

Artificial Intelligence

Sample Report for Your Brand

29.01.21



Smart Hygiene

fazenda futuro™

FUTURO

Plant-Based AI

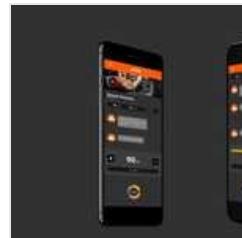
AI Board Game

Prepared for:
Your Brand Team
Prepared by:
Tana & Courtney
Delivered on:
1/29/21

Briefing: A short sampling of our content related to this topic.

Takeaway: In this section your advisor would highlight key themes and patterns from the report, as well as the most prominent megatrends to summarize the report for your team.

Top Insights



AI Workout Companies are developing technology using AI to maximize workout efficiency

Trend - With the current global restrictions set in place due to COVID-19, some companies respond by digitally elevating the fitness space. They are leveraging artificial intelligence technology so that workouts at home can be more informed, personalized, and gamified. Insight - The global pandemic resulted in physical restrictions, leaving many consumers looking for efficient ways to occupy their time. Many take on new hobbies or find ways to stay healthy in a confined space. Many consumers have learned to adapt through physical activity, causing an increased interest in products and services that keep them motivated and accountable.



Generative Design Brands in various industries are relying on generative design for concepts

Trend - Generative design is an artificial intelligence program that creates a nearly infinite number of conceptual concepts based on certain data restrictions. While generative design has been used as a novel approach in the past, today, the manufacturing method is gaining more traction in all industries, with brands ranging from architectural to tool manufacturing leveraging the technology. Insight - Artificial intelligence is no longer seen as a "future" technology, but one that can be capitalized on in the present. Brands are turning to these systems to create concepts that are detached from traditional human biases, ultimately resulting in ideas that are more cost-effective and fruitful. As digitalization becomes the standard rather than the exception, brands will continue to merge human capacity [continued online]



AI Board Game Artificial intelligence is being employed in tabletop game experience design

Trend - Technology is enhancing the player experience during chess and other popular board game offerings. By integrating artificial intelligence into tabletop game designs, brands are able to also provide training to consumers. Insight - Contemporary consumers are becoming increasingly comfortable and open to using technology in their daily and work routines, as well as for entertainment and in other facets of their lifestyle. As tech becomes more accessible to a larger portion of the population, individuals will look to satisfy their curiosity by testing out novelty tech-powered versions of products that they are familiar with.



Smart Parking Tech companies are striving to make the parking experience easier for consumers

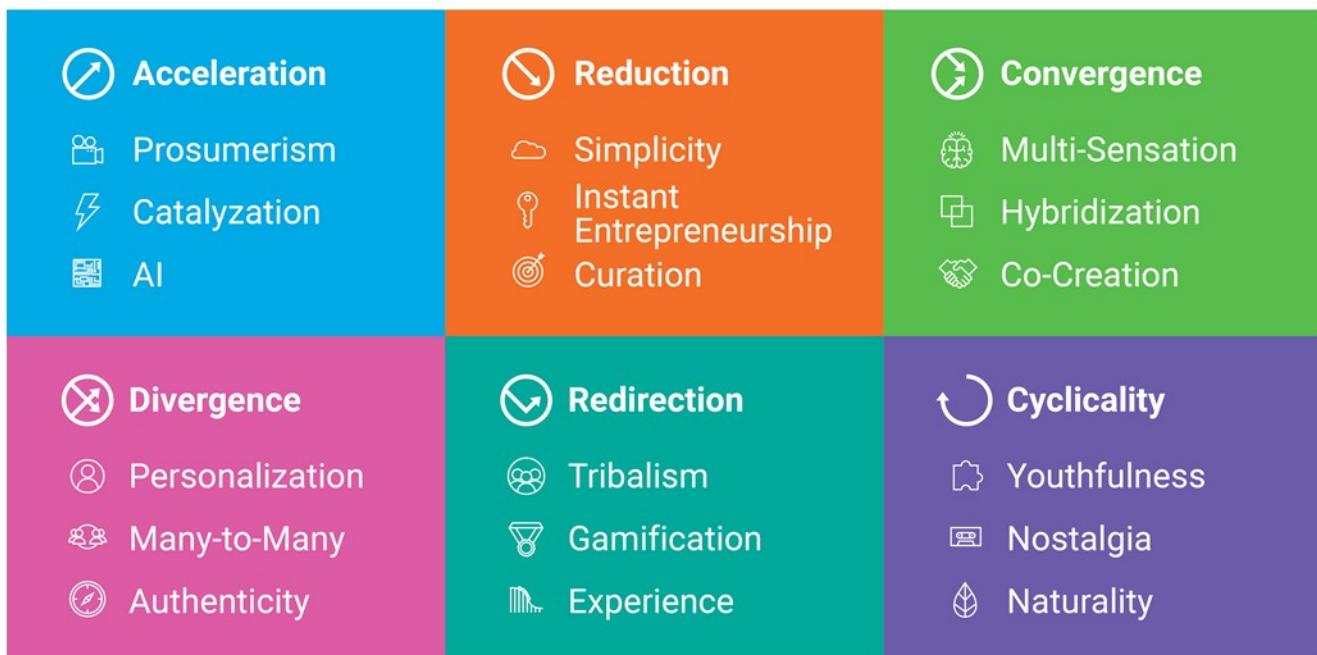
Trend - Through the increasing incorporation of various technology—from robots to artificial intelligence—companies are launching tools that will assist individuals in finding and navigating parking spaces. Insight - Since urban populations are exponentially growing, contemporary consumers in these environments are placing a premium on efficiency and convenience. As they attempt to navigate the demands of their busy lifestyles, they are looking for ways to make some experiences more seamless in order to avoid any unnecessary stress. In this space, many are emphasizing the use of technology as they are aware of its potential.

Getting the Most out of Your Custom Report

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

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

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



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

Megatrend Matrix

Everything in your report ties to our megatrend framework, allowing you to better understand important shifts to iterate new ideas.

 Acceleration <ul style="list-style-type: none"> 1. Perfecting One Thing 2. Aspirational Icon 3. Exaggerated Feature 4. Reimagined Solution 	 Cyclical <ul style="list-style-type: none"> 1. Retro + Nostalgia 2. Generational 3. Economic + Seasonal 4. Repetitive Cycles
 Catalyzation <p>Brands have taken a role of accelerating the personal development of consumers.</p>	 Naturality <p>Consumption guilt causes consumers to seek products conducive to environmental, spiritual, or physical purity.</p>
 Prosumerism <p>The need to have their voice heard has consumers creating media and accumulating expertise independently.</p>	 Nostalgia <p>Sentimentality fuels a desire to bring the past into the present, especially with respect to one's formative years.</p>
 AI <p>Evolving technologies—from AI, to blockchain—act as a catalyst for the betterment of the human race.</p>	 Youthfulness <p>The world is becoming more playful, redefining what it means to grow old, be young, or assign to any specific age or generation.</p>
 Reduction <ul style="list-style-type: none"> 1. Specialization 2. Fewer Layers + Efficiency 3. Crowdsourcing 4. Subscription 	 Redirection <ul style="list-style-type: none"> 1. Refocusing 2. Reversing 3. Surprising 4. Gamifying
 Curation <p>Hyper-targeted offerings, services, subscriptions and recommendations to simplify lives with better things.</p>	 Tribalism <p>The need to belong results in allegiant groups formed around causes, common interests, or brand fandom.</p>
 Instant Entrepreneurship <p>New services satisfy the consumer desire to "be your own boss" and conceptualize, fund, launch and market ideas at the click of a button.</p>	 Gamification <p>The application of game dynamics and incentivization to day-to-day tasks results in a more competitive and engaging world.</p>
 Simplicity <p>In a cluttered world, simplicity stands out, resulting in focused business models, streamlined UX and simplistic thinking.</p>	 Experience <p>Social media creates an attention economy where material goods are less valuable than shareable memories.</p>
 Convergence <ul style="list-style-type: none"> 1. Combining + Layering 2. Adding Value 3. Co-Branding + Aligning 4. Physical + Digital 	 Divergence <ul style="list-style-type: none"> 1. Personalize + Customize 2. Status + Belonging 3. Style + Fashionizing 4. Generational Rebellion
 Multisensation <p>Passive media consumption is no longer enough in the digital age, making for more immersive entertainment.</p>	 Authenticity <p>Social media and resistance to traditional advertising have created a desire for authenticity and reality.</p>
 Co-Creation <p>Companies work with consumers to collaborate on better, more consumer centric products and services.</p>	 Personalization <p>The search for unique products creates consumer expectations for hyper-individualized products and services.</p>
 Hybridization <p>Lines are blurring as business models, products and services merge to create new, unique concepts to break the mold.</p>	 Many-to-Many <p>The power within a given industry lies in an interdependent relationship between consumer and brand.</p>

Consumer Insights

Overlooked Opportunities & Examples

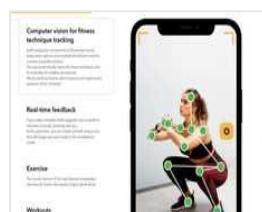
Trend Hunter's Insights highlight the what and why of major industry shifts. They are split into two sections: the trend section, which identifies a new opportunity in a given industry, and the insight section, which explores the specific target consumer's motivations, attitudes, beliefs and ultimately tension behind that opportunity. They are built on a foundation of Trend Hunter's crowdsourced trend examples, clustered together by underlying patterns.

