwashers, microwaves, and more, taking up the majority of the floor and counter space. This creates a demand not only for smaller, more compact appliances, but also for those that are more energy-efficient and portable.

Smartwatch-Inspired Portable Microwaves
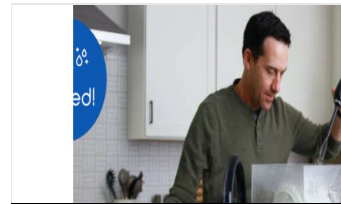The 'Campo' Portable Microwave by Siyun Bae is Convenient

Small Space Dishwashers
Macco Has Created a Portable Dishwasher for Smaller Households

Job Site-Ready Microwaves
The Makita MW001G is Powered by Two 40V 4Ah Batteries
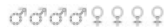
Affordable Portable Dishwashers
The 'Shabosh' is a Water-Efficient Square-Foot Dishwasher

9.1 Score

Popularity

Activity

Freshness

Multisensation

Curation

Simplicity

4 Featured, 36 Examples

50,803 Total Clicks

URL: Hunt.to/504621

Portable Appliance

Brands are creating kitchen appliances designed for multi-home use

How can your brand create portable and cost-efficient alternatives to existing home products?

Overlooked Opportunity 86: Workshop Question

Retro Kitchen

Brands are creating retro-style appliances with modern smart features

Trend - Brands are creating retro-style kitchen appliances equipped with modern technology. These appliances offer nostalgic designs, bringing a natural, simpler feel to a modern kitchen. These products do not compromise on function or convenience, as they feature modern smart technologies.

Insight - Nostalgia is an evergreen trend when considering customer motivations. When a modern product boasts the right balance between function and nostalgia, the target customer is more likely to purchase the product due to the inherent emotional connection. While many industries embrace nostalgia, such as the entertainment industry offering remakes of past content, others look at nostalgia as a gimmick. This places pressure on more industries to incorporate nostalgia into functional products.

Moveable Kitchen Range Hoods
The 'AirHood' Portable Range Hood Removes Odors and More

Retro Cartoony Coffee Makers
The Conceptual Platypus Coffee Machine by Hao-Xuan Lu is Cheerful

Old-Fashioned Espresso Machines
The 'Retro Modern' Espresso Machine by Melis Doğan is Stylish

50s-Style Countertop Appliances
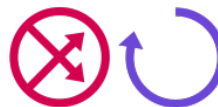This Smeg Toaster Concept by Alejandra Gutiérrez Rincón is Sleek

8.6 Score

Popularity
Activity
Freshness

Nostalgia
Youthfulness

4 Featured, 36 Examples
92,848 Total Clicks
URL: Hunt.to/503116

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Retro Kitchen

Brands are creating retro-style appliances with modern smart features

How could your brand leverage nostalgia to sell to the modern consumer?

Overlooked Opportunity 87: **Workshop Question**

Accessible Controller

Gaming brands are creating controllers with more widely accessible designs

Trend - Gaming and consumer electronics brands are creating modular controllers with accessible designs. These are larger controllers with extreme customization, allowing them to fit the needs of gamers with limited mobility. With larger companies entering this space, prices are now more accessible.

Insight - Console gamers have seldom had the ability to choose their input devices, with most previous console generations only supporting one official controller with one design. This one-size-fits-all design is exclusionary to individuals with limited mobility. However, these gamers do not want to be excluded and should not have to pay inflated prices for the same enjoyment as others. It is then mutually beneficial for brands to create alternative solutions for these customers.

Accommodating Gaming Controllers
Pretorian Launched the Accessible 'Flex Controller' for Switch

Accessible Controller Expansion Kits
Microsoft Added New Attachments to its Adaptive Controller

Single-Handed Gaming Controllers
This One-Handed DualSense Controller is Accessible

Accessible Gaming Controllers
Sony Unveiled its 'Project Leonardo' Controller at CES 2023

5.9 Score

Popularity

Activity

Freshness

Prosumerism

Personalization

4 Featured, 36 Examples

19,612 Total Clicks

URL: Hunt.to/497596

Accessible Controller

Gaming brands are creating controllers with more widely accessible designs

How is your brand ensuring its product or service is accessible for consumers with varying needs?

