2025
TREND REPORT

TRENDHUNTER
CREATE THE FUTURE

WELCOME to Year 2 of the AI Inflection Point

Last year, the top 3 topics from our clients were AI, AI, AI, and while this year brings the same list, we have entered a new stage of implementation and experimentation. Brands continue to push on their AI capabilities, while still keeping their eyes on trends and opportunities in a chaotic world moving at record pace. This year's report attempts to balance some of the AI-enabled opportunities we are seeing, with a fresh dose of what has been trending in our key consumer categories.

Additional Resources to Enhance Your AI + Innovation Journey:

1) **OUR AI-THEMED FUTURE FESTIVAL** – Come see how much you can already be doing with AI, while networking, colliding, and learning the latest trends, at our epic 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.

Let's Create The Future.

Jeremy

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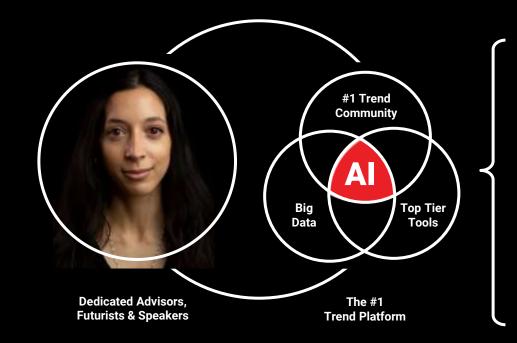NY Times Bestselling Author & Keynote Speaker – JeremyGutsche.com

TRENDHUNTER™
CREATE THE FUTURE

HOW PRO CAN YOU GO? JOIN 1,000 OF THE WORLD'S TOP INNOVATORS AT OUR EPIC FUTURE FESTIVAL WORLD SUMMIT

EARLY BIRD ENDS SOON
FUTUREFESTIVAL.COM

WE'VE COMPLETED 12,740 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
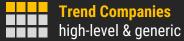
Our Changing World

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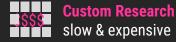- Millennials
- CRISPR
- VR + AR

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

Inadequate Resources
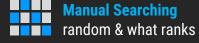
Market Reports
lots to filter & not custom

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

?

TRENDHUNTER
CREATE THE FUTURE
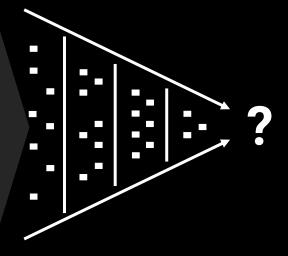
WE HUNT FOR YOU, TO HELP YOU FIND BETTER IDEAS...

"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

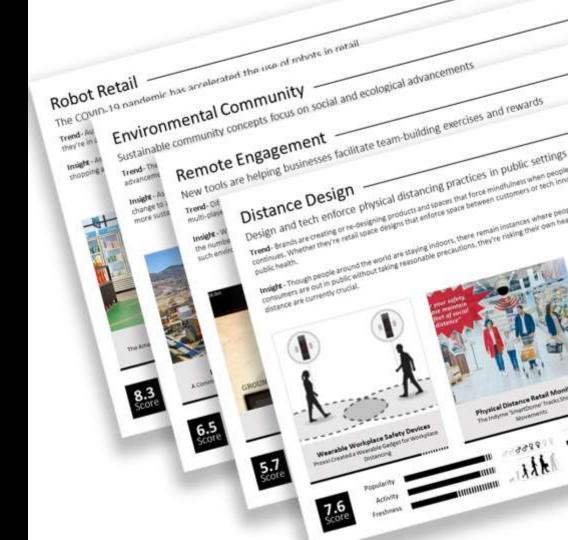**With Trend Hunter** = Fast, Data-Driven & Cost-Effective

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

Trend - As
they're in a

Insight - As
shopping a

Environmental Community
Sustainable community concepts focus on social and ecological advancements

Trend - The
advancement

Insight - As
change to
more susta

Remote Engagement
New tools are helping businesses facilitate team-building exercises and rewards

Trend - Di
multi-playe

Insight - W
the numbe
such envir

Distance Design
Design and tech enforce physical distancing practices in public settings

Trend - Brands are creating or re-designing products and spaces that force mindfulness when people
continues. Whether they're retail space designs that enforce space between customers or tech inn
public health.