AI Workout

Companies are developing technology using AI to maximize workout efficiency

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Insight - The global pandemic resulted in physical restrictions, leaving many consumers looking for efficient ways to occupy their time. Many take on new hobbies or find ways to stay healthy in a confined space. Many consumers have learned to adapt through physical activity, causing an increased interest in products and services that keep them motivated and accountable.



Form-Analyzing Workout Apps

The 'ArtiFit' App Uses AI to Keep an Eye on How You're Working Out

Working out alone means having to be hyper-vigilant about your form which can be somewhat difficult or tricky to do, so the 'ArtiFit' app has been developed as a way to help athletes using advanced technology. The app harnesses the power of artificial intelligence (AI) and works by having the user position their smartphone in front of them before starting their workout. This will enable...



AI-Enabled Fitness Mats

The Otari Smart Mat Gives Real-Time Feedback with Artificial Intelligence

Otari is a smart mat that boasts an attached screen for streaming live and on-demand classes, plus artificial intelligence to give real-time feedback. The first-of-its-kind smart fitness mat helps people receive customized alignment cues, plus data and analytics on their performance, as well as a sense of community with group challenges and messaging features. With...

URL: [Hunt.to/429900](https://www.hunt.to/429900)



AI Personal Training Apps

Gymfity Uses an Algorithm to Make Real-Time Adjustments

Coming soon to iOS and Android is an innovative fitness app called Gymfity that leverages artificial intelligence for personalized workouts. The app is designed to offer real-time workout monitoring and adjustments so that workouts are tailored—minute by minute—with each session.

URL: [Hunt.to/439455](https://www.hunt.to/439455)



AI-Generated Personal Trainers

Aaptiv's AI Personal Trainer Offers Customized Workouts

The startup company Aaptiv has released its AI personal trainer. The training service is called Aaptiv Coach and has been in development for three years. Aaptiv coach can create custom workouts to help users reach their fitness goals. Users of Aaptiv Coach can use the AI-generated workouts or just use the AI to measure their progress. The company was able to derive the...

URL: [Hunt.to/103010](https://www.hunt.to/103010)

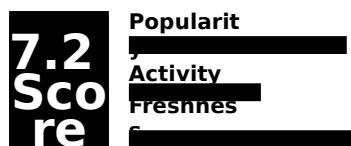


AI Athletic Wearables

Fathom Pro Uses Artificial Intelligence for Recovery & Injury Prevention

There are tons of wearable fitness devices on the market that are centered around tracking but Fathom A.I.'s Fathom Pro uses the power of artificial intelligence to help people perform their best and avoid injuries. Whether they feel pushed by gamification or not, people sometimes exceed their limits, which puts them out of commission for a time.

URL: [Hunt.to/415382](https://www.hunt.to/415382)



Patterns &
Megatrends
 Catalyzation
 Artificial
Intelligence
 Personalization

5 Featured
44 Examples
55,164 Total
Trends
[Hunt.to/439696](https://www.hunt.to/439696)

Companies are developing technology using AI to maximize workout efficiency

Generative Design

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Generative-Designed Construction Tools

Stanley Black & Decker Pushed the Envelope with New Design

The hardware and tool manufacturer, Stanley Black & Decker, recently joined forces with Autodesk to leverage the power of generative design to create an optimized hydraulic crimping tool. The system allowed the brand's Breakthrough Innovation team to create a 60% lighter tool without sacrificing durability, dramatically reducing the physical stress that electrical line workers who use the overhead tool experience.

"This was an exploratory project for us. We wanted to learn and test the software capability affecting the attachment which is the front-end piece of the wire crimper. It's very heavy and bulky, and it hasn't been redesigned in at least 10 years," said Frank DeSantis, vice president, Breakthrough Innovations for Infrastructure, Stanley Black & Decker. "This was a unique opportunity to start with a small part to learn and understand generative design, how it could affect the part, and what we could do with it going forward."

The team was shown a myriad of concepts to choose between, however, the new final product was chosen based on its lightweight durability. The project is still undergoing testing with plans to be released as soon as



Patterns &
Megatrends
Artificial
Intelligence

6 Featured
54 Examples
103,670 Total
Trends
Hunt.to/432808



Bone-Inspired Tool Designs

Henrik Balzer Leveraged Generative Design to Create Cutting-edge Tools

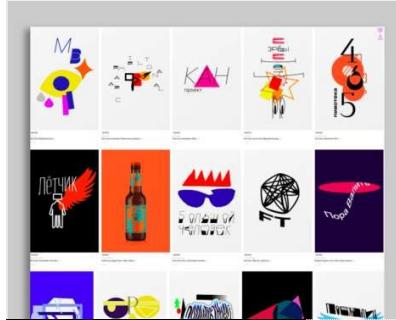
Henrik Balzer leveraged generative designed coupled with selective laser sintering to create a line of bone-inspired tools, aptly titled 'BONE.' The tools mimic the human bone's structure, ensuring the tools are both lightweight and durable. In addition, the internal structure of the tools uses 60% less material and weight without compromising durability or strength.

The BONE hammer is shaped similarly to a traditional hammer, however, features less harsh angles for a more fluid appearance. The interior of the tool is completely visible without any coverings, offering a complete view of the structure of the hammer.

By merging nature with modern technology, Henrik Balzer is able to create customized tools that fit the needs of the consumer without compromising on quality.

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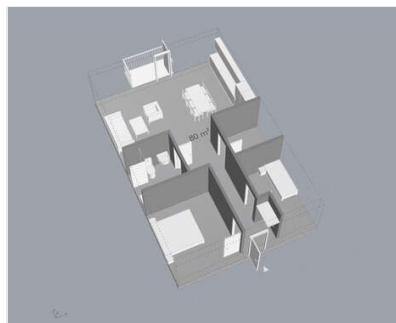


Vibrant AI-Created Designs

The AI System Dubbed 'Nikolay Ironov' Fooled Clients for A Year

Nikolay Ironov claimed to be a Russian designer who excelled at creating quirky, vibrant logos for influencers, restaurants, apps, new products, and more, however, the design firm recently unveiled that Ironoy was not actually a person, but rather an artificial intelligence system created by the firm. According to the firm, when clients were informed of the "artist's" true, robotic identity, they were amused rather than upset.

URL: [Hunt.to/432758](https://www.hunt.to/432758)



Adaptive Parametric Design Tools

The New Finch System Can Generate Adaptive Floor-Plans

Architecture studio Wallgren Arkitekter and Swedish construction company BOX Bygg recently joined forces to launch a new parametric design tool dubbed Finch. The generative design tool is able to conceptualize various floor plans based on the data given and was created to inspired architects to understand constraints in the early stages of designing. The plug-in visual programming tool boasts both 2D and 3D design concepts using the inputted data including the size of the building...

URL: [Hunt.to/432768](https://www.hunt.to/432768)



Artificial Intelligence-Crafted Chairs

Philippe Starck Explores Tech Design With The A.I Chairs

Designer Philippe Starck introduces the A.I Chairs, created by experimenting with artificial intelligence technology. Starck challenged himself to push the boundaries of design manufacturing, working together with furniture creator Kartell and engineering firm Autodesk to test 3D software.

URL: [Hunt.to/401938](https://www.hunt.to/401938)



AI-Driven Urbran Planning Tools

Sidewalk Labs Uses a Generative Design Tool to Help Urban Planning

Generative design tools are being widely used to help designers and engineers go beyond the traditional scope of imagination to create out-of-the-box concepts. Notably, Alphabet's Sidewalk Labs is leveraging this design tool to create a plethora of urban concepts that best serve the community.