Overlooked Opportunity 88: Workshop Question

Outdoor Fryer

Brands are launching outdoor air fryers to offer healthy alternatives to barbecues

Trend - Brands are launching air fryers designed for outdoor patios. These air fryers are weatherproof and serve as replacements to barbecues during gatherings. These air fryers consume less resources and produce healthier foods than traditional barbecues, as they use fewer resources and no oil.

Insight - Home grillers and home chefs continue to pursue tools and appliances that enhance the home cooking experience. These customers desire new smart features, alternative cooking methods, and tools that streamline the cooking process. In recent years, more home chefs have gravitated toward oil-less cooking methods, namely air fryers, for health reasons. However, most air fryers are small and designed for indoors, creating a gap in the industry for users who frequently host outdoor events and desire healthy alternatives to grills.

Versatile Outdoor Fryers
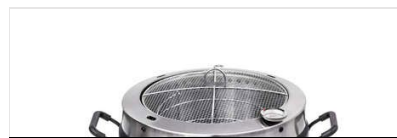MASTER Chef Debuted a 3-in-1 Outdoor Deep, Air, and Smoke Fryer

360 ° HOT AIR HIGH-SPEED CIRCULATION

Powerful Outdoor Air Fryers
ABS Sports Debuted a 1000W Weatherproof Air Fryer for Outdoors

Multifunctional Outdoor Air Fryers
Masterbuilt's 20 Quart 6-in-1 Outdoor Air Fryer is Versatile

Oil-Free Outdoor Fryers
The Char-Broil Oil-Less Turkey Fryer is Health-Focused

8.8 Score

Popularity	
Activity	
Freshness	

Multisensation

Simplicity

Catalyzation

4 Featured, 15 Examples

9,377 Total Clicks

URL: Hunt.to/508604

Outdoor Fryer

Brands are launching outdoor air fryers to offer healthy alternatives to barbecues

How could your brand repurpose existing appliances to cater to social or health-focused home chefs?

Overlooked Opportunity 89: Workshop Question

The 2024 Trend Report

TRENDHUNTER
CREATE THE FUTURE

Nostalgic Collectible

Brands re-release or reference iconic 90s' toys for nostalgic consumers

Trend - The current 90s revival in pop culture has extended to toys that were once central in the childhoods of Millennials and Gen X. Brands are now re-releasing classic 90s toys, or using them as inspiration in new products—evoking nostalgia while still appealing to young consumers.

Insight - The Y2K revival in fashion, tv, toys and other culturally infuenced trends has appeal for a wide range of consumers--either Gen Z who view 90s and early 2000s' trends as aesthetic inspiration, or Millennials and Gen X who remember these trends from their youth. When it's effectively done, evoking nostalgia either creates emotional connections with customers, or appeals to consumers who romanticize the past.

90s-Inspired Plush Toys
Rubies Launches the 'Kidrobot' Plush Toy Collection for Kids and Kidults

Nostalgia-Inducing Cereal Toys
General Mills Relaunches the Collectible 'Cereal Squad' Toys

Street Style Digital Pets
The Supreme Tamagotchi Gives the Toy Pet a Hip Makeover

Virtual Pet Collectibles
The Neopets Metaverse Collection Shares Algorithmically Generated NFTs

8.4 Score

Popularity

Activity

Freshness

Nostalgia

4 Featured, 54 Examples

61,407 Total Clicks

URL: Hunt.to/492984

Nostalgic Collectible

Brands re-release or reference iconic 90s' toys for nostalgic consumers

How could your brand create stronger emotional connections with customers through its products or campaigns?

Overlooked Opportunity 90: Workshop Question

Gen Z Cannabis

Cannabis brands target Gen Z consumers and audiences

Trend - In North America, Gen Z consumes less alcohol and has been shown to prefer cannabis over alcohol. In order to better appeal to Gen Z's preferences, cannabis brands are offering products and experiences that cater to their interests--including virtual spaces, alcohol-free beverages and bars.