Insight - Though people around the world are staying indoors, there remain instances where peop
consumers are out in public without taking reasonable precautions, they're risking their own hea
distance are currently crucial.

Wearable Workplace Safety Devices
Proxxi Created a Wearable Gadget for Workplace
Distancing

Physical Distance Retail Moni
The Indyme 'Smarthome' Tracks Sh
Movements

8.3 Score

6.5 Score

5.7 Score

7.6 Score

Popularity
Activity
Freshness

WE COMBINE HUMANS+AI TO **ACCELERATE** YOUR INNOVATION PROCESS

Fast Custom Research

Facilitated Ideation

Human Validation

ONLINE SURVEY

POLLFAST

70%

85%

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
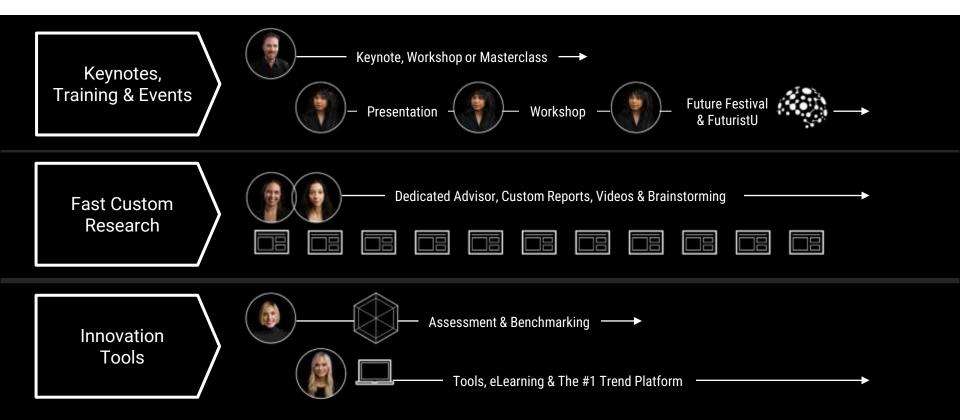with ongoing custom reports

"**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
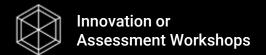
Keynotes, Training & Events

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 & INNOVATION KEYNOTES

**Future Festival
Core Presentations**

**Premium
Presentations**

**Innovation or
Assessment Workshops**

Bring Innovation to Life &
Inspire a Culture
of Innovation

Explore a Custom Topic,
Segment or Megatrends
Impacting Your Market

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

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

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

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.

TRENDHUNTER
CREATE THE FUTURE

Learn to be more persuasive with our
PERSUASION & SPEAKER TRAINING

JEREMY ARMIDA GIL ADY COURTNEY SEAN JONATHON MARK KAIT JAIME

ACCELERATE WITH A 2-5 DAY CUSTOM AI+INNOVATION MASTERCLASS

EXAMPLE PROGRAM:

Create the Future Framework
Opportunity Hunting → Adaptive Innovation → Infectious Messaging
Culture of Innovation
Ability to Change

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, master 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.
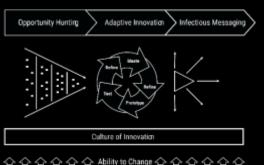
WEDNESDAY (DAY 3)

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!

TRENDHUNTER™
CREATE THE FUTURE

BECOME A
FUTURIST
with our 5-day FuturistU
Masterclass @ Future Festival

TREND HUNTER
FUTURISTU

FUTURISTU FIVE-DAY MASTERCLASS
Graduate as a Futurist in Our Immersive Program

Chicago Tribune

"Made me a better leader, stretched my imagination and created opportunities for our organization that would not have happened... and we went from Chapter 11 bankruptcy to one of the most profitable media companies in America. If you are an executive looking to extract better thinking from your team or make change happen when change is hard, Jeremy and his team are your solution."
— CEO

Become a futurist, taking your skills to the next level with our immersive FuturistU program. You'll still get to be part of the World Summit epic trend day, tech party and networking events, but you'll be learning in a smaller group in a focused 5-Day program that walks you through our full innovation strategy curriculum with a private stream of workshops and coaching from Jeremy Gutsche and our Futurist Team.