URL: [Hunt.to/432761](https://www.hunt.to/432761)

Generative Design

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AI Board Game

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Adaptive AI Chessboards

Square Off's 'Grand Kingdom Set' is Powered by Advanced Robotics



AI-Powered Board Game Designs

Square Off's NEO and SWAP Can Entertain Consumers of All Ages

Square Off's 'Grand Kingdom Set' supplies consumers with everything they need to improve their strategy, whether they're playing on their own or against an opponent. As the beautifully handcrafted wooden boards are integrated with Bluetooth technology, users can connect with opponents anywhere around the world, and watch as their opponent's chess pieces move on their own. So far, Square...
URL: Hunt.to/442207

Board game design is getting a lot more interesting and innovative as many brands are introducing technology more boldly into their products. One such company is Square Off who held a Kickstarter for its NEO and SWAP offerings.
URL: Hunt.to/442432



AI-Powered Murder Mystery Games

The St. Noire Board Game Integrates Amazon Alexa

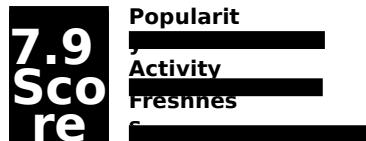
The St. Noire board game has been unveiled by X2 Games as a new approach to tabletop gaming that integrates artificial intelligence (AI) technology into an exciting whodunnit scenario.
URL: Hunt.to/408660



Digitized Baduk Board Games

The Conceptual 'Bo' Digital Board Game Has a Futuristic Design

The conceptual 'Bo' digital board game is a futuristic approach to the classic Asian strategy game (called Go) that enables players to take on other participants in a high-tech manner.
URL: Hunt.to/404287



- Patterns & Megatrends
- Multisensory
- Experience
- Catalyzation

- 4 Featured
- 24 Examples
- 54,626 Total Clicks
- Hunt.to/442433

AI Board Game

Artificial intelligence is being employed in tabletop game experience design

Smart Parking

Tech companies are striving to make the parking experience easier for

~~consumers~~ with the increasing incorporation of various technology—from robots to artificial intelligence—companies are launching tools that will assist individuals in finding and navigating parking spaces.

Insight - Since urban populations are exponentially growing, contemporary consumers in these environments are placing a premium on efficiency and convenience. As they attempt to navigate the demands of their busy lifestyles, they are looking for ways to make some experiences more seamless in order to avoid any unnecessary stress. In this space, many are emphasizing the use of technology as they are aware of its potential.



Multipurpose Parking Hubs

REEF Technology is Transforming Parking Spaces for the On-Demand Economy

REEF Technology recently announced its plan to transform parking facilities into parking hubs that can be used for much more than just holding cars for temporary periods of time. With an eye on the on-demand economy, REEF Technology has a vision to create tech-forward hubs that offer on-demand goods and services. With more than 4,500 locations, REEF Technology is the largest parking...

[URL](#) · [Hunt.to/106860](#)



Parking Spot Rental Remotes

The Conceptual 'Parkey' Lets Drivers Find a Parking Spot Fast

Many drivers with spend countless hours each year trying to find a parking spot when driving around urban areas, which is something the conceptual 'Parkey' aims to help change. The remote control works by being connected to the accompanying smartphone app where people with available parking spots can rent them out when they aren't being used to make a bit of extra...

[URL](#) · [Hunt.to/127702](#)



Automated Car-Parking Robots

This Stanley Robotics Robot will Streamline Airport Parking

Artificial intelligence (AI) technology is positioned to power transportation in the near future, but this Stanley Robotics car-parking robot has been developed to aid drivers in the present era. Set to be rolled out at an airport in Lyon, France the robot will work to get a vehicle into an available space without the need for human assistance. This will allow drivers to quickly...

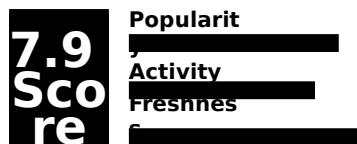


AI-Powered Parking Technology

The Effectiveness of Fetchi.ai is Being Tested in Munich, Germany

New parking technology is being tested out in Germany. Titled Fetchi.ai, the innovation utilizes artificial intelligence to deliver efficiency, convenience, and a streamlined experience. Thanks to the high-tech inclusion, the garage can communicate with the drivers on how to use it—from telling them if the premises are too crowded and there isn't enough room to rewarding drivers for not driving...

URL: [Hunt.to/440917](#)



Patterns &
Megatrends
 Simplicity
 Artificial Intelligence

4 Featured
36 Examples
53,340 Total
Clicks
[Hunt.to/440920](#)

Smart Parking

Tech companies are striving to make the parking experience easier for consumers

Scientists are using artificial intelligence to predict natural disaster events

Trend - Scientists are now using machine learning and artificial intelligence to help predict natural phenomenons—such as flooding, fires, earthquakes, hurricane intensity, and so on—minimizing the harm done in the wake of these events. These tools are being effectively deployed to manage climate change.

Insight - Contemporary consumers are beginning to see the consequences of climate change in their own environments and this is intensifying their sense of immediacy for action and preparedness. Aware of the implications technology carries as a solution in these fields, individuals are emphasizing its extensive use. Whether it would be compiling and analyzing data or producing knowledge and valuable insights about an important topic, individuals feel safer and more secure.



Earthquake-Predicting AI

This Algorithm Can Predict Earthquakes Up to Three Months in Advance

Some parts of the world are much more prone to the vastly consequential movements of tectonic plates and as a result, the ability to predict earthquakes before they happen could be very useful in this region, if not life-saving. In this space, many have their bid on technology and luckily, scientists are making advances in this field.
[URL: Hunt.to/436270](https://trend.to/436270)



Planet Intelligence Software

Overstory Aims to Help Companies Mitigate Climate Risks with AI

With the impending threat of climate change, planet intelligence has never been more important, and Overstory taps artificial intelligence and satellite data in order to make the world a safer place. The software "extracts insights from a high variety of very high spatial and temporal resolution satellite data sources, including multi- and hyperspectral imagery,..."
[URL: Hunt.to/436260](https://trend.to/436260)



Hurricane Intensity-Predicting AI

NASA Uses Machine Learning to Improve Its Weather Forecasts

Hurricane intensity is historically a very difficult thing to predict accurately. One example is Hurricane Patricia in the Northeast Pacific Ocean, which moved from a Category 1 storm into a Catagory 5 within the timeframe of just 24 hours. In order to have more reliable predictions for hurricane intensity, researchers led by scientists at NASA's Jet Propulsion Laboratory in...



AI-Powered Flood Forecasting

Google Created a Flood Forecasting System Covering All of India

Google recently expanded its AI-powered Flood Forecasting tool to all of India, as well as certain areas of Bangladesh. The company initially created the Flood Foracasing tool in 2018, with testing being conducted in Patna. Following the initial testing period Google announced that the tool is now able to make flood predictions for the entire region. Google also partnered with the Water development...
[URL: Hunt.to/435691](https://trend.to/435691)

Scientists are using artificial intelligence to predict natural disaster events

Smart Hygiene

Artificial intelligence-powered hygiene products are on the rise

Trend - The use of smart technology in the formulation or application of products related to cleansing is on the rise as consumers' self-care routines become more thorough and precise. These products include everything from toothbrushes to cleansers.

Insight - When it comes to self-care, consumers are increasingly focused on custom and optimized products and formulations. Their growing knowledge of ingredients and tools in this space, fueled by personal research and social media, has resulted in consumers seeking out the most effective and efficient personal care routines possible.



Self-Diagnostic Skincare Tools

The AI-Powered Digital Beauty Advisor Offers Unique Recommendations

Boots' skincare brand No7 is working with beauty tech company Revieve to enhance customer experiences at home with the Digital Beauty Advisor powered by artificial intelligence. The technology is designed to offer skin analysis and personalized product recommendations to that the average person can better care for their own unique needs.



AI-Integrated Toothbrush Launches

Colgate Created a Smart Toothbrush with an Accompanying App

Colgate recently launched a new smart toothbrush, which is titled 'hum by Colgate.' The smart toothbrush operates using AI as well as connected sensors. The new AI-powered toothbrush is available in two different models, one with a rechargeable battery, and one with a replaceable battery system. The rechargeable unit is priced at \$69.99, and the replaceable toothbrush will cost \$49.99.



Customized Smart Skincare

Atypical Cosmetics Uses AI to Create Personalized Skincare Solutions

Atypical Cosmetics combines high-quality natural ingredients with cutting-edge customization technology to create smart skincare solutions that are tailored to an individual's skin type, as well as their goals and lifestyle. Each and every Atypical Cosmetics order is 100% vegan, cruelty-free, natural and individually made to suit a customer's needs.

URL: [Hunt.to/424881](https://www.hunt.to/424881)



Handheld Skincare Vacuums

The LONOVE Vacuum Pore Cleaner Prevents Pimples from Developing

The LONOVE Vacuum Pore Cleaner is a handheld appliance that aims to help users eliminate impurities on their skin and prevent unwanted blemishes from forming. The device works by being applied to the skin and suctioning out impurities such as oil and/or blackheads that can develop over time, even with regular cleansing.