Insight - The COVID-19 pandemic resulted in social isolation for Gen Z at an age that, for many of this generation's predecessors, is generally spent in school and/or among peers. Lockdowns brought even more of this generation to social media, forming a bond with the virtual space and alternative methods of social engagement. Gen Z's evolving approach to relationships has turned the demographic away from drinking alcohol, and towards relaxation or wellness-focused socialization.
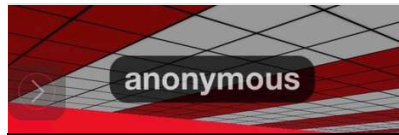
Metaverse Cannabis Labs
ACS Laboratory is the First Cannabis Testing Facility in the Metaverse

Cannabis-Infused Spirits
MXXN Launched a New Lineup of Non-Alcoholic Cannabis-Infused Spirits
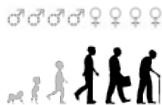
Metaverse Cannabis Shops
The First THC Products are Available for Purchase in the Metaverse

Secret Cannabis Speakeasies
The THINKER Speak Easy is Accessed Via a Secret Back Alley Door

6.2 Score

Popularity

Activity

Freshness

Tribalism

Experience

4 Featured, 36 Examples

37,464 Total Clicks

URL: Hunt.to/491218

Gen Z Cannabis

Cannabis brands target Gen Z consumers and audiences

How could your brand better adapt to Gen Z's cultural impact?

Overlooked Opportunity 91: **Workshop Question**

Focus Tech

Brands are creating products to help students concentrate

Trend - Brands are launching new focus-enhancing technology designed to help students better concentrate on their work in remote or hybrid learning environments. These products and features help immerse students in their school work, showcasing the benefits of technology in the classroom and eliminating procrastination and potential distractions from outside sources.

Insight - The rapid rise of remote learning, in hybrid classes, or in busy environments has posed issues for some kids. Distractions in these environments, and/or varying learning styles, can make remote learning a challenge for some students. As a result, parents and educators are becoming interested in technological resources that promote concentration, which helps ensure their students receive the same quality of education without external factors interfering. Focus technology helps students refine their fine motor skills while filtering out background noise, which is especially important for kids under 10.

Connected Translation Pens
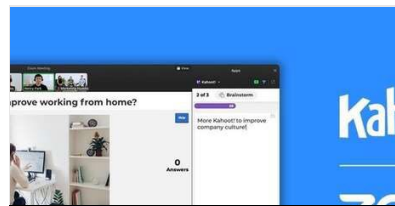The Youdao Dictionary Pen 3 Helps with Language Learning and More

At-Home Classroom Gadgets
The Conceptual Berry-Like-Jumbo Mimics the Classroom Feel

Focus-Enhancing Technologies
Zoom's 'Focus Mode' is Designed to Help Kids Focus in Virtual School

Family-Oriented Edtech Apps
Kahoot! Partners With Zoom to Make Video Calls More Engaging

7.5 Score

Popularity

Activity

Freshness

Multisensation

Instant Entrepreneurship

Gamification

4 Featured, 36 Examples

38,726 Total Clicks

URL: Hunt.to/501000

Focus Tech

Brands are creating products to help students concentrate

How can your brand address the rapid changes that have influenced its industry?

Overlooked Opportunity 92: **Workshop Question**

Latinx Platform

Content-based platforms are creating Latinx-specific offerings and benefits

Trend - Content platforms are catering to Latinx consumers with additional features and products, or reduced costs, in order to elevate these demographics on their platforms. This shift coincides with the cultural push towards inclusion and more accurate representations of different demographics.

Insight - Social media has given people new perspective on what cultural representation could look like. These platforms have given creators the ability to represent themselves as individuals, while also representing their various cultural identities. Now, more brands are prioritizing diversity in order to maintain their relevance amidst changing consumer expectations--knowing they need to replicate the (imperfect but more authentic) inclusion that occurs more naturally on social media.

Latinx Web3 Education Platforms

Hola Metaverso is a Web3 Education Company For Latinx Groups

Latin American Streetwear Channels

'Hypebeast' Opened a New Dedicated Media Channel in Brazil

Stereotype-Fighting Social Platforms

The Sunroom App Fills the Gap Between Instagram & OnlyFans

Inclusive Hair Search Tools

Pinterest Introduces a Hair Pattern Search Feature

6.1 Score

Popularity

Activity

Freshness

Catalyzation

Authenticity

4 Featured, 45 Examples

47,395 Total Clicks

URL: Hunt.to/493891

Latinx Platform

Content-based platforms are creating Latinx-specific offerings and benefits

How could your brand better cater to demographics it currently overlooks?

Overlooked Opportunity 93: **Workshop Question**

Evolved Education

Post-secondary institutions offer courses specific to Gen Z's hobbies and habits

Trend - Schools are targeting the skills and industries that Gen Z is making influential. In order to maintain their relevance in a rapidly evolving learning environment, honing in on students' personal hobbies and the skills they're self-taught in keeps these institutions evolving with their target market.