TREND HUNTER
FUTURISTU

FUTURIST PROGRAM GRADUATE

This certifies that

YOUR NAME

has completed Trend Hunter's
Futurist Program
September 29-29, 2023

TREND HUNTER
FUTURISTU

Want Higher ROI for your Brand? Bring 6 People
If you really want to convince your boss, push for 6 people and you will get a private table so that you can apply the learnings to actual solutions, tactics, next-steps and pitches for your company, instead of an assigned case study.

Your Curriculum & Outcomes
This program works through the full cycle of innovation, working through dozens of our best innovation workshops, best practices and tactics. You'll learn while applying each tactic to your capstone project. Half of each day is content and half is an applied set of structured workshops, leading to your new business case and perfect pitch.

The 2025 Trend Report

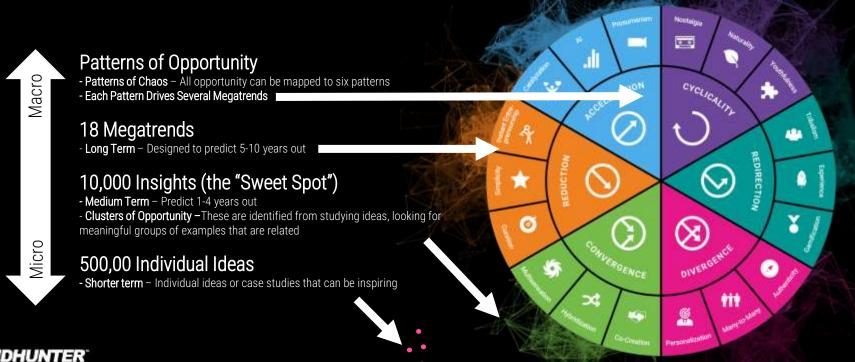**We categorize the world** into high-level patterns, megatrends, insights and ideas.

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

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

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

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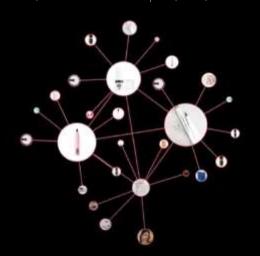
Many-to-Many
A mass proliferation of sellers and media creators has shifted the world to a many-to-many economy.

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

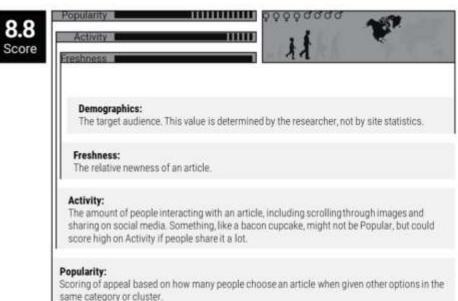**TRENDHUNTER**
CREATE THE FUTURE

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

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

Freshness:
The relative newness of an article.

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

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

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

How to Read This Page

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

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 2025 Trend Report

AI Laptop

Laptop brands are designing devices for professional AI-based workloads

Trend - Laptop companies are creating devices with Neural Processing Units (NPUs) dedicated to processing artificial intelligence (AI) workloads. These are combined with numerous AI tools built into the software for these devices, resulting in laptops designed for professional AI-accelerated use cases.

Insight - Some of the most promising aspects of the recent increase in AI tools relate to computing efficiency. Most professionals that work on a computer engage with one or more AI services on a daily basis. As a result, these workers, and their respective companies, desire hardware designed for AI workloads, as these would improve overall workplace efficiency. Laptop brands are responding to these pressures with AI-focused NPUs built into laptops for improved AI processing.

Workshop Question - How could your brand leverage AI-focused technologies to enhance the efficiency and functionality of its products or services?

Next-Gen AI Laptops
ASUS is Augmenting its Vivobook Lineup with New Snapdragon Processors

Next-Generation AI Laptops
Acer Has Introduced the Swift 14 AI, Its First Copilot+ PC

High-Performance Business Laptops
The ASUS ExpertBook CX54 Chromebook Plus Enterprise is Advanced

Business-Ready Hybrid Laptops
Microsoft Unveiled the 'Surface Pro 10' for Professional Use

8.6 Score

Popularity

Activity

Freshness

Hybridization

Catalyzation

Artificial Intelligence

4 Featured, 34 Examples

20,194 Total Clicks

URL: Hunt.to/536325

E-ink displays are becoming more common in consumer smartphones for minimalism

Trend - Smartphone manufacturers are creating devices with e-ink displays. These displays are power-efficient, emit no blue light, and have slower refresh rates. The phones are designed for longer battery lives and distraction-free usage, as e-ink displays are not suited for gaming or media consumption.