URL: [Hunt.to/414355](https://www.hunt.to/414355)



Patterns &
Megatrends
 Artificial Intelligence

4 Featured
44 Examples
265,994 Total
Trends
[Hunt.to/434276](https://www.hunt.to/434276)

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Artificial intelligence-powered hygiene products are on the rise

Plant-Based AI

Vegan brands are elevating their products with the help of artificial intelligence

In the plant-based category are developing their own technology or partnering up with a specialized company in order to bring the integrity of their vegan products to a new level. In this space, artificial intelligence is used to determine the best ingredients and recipe ratios for optimal consumer experience, especially when it comes to texture and health benefits.

Insight - Through a combination of wanting to be healthier in their lifestyle choices and determined to lessen their carbon footprint in light of climate change, many contemporary consumers are limiting their intake of animal-based products or switching to a vegan diet altogether. As this proves to be a challenge for some, individuals look for a seamless introduction into the plant-based experience as they attempt to embrace more sustainable alternatives. In this space, many emphasize the need for flavor and texture since it is an important part in their ability to enjoy their meal.



AI-Improved Vegan Dairy Products

Danone North America Partners with Brightseed to Enhance Its Line

By partnering with San Francisco-based biotechnology company Brightseed, Danone North America is hoping to enhance its vegan dairy product range in a substantial way. The partnership utilizes Brightseed's artificial intelligence catalogs to identify new nutrient sources in edible plants. The company has already had promising results—its first discovery is a phytonutrient "that could help..."



Ingredient-Analyzing Software

JourneyAI Helps Brands Find the Perfect Ingredient for Their Recipes

For brands in competitive environments who are building enriching product ranges, it is sometimes hard to find the perfect ingredient or ingredients to create an offering with optimal taste value and texture profile. JourneyAI is a company that seeks to answer this difficulty through the power of artificial intelligence. Its platform allows clients to build a smart dashboard to...
[URL: Hunt.to/133650](#)



AI-Created Vegan Burgers

Fazenda Futuro's Futuro Burger Was Created with Artificial Intelligence

Fazenda Futuro is a Brazilian start-up that is introducing the world to its plant-based Futuro Burger. Heightened demand for plant-based food has inspired many brands to create their own unique vegan-friendly burgers, many of which are specifically formulated to mimic the taste and texture of meat. Fazenda Futuro sets itself apart by involving artificial intelligence in the...



AI-Created Beef Flavors

Firmenich's AI Generated a Beef Taste for Plant-Based Meat Alternatives

Perfume and taste company Firmenich is introducing an innovative beef taste, created by AI, that can be used in plant-based meat alternatives. The AI-generated flavor is said to have a "lightly grilled beef taste" and it was created in collaboration with Microsoft. Leveraging Firmenich's broad raw material database, the innovative AI-created flavor is said to make the most of "Firmenich's...
[URL: Hunt.to/437737](#)



Patterns & Megatrends

Experience

Catalyzation

Artificial Intelligence

4 Featured

42 Examples

44,036 Total

Tricks
[Hunt.to/433812](#)

Vegan brands are elevating their products with the help of artificial intelligence

AI Noise Control

Brands are leveraging AI technology for more efficient audio communication

Trend - As more people continue to work from home, tech companies are helping with work and school efficiency by eliminating audio distractions using artificial intelligence. They are leveraging AI technology to control background noise during classes or meetings for more efficient communication and concentration.

Insight - Due to COVID-19, consumers are staying home to practice social distancing. In the past year they've experienced a shift in work dynamics as they've transitioned to a work-from-home environment. As they transform their domestic space to accommodate this, they're still met with distractions and a changing of work-life dynamics. As a result, consumers seek out products and solutions that make the process of maintaining this new life easier.



AI-Powered Wireless Earbuds

The 'ReduxBuds' Offer Active Noise Cancellation and More

The 'ReduxBuds' wireless earbuds are a pair of artificial intelligence (AI)-powered headphones that will work effectively to block out disturbances and keep users connected to their favorite content at all times.

URL: [Hunt.to/426620](https://www.hunt.to/426620)



Noise-Cancelling Conference Headsets

The Logitech Zone Wired Headset is Microsoft Teams-Certified

Taking professional voice and video calls from home has become essential for many consumers, which is something the Logitech Zone Wired headset aims to enhance. The headset harnesses noise cancellation technology to block out distracting noises like keyboard typing, people talking nearby or even sounds of the household in the background to focus on the voice of the user only....



AI-Powered Noise Cancellation

Google Meet Now Uses Artificial Intelligence to Quiet Ambient Noise

People have been studying or working from home for months now and while they may have eased into a familiar routine, there are still plenty of distractions that can disrupt a makeshift home workspace—to help with audio distractions, Google is rolling out AI-powered noise cancellation for Google Meet. Noise cancellation was one of the three top-requested...

URL: [Hunt.to/430550](https://www.hunt.to/430550)



Noise-Canceling Call Platforms

'Krisp' Uses AI to Remove Unwanted Noise from Calls

Taking calls from home is commonplace for remote workers but is nevertheless plagued by potential noises that can occur inside a domestic residence, so the 'Krisp' platform has been developed to offer professionals a solution.

URL: [Hunt.to/426468](https://www.hunt.to/426468)



4 Featured
35 Examples
10,953 Total
Trends
Hunt.to/430606

Brands are leveraging AI technology for more efficient audio communication

Algorithmic Perfumery

Brands are using artificial intelligence to create impactful fragrances

Trend - Fragrance brands are turning to artificial intelligence and machine learning to create impactful and hyper-customized products that appeal to unique consumer preferences. While some companies are using this technology in order to invite consumers into the product development experience, others are referencing data-driven studies to better target select demographics.

Insight - Uniqueness is an important trait for contemporary consumers and for many, it is a strong factor in purchasing decisions. As offerings on the market diversify, individuals look for products that perfectly match their preferences, personality, and needs. Aware of the benefits that technological innovation brings to production and customization, individuals emphasize the need for increasingly personalized products within different industries. In finding such offerings, consumers feel special and assured that what they are buying is right for them.



Algorithmic Perfumes

Scentronix is an Award-Winning Perfumery That Uses Artificial Intelligence

Founded by Frederik Duerinck, Netherland-based company Scentronix is paving the future of the fragrance market with algorithmic perfumes. These scented products are hyper-customized thanks to artificial intelligence software and a compounding hardware machine, answering the growing consumer desire for uniqueness and impeccable personalization.

URL: [Hunt.to/430558](https://www.hunt.to/430558)



AI-Powered Customized Perfumes

Maison 21G Develops a Hyper-Personalized Fragrance

Thanks to the use of machine learning and artificial intelligence, Maison 21G is revolutionizing the fragrance market by offering highly customized perfumes to consumers.

URL: [Hunt.to/430554](https://www.hunt.to/430554)



AI-Developed Millennial Fragrances

O Boticário & IBM Created Fragrances with Machine Learning

Cosmetics brand O Boticário from Brazil partnered with IBM to create two unique new Millennial fragrances with artificial intelligence. These scents were created with the findings from a data-driven study by Symrise, as well as fragrance sales information, a customer's location and age, plus other factors. All this data enabled the AI scent tool Philyra, which is...

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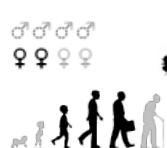


AI Fragrance Creation Tools

Givaudan Fragrances' Carto Leverages Consumer Insights & Data

'Carto' is the name of an innovative AI fragrances creation system from Givaudan Fragrances that gives perfumers an intuitive and interactive way to create new scents. The AI-powered tool lets creators make the most of consumer insights and data, as well as Givaudan Fragrances' 'Odour Value Map' to create high-performing scents.

URL: [Hunt.to/405073](https://www.hunt.to/405073)



Patterns &
Megatrends



Curation



Catalyzation



Personalization

4 Featured

34 Examples

58,956 Total

Clicks

Hunt.to/430560

Algorithmic Perfumery

Brands are using artificial intelligence to create impactful fragrances

Specific Examples

Relevant Ideas & Case Studies

These ideas & case studies can consist of anything from campaigns, concepts, products, services and more. This section offers a more detailed exploration into those individual standout innovations that relate back to the report topic at hand.

AI Podcast Recommendations

Spotcast Shares Personalized Suggestions Based on Listening Habits

The sheer number of podcasts that are currently available may seem overwhelming, especially when it comes to choosing a few new options to listen to—but Spotcast helps to make personalized podcast recommendations by leveraging the power of artificial intelligence. Spotcast looks into a user's listening habits to offer specific suggestions, helping to save time and connect listeners to the topics that they are actually interested in hearing about.