Insight - In the last few years, Gen Z's impact on pop culture, social media, and workplace trends has been enormous. This demographic has shown itself to be tech-savvy and interested in monetizing their passions--combining career aspirations with their personal values and hobbies. As Gen Z's influence grows, brands and institutions are having to adapt to the evolving lifestyles and expectations they've brought about.

Digital Fashion Courses
Parsons School of Design & Roblox Created a Collaborative Course

Google-Backed UX Research Programs
SCAD Launches New User Experience Research (UXR) Degree Program
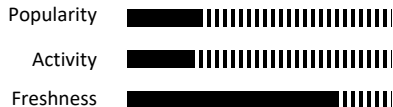
Esports Management Programs
ITTI Sports Launches an Esports Course with Barça Innovation Hub

Cannabis Business Certificates
NYU School of Professional Studies Boasts a New Offering for 2023

4.5 Score

Popularity

Activity

Freshness

Catalyzation

4 Featured, 36 Examples

18,354 Total Clicks

URL: Hunt.to/500474

Evolved Education

Post-secondary institutions offer courses specific to Gen Z's hobbies and habits

TRENDHUNTER
CREATE THE FUTURE

How is your brand evolving with the cultural changes that Gen Z's influence has caused?

Overlooked Opportunity 94: Workshop Question

Authentic Sharing

Some demographics are turning to more authentic forms of social sharing

Trend - As large social media platforms prioritize filtered aesthetics and monetization, some consumers are turning to social platforms that focus on more authentic forms of P2P interaction. These platforms and forums help users share moments and opinions that are less curated and more honest.

Insight - Authenticity in communication is becoming more important to Gen Z and younger Millennials, who often have public social profiles, and then private ones they share with more trusted circles. Recognizing that the public, "aspirational" personas adopted on social media aren't always fulfilling, consumers are trying to balance those personas by sharing authentic moments on other platforms, with close friends and family who will do the same.
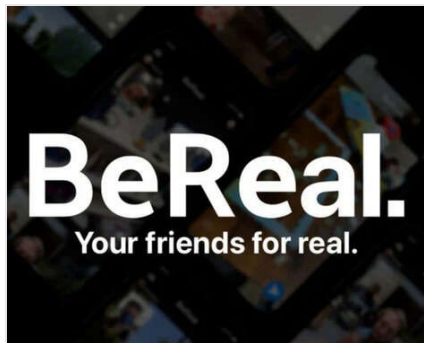
Spontaneous Photo-Sharing Applications
BeReal Prompts Users to Take No-Edits Pictures Daily

Safety-Focused Dating Apps
UnFiltered is a Dating App That Prohibits Fake Profiles and Image Edits

Charming Cross-Platform Digital Journals
The 'Hearty Journal' Keeps Memories and Entries Private

Work-Free Online Forums
The Antiwork Subreddit Discusses Issues Related to the Work Force

4.4 Score

Popularity
Activity
Freshness

Simplicity
Authenticity

4 Featured, 36 Examples

42,618 Total Clicks

URL: Hunt.to/485733

Authentic Sharing

Some demographics are turning to more authentic forms of social sharing

How could your brand prioritize authenticity in its products, services or campaigns?

Overlooked Opportunity 95: **Workshop Question**

Wealth Accessibility
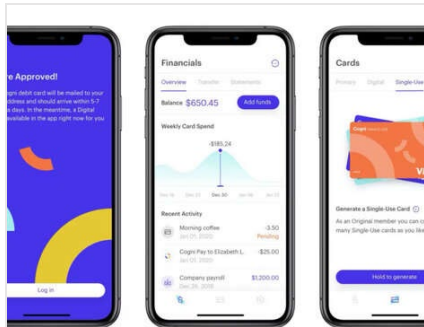
Gen X as a whole is more focused on building generational wealth

Trend - As a whole, Gen X is being very intentional about building generational wealth. This demographic is using family-centric investment and banking services to not just build wealth, but to establish financial literacy among family members.

Insight - After having lived through economic crises and seeing how they impacted Millennials' economic opportunities, Gen X is increasingly seeing the value in accessible financial literacy for younger generations. Whether it's established in education systems or at-home, the push for financially literacy comes from seeing economic instability and the resounding impact it can have--particularly for those who are just entering the workforce.