Insight - Modern consumers are faced with near-constant distraction from technology, whether it be a television, smartphone, watch, or many other device types. However, not every individual is fond of this lifestyle, with many opting for a return to form where devices were used only when necessary. These consumers gravitate toward minimalist, feature-stripped devices. Brands are addressing the needs of these consumers by releasing products with e-ink displays and simple user interfaces.

Workshop Question - How could your brand leverage minimalism to ensure its products or services meet the growing demand for distraction-free tools?

Digital Detox Phone Concepts
Andrea Mangone Boasts a Minimalist Foldable Phone

Eye-Friendly E-Ink Smartphones
The Bigme HiBreak Has a Fast Display Refresh Rate

Blue Light-Free Tablets
The DC1 From Daylight Utilizes a 'Live Paper Display' with No Blue Light

Keyboard-Intact E-Ink Smartphones
The Minimalist Phone Has a Juxtaposing Design Language

9.4
Score

Popularity

Activity

Freshness

Curation
Simplicity
Naturality

4 Featured, 34 Examples

34,823 Total Clicks

URL: Hunt.to/536324

Flip Phone Resurgence

Gen Z opts for flip phones as the "dumb phone" movement gains popularity

Trend - Flip phones are flipping the script in today's smartphone-ruled world, finding a surprising comeback with Gen Z. These minimalist devices are surging again, fueled by the need for digital detox and a craving for simplicity. The flip phone revival is a part of the broader dumb phone movement, which encourages a more mindful approach to technology.

Insight - Gen Z craves a digital life balance through mindful tech use. The "digital detox" trend reflects a growing desire to disconnect from the constant ping of notifications and app-centric world. This shift stems from an awareness of excessive screen time's downsides and a search for tech that fosters a more present, balanced life.

Workshop Question - How can your brand create products and services that offer a more mindful approach to technology?

Nostalgic Updated Flip Phones
Motorola Marks 95th Anniversary with Exclusive Razr+ Bundle

Millennium-Inspired Cellphones
These New Nokia Phones are Nostalgic with Modern Features

Nostalgic Flip Phone Concepts
The Nokia N90 by Viet Doan Duc Reimagines a Vintage Design

Distraction-Free Flip Phones
Consumer Cellular Unveils its 'Shot on Flip Phone' Campaign

8.6 Score

Popularity

Activity

Freshness

Simplicity

Experience

4 Featured, 35 Examples

74,320 Total Clicks

URL: Hunt.to/536051

Handheld devices with foldable designs are gaining popularity for nostalgia

Trend - Independent handheld gaming device manufacturers are creating devices with clamshell designs, screens that fold closed when not in use, for nostalgic appeal. These devices protect their own screens, not requiring a case or screen protector, while enhancing ergonomic comfort with viewing angles.

Insight - Many consumers of today recall when gaming devices were focused on compact sizes, portability, and unique designs. Gaming handhelds from the 90s and 2000s were often made of plastic, featured clamshell designs, and were limited to simple games. Today, handheld gaming has evolved to shrunken-down full-blown computers. However, many older gamers do not resonate with this type of gaming, and yearn for the simplicity of retro games. Companies are addressing these desires with clamshell devices.

Workshop Question - How can we incorporate nostalgic elements into our product design to cater to consumers' longing for simpler, retro experiences?