As well as considering a user's listening preferences, Spotcast also offers different recommendations based on the time of day, such as going to work, unwinding in the evening or preparing to fall asleep. The AI podcast recommendations are also adapted to listening devices, such as smartphones, smart speakers, cars and more.

Navigate the podcast Jungle

Podcast suggestions for you powered by A.I.

[Join Beta](#)

No payment necessary



The right episode at the right moment.

Podcasts recommendations are fine, but we went a bit further with our machine learning algorithm to also give you the exact episode you will like based on:

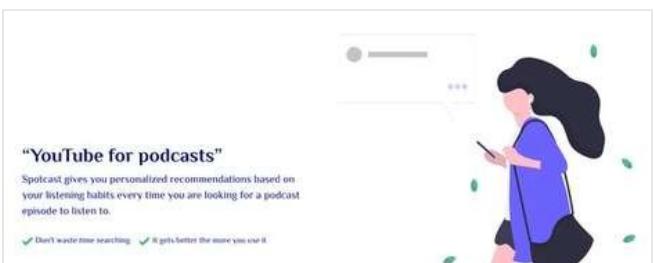
- The subjects you are interested in
The topics of the podcasts you have already played will help us find episodes in other shows that will for sure spark your interest.
- Time of day
We give you different types of episodes to listen to in the morning when you are going to work, in the afternoon at work and at night when trying to fall asleep.



"YouTube for podcasts"

Spotcast gives you personalized recommendations based on your listening habits every time you are looking for a podcast episode to listen to.

- Don't waste time searching.
- It gets better the more you use it.





9 Related
5,891 Total Clicks
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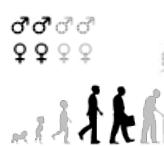
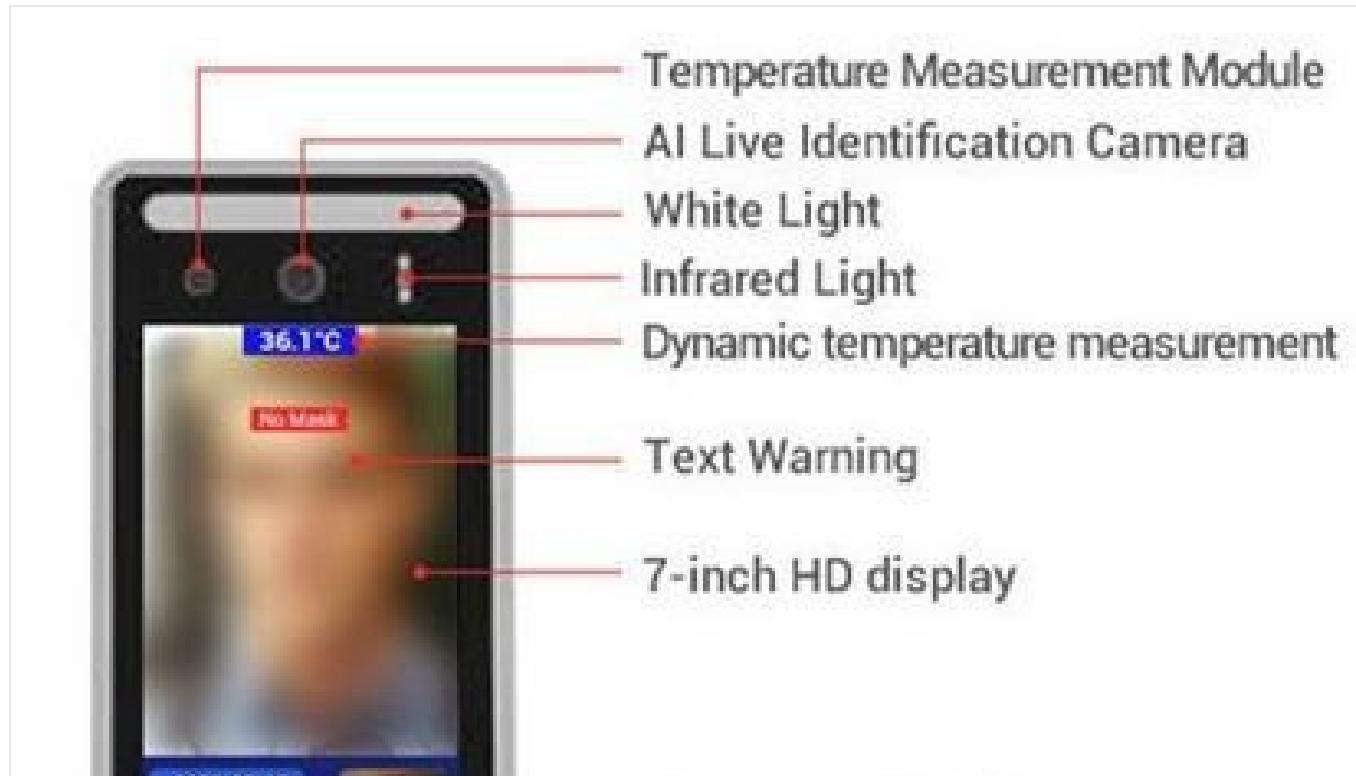
AI-Powered Temperature Cameras

The TMT Temperature Tracking Camera Performs Infrared Scans

The TMT Temperature Tracking Camera is an infrared temperature scanner designed for workplaces to help employers keep their own personnel and customers safe from illness.

The artificial intelligence (AI)-powered system works by performing infrared face scanning in real-time to automatically detect if a person has a fever or not. This would work effectively to prevent those who are sick from accidentally spreading germs and help employers to keep their workers healthy.

The TMT Temperature Tracking Camera features an intuitive display that will show the person's face in real-time as they are detected and will provide visual warnings to them if they are cleared or detected as ill. The system boasts a completely non-contact design to further enhance the unit's cleanliness between uses.



9 Related
9,402 Total Clicks
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At-Home Oral Care Scanners

The 'SmileMate' System from Dental Monitoring is AI-Powered

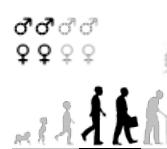
The 'SmileMate' system from Dental Monitoring is an advanced oral care solution that harnesses the power of artificial intelligence (AI) in order to keep users in close contact with their orthodontist.

The device is powered by a user's smartphone and will provide them with a guided scan of their mouth before uploading the content to the cloud. If the AI-powered system detects any issues or alignment problems, it will notify the orthodontist to let them know the patient needs to come in for an appointment.

The 'SmileMate' system from Dental Monitoring takes only about one minute to perform and could drastically reduce the amount of time that a patient spends in a doctor's office to increase overall efficiency.



7.9 Score
Popularit
Activity
Freshnes



8 Related
8,099 Total Clicks
URL:
Hunt.to/426036

AI Edutainment Systems

AILA Sit & Play Supports Cognitive Development & Skill-Building

Animal Island Learning Adventure (AILA) Sit & Play is an AI edutainment system for kids that's pre-loaded with kid-friendly content to support cognitive development, early literacy, numeracy education, social skills and emotional growth during a child's first three years. The hands-free, multimedia system leverages the power of artificial intelligence to customize the learning experience for every child and support them in reaching important milestones.

The at-home education system invites young ones into a virtual preschool on Animal Island where they can interact with animals in fun, skill-building ways.

AILA Sit & Play is launching at a time where at-home learning is more important than ever and the system offers an easy way for parents and caregivers to support, educate and entertain toddlers and preschoolers.



7.1
Score

Popularit
Activity
Freshnes



9 Related
9,962 Total Clicks
URL:
Hunt.to/425999

AI-Enhanced Video Verification Platforms

Fully-Verified Fuses Tech & Human Specialist Expertise

Fully-Verified is a video verification platform that helps businesses combat various types of fraud and helps prevent loss of revenue, reputation damage, and more. Unlike other verification services on the market, Fully-Verified combines the precision of artificial intelligence with the expertise of real-life specialists in the field.

The video verification platform offers two types of solutions--the Live-Verify and the Self-Verify options. While the former necessitates that the end-user connects with a verification specialist on live-video, the latter is an automated service that captures the whole verification process on video that can be used as "undeniable proof in the future."

Throughout the numerous stages of verification, Fully-Verified is able to deliver a safer experience for its clients, with an emphasis on operational efficiency.