Financial E-Learning Experiences
Fidelity Launches the Financial-Focused Fidelity Stack Experience

Children-Focused Investment Apps
Hapi Assists Parents in Planning for Their Child's Future

Web3-Focused Digital Banks
Cogni is Creating a Web2 to Web3 Mobile Banking Platform
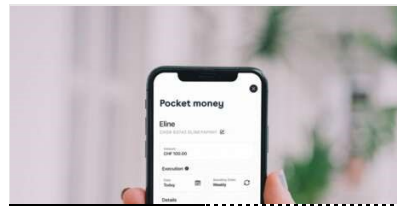
Family-Friendly Youth Banking Services
Yapeal Released its New Digital Banking Service for Kids

5.0 Score

Popularity

Activity

Freshness

⚡ Catalyzation

4 Featured, 34 Examples

49,862 Total Clicks

URL: Hunt.to/486812

Wealth Accessibility

Gen X as a whole is more focused on building generational wealth

TRENDHUNTER
CREATE THE FUTURE

How can your brand prioritize accessibility

in its area of expertise?

Overlooked Opportunity 96: **Workshop Question**

Millennial Retention

Brands aim appeal to the Millennial employee pool with specific benefits

Trend - As Millennials grow older and more confident in their skills and work experience, they're becoming more valuable to brands. In order to better retain employees in this demographic, brands are offering benefits that are specific to their needs--including debt repayment and family planning.

Insight - Amidst the "Great Resignation," Millennials have been shown to be the most likely to quit their jobs. Dealing with economic disillusionment, burnout and uncertain futures, this generation has now spent enough time in the workforce to know whether or not employers are holding up their end of the bargain. The push for Millennial retention in the workforce is a response to their shift in attitudes about corporate work, as well as their increasingly valuable experience and skillsets.

Family-Building Employee Benefits
HSBC Adds New Family-Building Opportunities for Employees

Work Away Benefits
Media Profile Offers its Employees $3k for Workcations
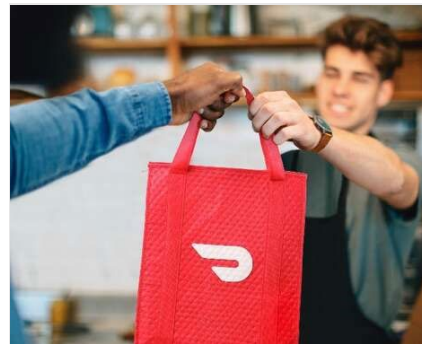
Food Delivery Employee Benefits
DoorDash Rolls Out New Employee Perks Plan, 'Merchant Benefits'

Bank Mental Health Benefits
Scotiabank Expands Mental Health Benefit to $10,000 Per Year

4.7 Score

Popularity

Activity

Freshness

Catalyzation

Authenticity

4 Featured, 62 Examples

47,708 Total Clicks

URL: Hunt.to/486709

Millennial Retention

Brands aim appeal to the Millennial employee pool with specific benefits

How could your brand better prioritize employee retention?

Overlooked Opportunity 97: **Workshop Question**

Monetized Recreation

## Gen Z consumers are turning their creative hobbies into job opportunities

Trend - Known as being highly creative and tech-savvy, Gen Z consumers are increasingly likely (and able) to monetize their creative and recreational hobbies. This generational quality is being made more accessible with platforms that help them learn about and ultimately monetize their passions.

Insight - Having been raised at a time when the Internet and social media became part of people's everyday lives, Gen Z is collectively more savvy and creative in the world of digital interactions than preceding generations. This fact, coupled with this generation's disillusionment about the state of the global economy and traditional workplace cultures, has resulted in them prioritizing the monetization of the very digital habits that they were raised to be so passionate about.