Popularity
Activity
Freshness

♂ ♂ ♂ ♂
♀ ♀ ♀ ♀



9 Related
5,069 Total Clicks
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AI-Powered Interactive Trash Cans

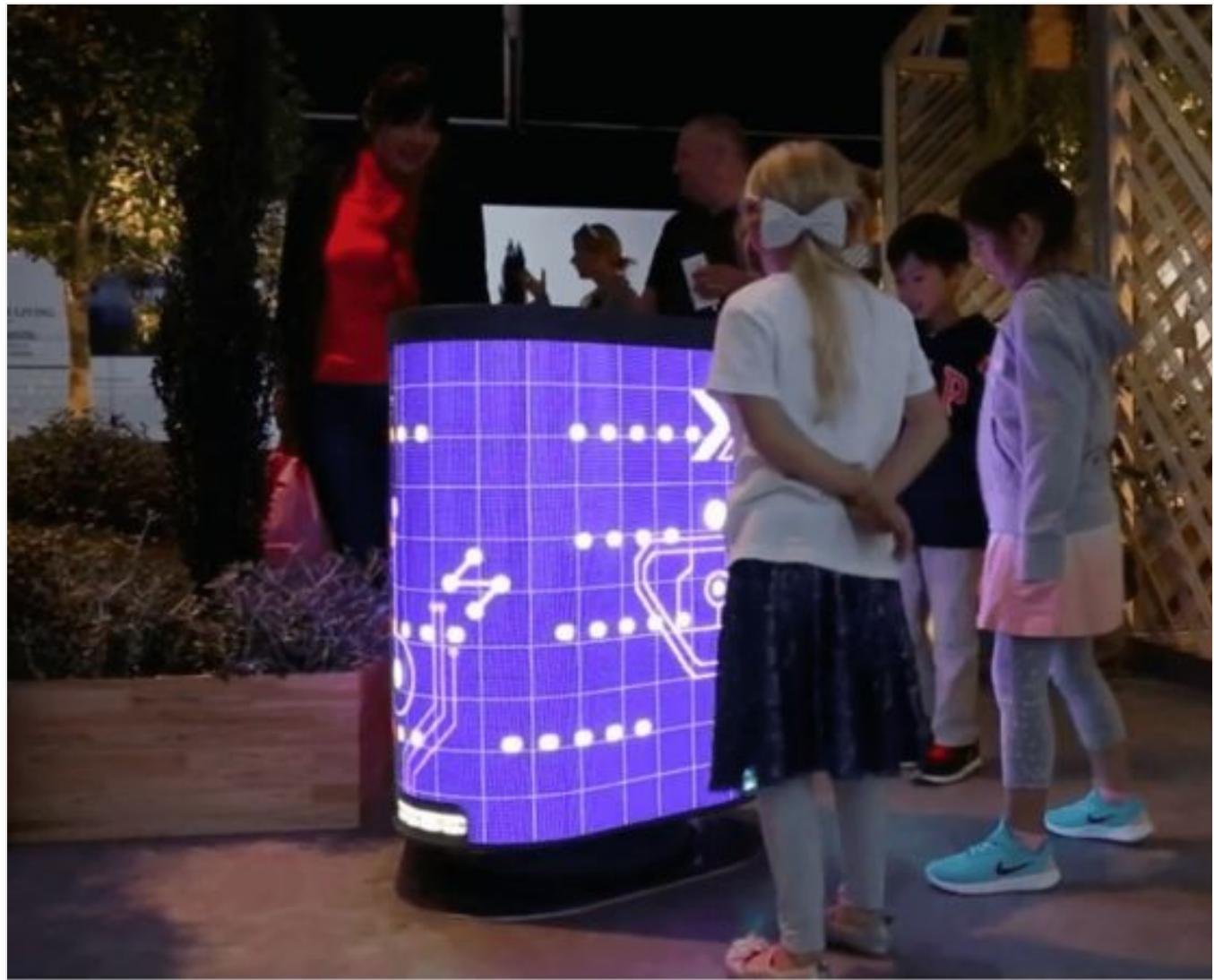
TRENDHUNTER
CREATE THE FUTURE

The TetraBIN by Sencity Attempts to Solve the Littering Problem

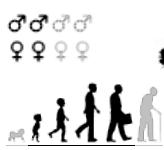
Sencity Corporation is focused on solving existing problems in the city by developing interactive, tech-powered urban furniture that will capture the attention of passers-by--the TetraBIN is a great example of this and the winner of the 2020 Edison Awards in the Health Spaces category.

The TetraBIN is enabled by artificial intelligence and the Internet of Things. Through its customizable interface, the trash can is reimagined to "encourage positive behavioral shifts and [to] bring joy to the everyday necessity of waste disposal." The tech-powered innovation proves to be approachable and playful, allowing for the possibility of a more mindful urban community.

In addition, the TetraBIN can be programmed to offer answers to questions, adding another aspect of interactivity through education.



6.3
Score
Popularit
Activity
Freshnes



7 Related
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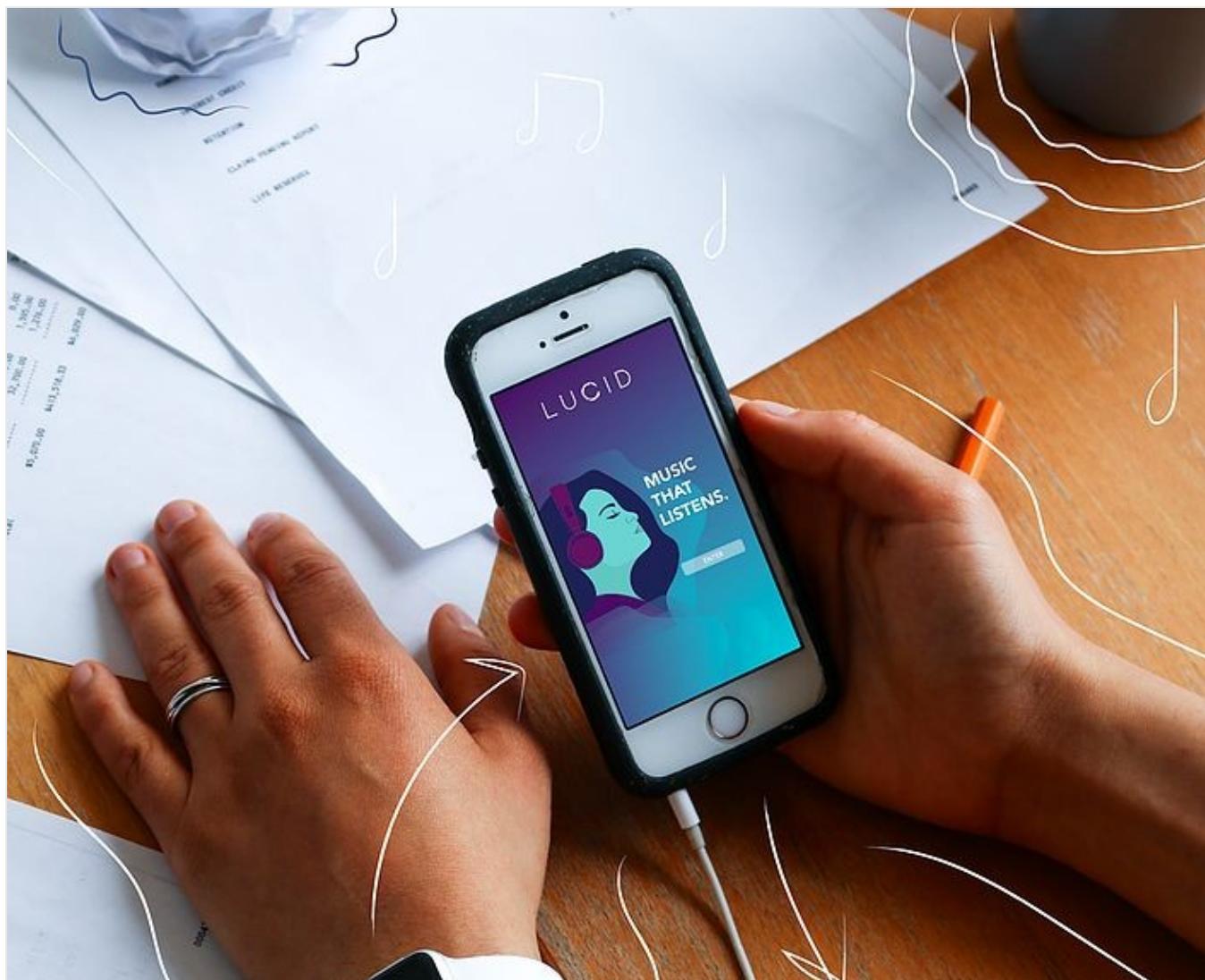
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Real-Time Music Apps

The Vibe App Uses AI to Curate & Adapt Music for Situational Needs

The Vibe app combines music and artificial intelligence to create support for different situations. With the app, users are able to choose whether they'd like to feel calm, focused, energized or prepared for sleep, and tailor their selections to their environment and feelings. With AI, Vibe is useful for learning the kind of music that works best for people in different situations and the app creates custom playlists in real-time to suit situational needs.