Social Live Streaming Applications
TikTok is Launching a Monetizable Live Streaming Service
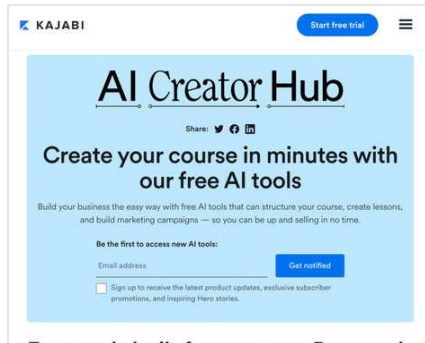
AI-Powered Course Creators
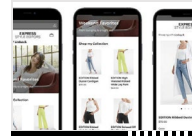Kajabi's AI Creator Hub Simplifies the Whole Course Creation Process
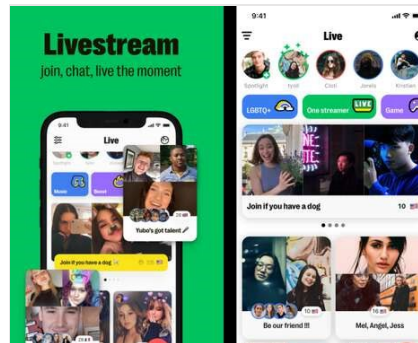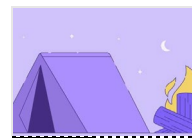
Gen Z-Targeted Creator Applications
Yubo Has Debuted the Pixel Reward Program to Pay Its Creators

Educational Esports-Focused Courses

Expressive Styling Communities

Dream Job Camping Contest

6.1 Score

Popularity

Activity

Freshness

Catalyzation

Many to Many

6 Featured, 54 Examples

40,542 Total Clicks

URL: Hunt.to/485861

Monetized Recreation

Gen Z consumers are turning their creative hobbies into job opportunities

How could your brand better cater to Gen Z's sense of creativity and/or tech-savviness?

Overlooked Opportunity 98: **Workshop Question**

Culinary Content

Instructional cooking activities become more popular among parents and children

Trend - Culinary brands are fostering more involved interactions in the home with instructional cooking content that is easy for kids to enjoy and follow along to, while having them learn a useful skill and creating engaging experiences between family members.

Insight - Many Millennial and Gen X parents are using the influence of tech on their children's lives as a way to get them involved in the various hobbies and skills that they'll develop over the years. Content that engages kids visually or in a way that aligns with their tech-based habits is a way to create more impactful learning experiences for a generation that is growing up in a digital world.
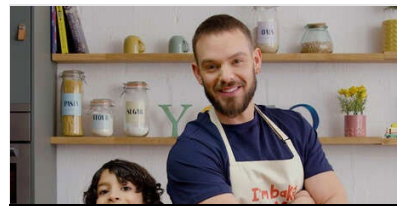
Storybook Recipe Experiences
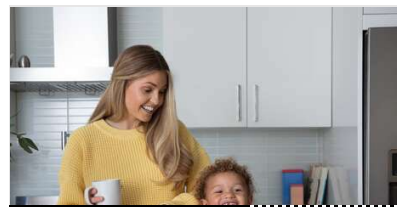The Magical Pantry Brings Recipes to Life Through Fables

Worldly Virtual Cooking Classes
PCC Natural Markets' Cooking Camps for Kids Explore Global Cuisine

Kid-Friendly Audio Cooking Guides
Baking with Yoto Builds Confidence and Skills in the Kitchen

Puppet-Topped Play Speakers
Toniebox is Introducing Sesame Street Character Collectibles

6.1 Score

Popularity

Activity

Freshness

Gamification

Experience

Authenticity

4 Featured, 54 Examples

82,751 Total Clicks

URL: Hunt.to/491551

Culinary Content

Instructional cooking activities become more popular among parents and children

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How could your brand better adapt to changing lifestyle habits?

Overlooked Opportunity 99: **Workshop Question**

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Fast Custom Research
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- Custom Reports (20x faster)
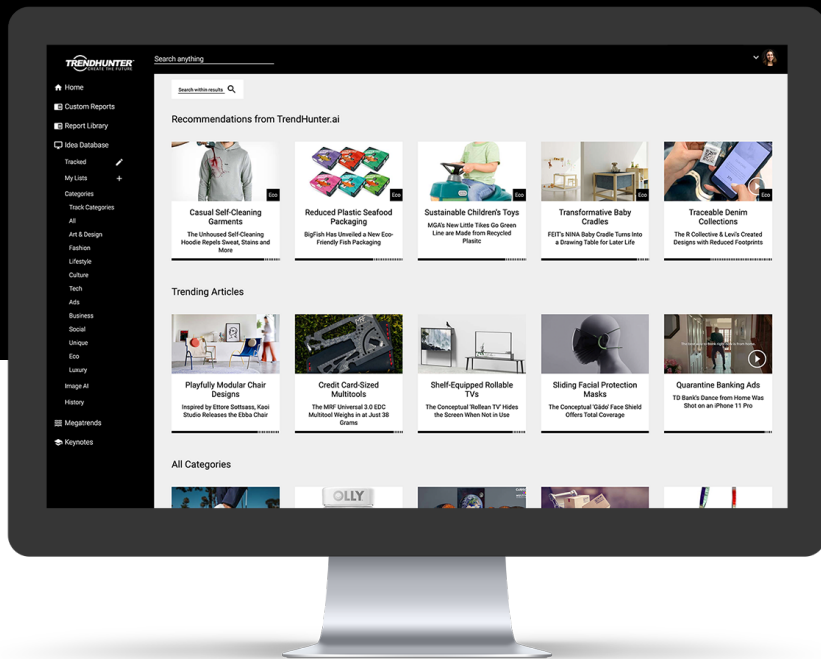- Monthly 1:1 Walkthroughs and Brainstorming

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Innovation Tools
6 Patterns of Innovation
Exploiting Chaos Frameworks
Better & Faster Frameworks

Innovation Training
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Courses – 300 on innovation topics

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

Customization
- Topics & Tracking
- Lists & Sharing
- View Modes

Team Newsletters
Track Custom Topics
Links to Custom Reports
Unlimited Recipients

Idea Discovery Tools
Proprietary Idea Discovery System, Related Ideas & More

AUTODESK

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

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- Discover your unique strengths & how to accelerate them
- Identify your blind spots & where you adversely hinder your creativity
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- Compare your skillset to the world's top innovators

Assessment Workshop

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

Walmart

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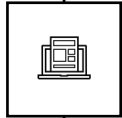
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We'll become your ally in innovation

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

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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

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& Facilitated Brainstorms

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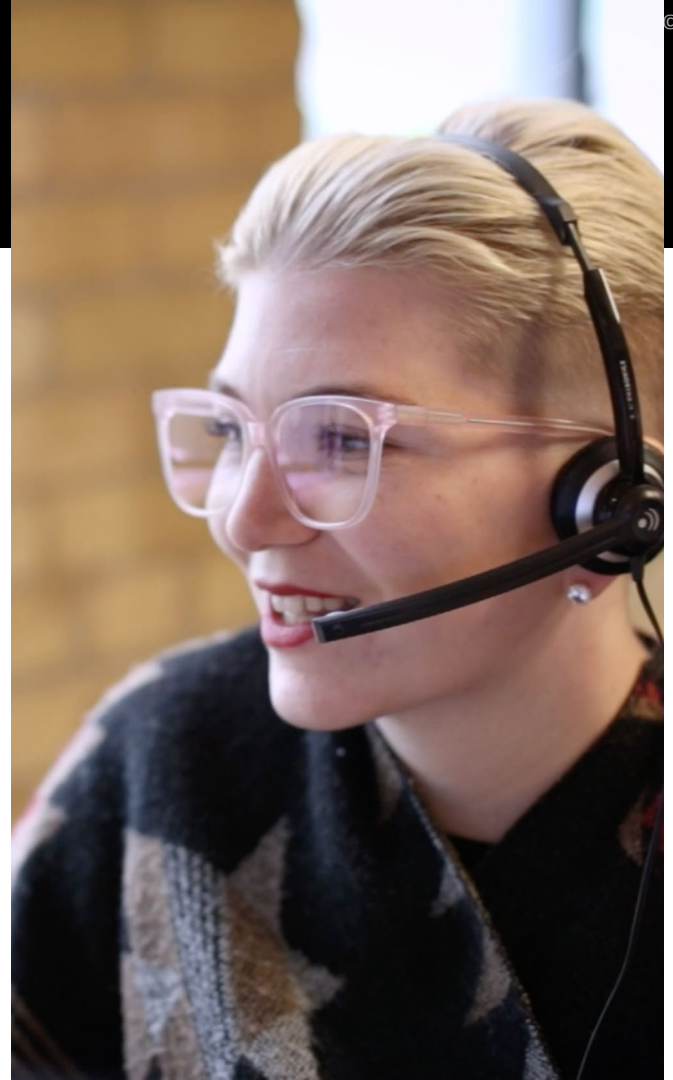
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- Retail Tech
- In-Store Display
- Shopping Evolution
- Purchasing Innovation
- Customer Experience

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

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

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

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

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

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

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

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

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

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

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

adidas

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Panasonic

Thank you.

For any questions, please reach out.
Advisory@trendhunter.com