With the app, people can appreciate focus-boosting music to help them increase productivity at work, as well as soothing sounds to help them unwind after a long day. Using a combination of cognitive science, music theory and artificial intelligence, Vibe develops personalized profiles and "outcome-based playlists."



4.3
Score

Popularit
Activity
Freshness

♂ ♂ ♂ ♂
♀ ♀ ♀ ♀



6 Related

6,695 Total Clicks

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AI-Driven Vacuum Robots

ECOVACS' DEEBOT OZMO T8 AIVI Recognizes Common Household Objects

ECOVACS developed the DEEBOT OZMO T8 AIVI as a net-gen robotic vacuum powered by artificial intelligence. The AI-driven floor cleaning robot is useful for not just efficient vacuuming at home but also mopping and even home monitoring. The robotic vacuum offers simultaneous vacuuming and mopping with advanced laser-based home mapping, object identification and avoidance and remote monitoring, helping to add immense value to a home's arsenal.

Thanks to a high-performance AI chipset and camera module, the AI-powered vacuum is able to use AIVI (Artificial Intelligence and Visual Interpretation) technology to map and navigate its surroundings with ease—and the device is even capable of detecting and avoiding common household objects like socks, shoes, cables and chairs to prevent itself from getting stuck. In the case that an area needs to be avoided, the bot offers Missed Area Notifications to alert users that obstacles need to be removed.



7.0
Score

Popularit



Activity

Freshnes



9 Related

12,497 Total Clicks

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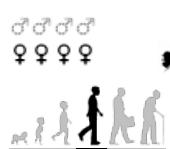
Hunt.to/425441

Empowering AI Apps

BigUp.AI Helps Women Self-Promote by Using Better Language

BigUp.AI is an artificial intelligence app from AnalogFolk that was created for International Women's Day. With natural language processing and machine learning, the app encourages women to avoid passive language that puts them down and diminishes their success. The app is targeted towards women in the creative industry and helps to analyze blocks of text and provide suggestions for alternative words. Ultimately, AnalogFolk aims for the app to become able to alter entire sentences and phrases.

The AI app was built on research from Dr. Judith Baxter, who published in *The Language of Female Leadership*. With the tool, users can self-promote with powerful phrases like "My courage helps me take on the biggest tasks unfazed."



9 Related

12,939 Total Clicks

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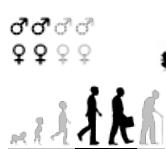
AI-Powered 8K Televisions

The Samsung Q800T 8K Television Comes in Three Size Options

The Samsung Q800T 8K television is high-quality multimedia solution for the home that will provide users with a next-generation way to enjoy their favorite content from the comfort of their own living room.

The TV set comes in 65-inch, 75-inch and 82-inch size options, and features a near bezel-free design that puts the focus on the incredible image quality for consumers to appreciate. The unit is reported to deliver sharp images with deep color that will suit the needs of discerning users seeking out a future-ready way to stream content.

The Samsung Q800T 8K television has Object Tracking Sound+ that will allow users to enjoy 3D cinematic surround sound thanks to six built-in speakers. The unit is also equipped with artificial intelligence (AI) technology that can upscale older content in 8K to make it suitable for backwards compatibility.



9 Related
3,319 Total Clicks
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Advanced Programmable Robots

Robosen Robotics' T9 Robot Transforms with Voice & App Controls

At the New York Toy Fair, Robosen Robotics showed off its T9 robot, which boasts advanced robotics, artificial intelligence, over 3,000 components and 22 proprietary servo motors. Although advanced, the robot is easy to interact with, highly programmable and its entire form can be changed with voice or in-app controls.

According to Robosen Robotics, T9 is the first robot of its kind for the consumer market that can automatically convert from vehicle to robot, walk on two legs in robot form, race as a vehicle and accept programmable development. The smooth and seamless robot helps to make programming and coding fun, since T9 shares precise movements, entertaining dance performances, fun stunts and more.



4.6
Score

Popularit

Activity
Freshnes



8 Related

8,739 Total Clicks

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AI-Powered Ordering Platforms

Valyant AI Updates the Quick-Serve Restaurant Drive-Thru Experience

The target industry for US-based artificial intelligence platform Valyant AI is the quick-serve restaurant industry. The company is looking to supercharge the drive-thru experience of these establishments with the implementation of technology.

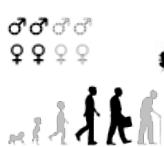
The services that Valyant AI will provide to quick-serve restaurants include a "passive conversational AI platform" that boasts a few functions, including a voice-ordering service, as well as "interactive mobile, text and call-ahead ordering features" that will surely speed up and elevate the experience on the customer's end. Moreover, the AI will be able to answer some questions and will collect data to provide "real-time insights on all customer-employee interactions to improve training and performance."

So far, the efficient Valyant AI platform has been deployed at the Goot Times Burgers & Frozen Custard in Denver, USA.



4.9
Score

Popularit
Activity
Freshnes



9 Related

11,383 Total
Clicks

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Hunt.to/423532

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Book-Recommending Chatbots

The 'Readow' Chatbot Recommends Books Using AI Technology

The 'Readow' chatbot is a literature-focused solution for users who are looking for a way to discover new books to read that will suit their taste in books and various kinds of content. The chatbot harnesses the power of artificial intelligence (AI) technology in order to provide users with suggestions that will actually match their preferences instead of being based on premade lists. The solution will come as welcome news to those who want to explore new content without relying solely on the suggestions that they get from friends or family.

The 'Readow' chatbot features a simple, intuitive interface that encourages users to have an open conversation with it to help it provide better recommendations that will be hyper-specific to their tastes.

12:20 12:20 Readow Typically replies instantly

So maybe you will also like:

SHARI LAPENA
New York Times bestselling author of THE COUPLE NEXT DOOR

AN UNWANTED GUEST

An Unwanted Guest
Shari Lapena

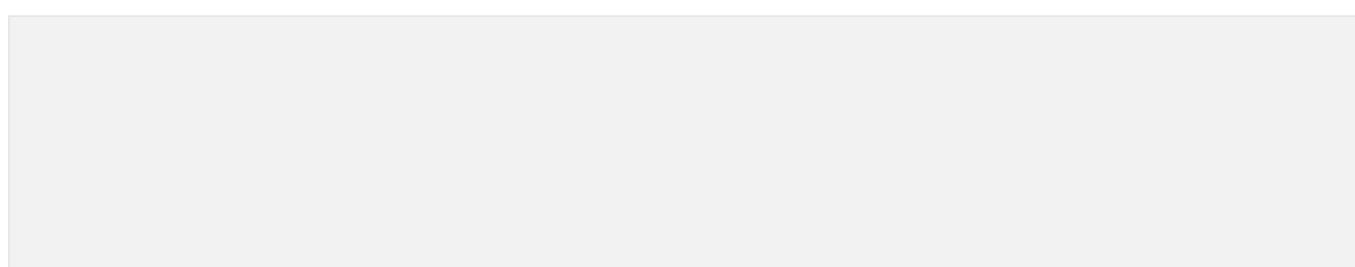
Where
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an AI-powered chatbot that recommends interesting books to read.

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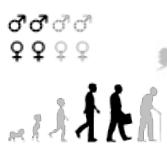


5.3
Score

Popularity

Activity

Freshness



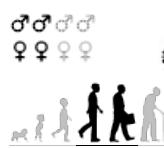
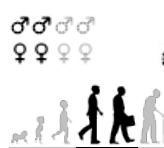
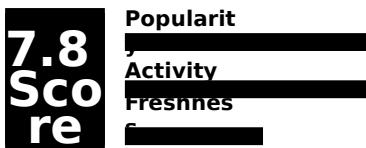
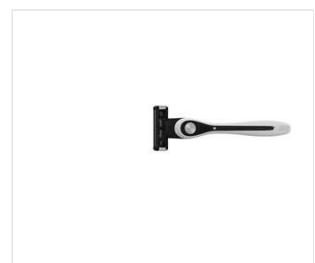
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AI-Enabled Face Razors

The BIC Smart Shaver from NextBICThing Captures Data During Use

The BIC Smart Shaver has been designed by NextBICThing as a next-generation grooming tool that will satisfy users looking to optimize their morning shave. The razor features an artificial intelligence (AI)-powered design that will work to capture data from the user as they shave to keep track of how they're doing, how dense their hair is, when it might be time to replace the blade and more. The cartridge head itself features a five-blade design that will help with ensuring as close a shave as possible.

The BIC Smart Shaver is presently open to product testers to help further refine the functionality, but provides a glimpse into the next-generation of smart solutions that could hit store shelves sooner than later.



9 Related

17,799 Total Clicks

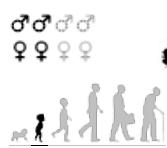
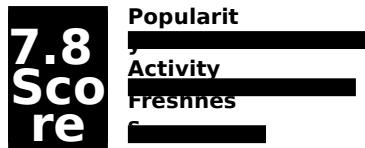
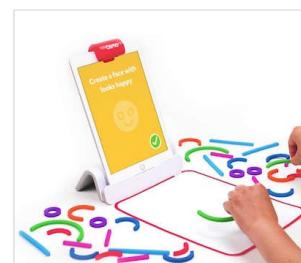
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Holistic AI-Powered Toy Kits

Osmo's Little Genius Starter Kit Taps Classic Learning Methods

The Little Genius Starter Kit is Osmo's latest venture geared toward providing parents with holistic and innovative ways to encourage their children's curiosity. The product is unique as it combines new tech—Osmo worked with European tech leader Marbotic on this, with classic methods of learning. That is, the kit builds on traditional approaches for hands-on play that are suggested by Montessori and Fröbel. The Little Genius Starter Kit combines these classic methods with artificial intelligence and extensive data-based research to create a "tangible learning experience."

Osmo's product is appropriate for ages three to five and it builds on a few core developmental skills. From vocabulary, problem-solving and letters to emotions and creative confidence, the modules are divided into four experiences. These include the 'Tangible ABC's,' the 'Squiggle Magic,' 'Costume Party,' and 'Stories.'



7 Related

14,890 Total Clicks

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Appendix

Get More From Your Experience

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

Special Features & Definitions

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:

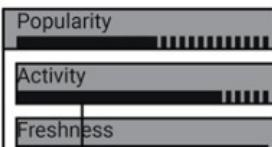
Carefully selected individual innovations to provide more in-depth analysis.



Clustered Lists:

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

8.8
Score



Patterns &
Megatrends



5 Featured,

47 Examples

113,532 Total Clicks

Advisor Pick



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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.

Special Features & Definitions

How to Read This Page

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

Retro Electric
Manufacturers are updating vintage vehicles to have electric capabilities

Title of trend goes here
Learn about date of trend, consumer activity, etc.
Although there are many consumers who are very interested in electric vehicles, there are also many others who are not. These can be categorized as "early adopters" and "early majority".

Score: 8.0 **Impact:** 8.0 **Activity:** 8.0 **Relevance:** 8.0 **Popularity:** 8.0

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.

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

How could you mix retro and futuristic design in your offering?

Overlooked Opportunity 1:
Workshop Question

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.

All-in-One Litter Boxes
The Tuff & Paw Cover Litter Box Streamlines Cleaning and More

The use of an alternative to paper to reduce waste benefits for all parties involved. Transition to a form that doesn't require pet owners to consider incense sticks and other cleaning implements before it occurs.

This company's product can easily fit within the universe of pet insurance, going away of waste in the most public places, and other products that are designed to make life easier for pet owners. It can also be used to help repair damaged areas of walls and roofs. In fact, the algorithm can provide individuals with the same fix for their pets as well.

In addition, TrendHunter's platform is built separately so it can also "talk" with the retail ecosystem, including providing relevant information for reuters, equities.com and other vendors, auto manufacturers, and more.

Score: 8.0 **Impact:** 8.0 **Activity:** 8.0 **Relevance:** 8.0 **Popularity:** 8.0

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.

Trend Hunter is the #1 Trend Platform



Trend Hunter is relied on by hundreds of brands to predict and create the future.
So far, we've completed **8,500 custom trend reports!**



3.2 Billion
Page-View Web Platform



36
Festivals Hosted



700
Top Brand Clients



8,500
Reports Created



Methodology

Our world is full of opportunity, but if you're like most people, you're being tasked to do more with less. It has become overwhelming to filter through the noise and **connect the dots**.

- | | | | | |
|----------------|-------------------|---------------------|----------------------|-------------------|
| • Social Media | • Boomers | • Virtual Reality | • Attention Shifts | • 3D Printing |
| • Outsourcing | • Sustainability | • Uncertainty | • 3D Printing | • Globalization |
| • Big Data | • Personalization | • Influencers | • Millennials | • Diversification |
| • The Cloud | • AI | • Lower Barriers | • Retail Technology | • Crowd Funding |
| • China | • Robots | • Social Business | • Female Empowerment | • Group Buying |
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Industry Reports
Lots to Filter; not custom



Trend Sites
Too high-level



Google
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Custom Insight
Slow & expensive



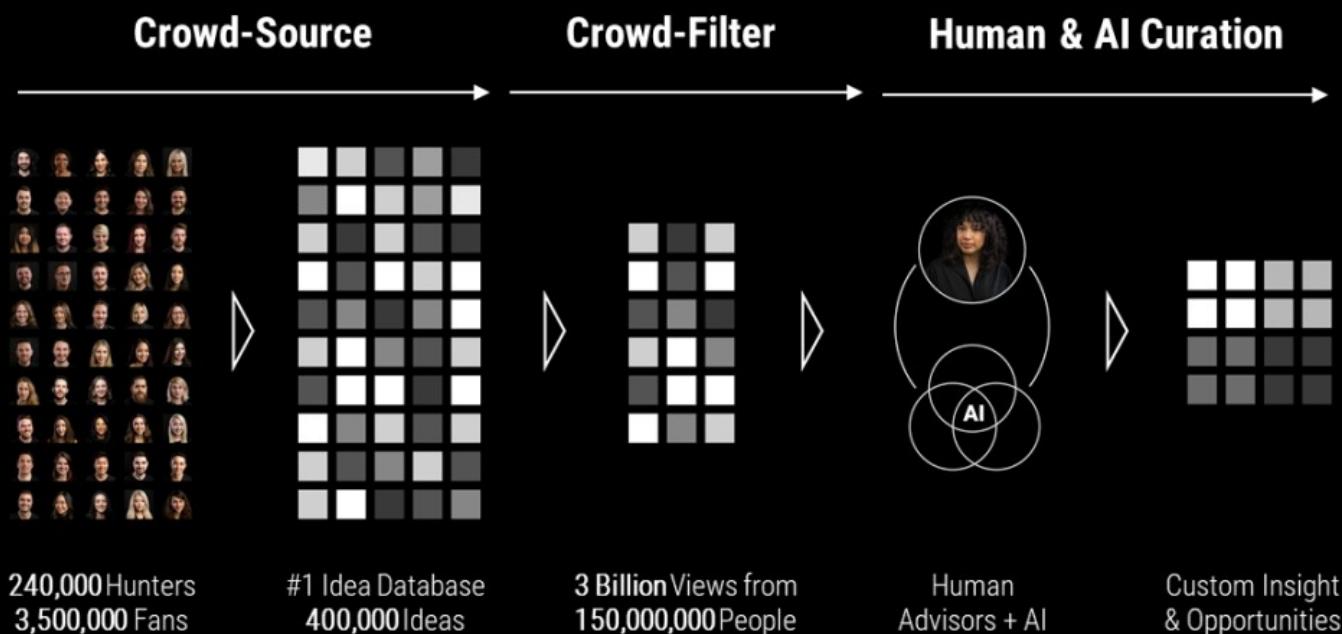
Social Media
Low-level & buzz



Industry Sites
Niche and newsy

Methodology

Over the last 15 years, we built the largest trend platform, leveraging crowd-sourcing, crowd-filtering, AI and humans to cut through the noise and uncover opportunity, **faster!**



The Implication

Our disruptive platform enables you to get data-driven custom research that is not just better, but also 20x faster, for 1/10th of the price.

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



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



Dive Deeper with Custom Research



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

Top Uses: validate, inspire, track, prepare, explore, monitor, anticipate

Retail

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

Brand & Loyalty

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

Social Media

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

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

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

Lifestyle

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

Marketing

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

Style

- Ethical Cosmetics
- Fashion Tech
- Skincare Innovation
- Personalization

Join Us at Future Festival



If you want to find your big idea, visit us at one of our 18 Future Festivals.

This year, our World Summit event is themed around helping you to get your brand back on its feet, quickly, with workshops, activities and trend spotting related to understanding our rapidly changing world.



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

- Head of R&D



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

- Brand Manager



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

- VP of Sales



- 2) Headlines Only
- 3) Something is Stupid
- 4) Springboard
- 5) Focus in The Box
- 5) Involve Everybody

Want More?



**YOUR SUCCESS
STRATEGIST**

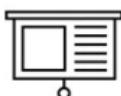


**YOUR DEDICATED
ADVISOR**



Fast, Custom Research

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



Keynotes & Workshops

- Trend Presentations
- Innovation Workshops
- Speaker Series



Events & Tools

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

Let's talk about how we can help you create the future:

Advisory@TrendHunter.com