Powerful Clamshell Devices
POWKIDDY's X18S is a 5.5-Inch Handheld with 4GB of RAM

Nostalgic Mobile Gamer Devices
The Retroid Pocket Flip Has a Throwback, Clamshell Design

Handheld Clamshell PCs
AYANEO Teased its Upcoming 'Flip' With Two Main Variations

Pocket-Sized Clamshell Devices
The RG35XXSP is a Retro-Inspired Foldable Gaming Handheld

High-Power Handheld Gamer PCs
The GPD WIN Mini is Powered by the Ryzen 7 7840U Processor

8.8 Score

Popularity
Activity
Freshness

Multisensation
Curation
Simplicity

5 Featured, 44 Examples

56,385 Total Clicks

URL: Hunt.to/534398

Minimalist Protection

Modern pest control devices adopt a chic design to blend with the home

Trend - Brands are launching pest control devices designed to integrate seamlessly into modern home designs. Utilizing technologies such as UV light trapping and ultrasonic waves, these devices are pet-safe and minimalist. These passive pest control designs avoid standing out as an eyesore in the home.

Insight - With nearly every device in the home having a smart alternative, consumers are prioritizing investing in devices with robust features at affordable price points, with particular focus on the devices that most seamlessly integrate into their lifestyles. Brands are recognizing the importance of crafting refined smart devices with functionality that does not intrude on the user, and as a result, are launching minimalist pest control devices that do not stand out or require frequent maintenance.

Workshop Question - How could your company ensure its products or services are unobtrusive to its consumers or users?

Anti-Mosquito Camping Lanterns
The Thermacell EL55 Creates a 20-Foot Insect Protection Zone

Smart Home Insect Traps
Zevo's Flying Insect Trap is Minimalist and Safe for Pets

Flying Insects Light Traps
The STEM Flying Insects Light Trap is Safe and Pet-friendly

Compact Pest Control Plugins
TEcoArt's Pest Control Repellers are Chemical-Free

7.6 Score

Popularity
Activity
Freshness

Curation
Simplicity
Catalyzation

4 Featured, 30 Examples

19,799 Total Clicks

URL: Hunt.to/532030

AI Monitor

Artificial intelligence is used to improve the efficiency of remote baby monitors

Trend - Smart home companies are releasing baby monitors with artificial intelligence (AI)-powered features. Rather than acting as cameras and recording devices, these monitors use AI features for non-intrusive monitoring of breathing or sleeping patterns, body temperature, and more.

Insight - New Millennial and Gen Z parents are tasked with balancing full-time work with social lives and raising their newborns. Rising costs of living have led to these parents often having less free time than previous generations. To alleviate the strain of home tasks, many of these parents turn to smart home or AI-powered products, such as robot vacuum or AI washing machines. In recognition of this demand, smart home and infant care brands are releasing AI baby monitors with time-saving features.

Workshop Question - How could your brand leverage artificial intelligence to save consumers time with its products or services?

AI-Powered Baby Monitors
The Nanobébé Aura Smart Baby Monitor Supports Newborns to Toddlerhood

The First AI-Based Baby Monitor

Track baby's sleep, mood, developmental activities and so much more...

AI-Based Baby Wellness Monitors
Inspired by Wearables, Elora Enhances Safety, Well-Being and Care

AI-Powered Baby Monitors
Chillax Unveiled Advanced Baby Monitoring Tech at CES 2023

Cry-Translating Baby Monitors
Maxi-Cosi's See Pro 360° Baby Monitor Features CryAssist Technology

8.1 Score

Popularity	
Activity	
Freshness	

Co-creation
Curation
Artificial Intelligence

4 Featured, 28 Examples
39,198 Total Clicks
URL: Hunt.to/531824

Wearable Assistant

AI companies are creating compact hardware designed to be worn daily

Trend - Brands are creating compact wearables powered by advanced artificial intelligence (AI) models. As wearables, these are non-intrusive devices that provide access to on-demand AI. These AI features can be used conversationally with hands-free commands to provide seamless access to information.

Insight - Most individuals in the western world, regardless of age, find themselves using their smartphone tens or hundreds of times per day, with most simply looking up information or responding to messages. Companies are aiming to use AI to reduce smartphone use to help consumers return to active living, rather than staring at screens. As a result, these companies are creating AI-powered wearables, such as pins or necklaces, that provide on-demand hands-free access to AI and smartphone features.

Workshop Question - How could your brand enhance its products or services to be less intrusive to consumers' lives?

AI-Powered Productivity Wearables
The Limitless Pendant Helps Professionals Enhance Productivity

Hand-Worn Athlete Smart Displays
The 'zIng' Hand-Worn Smart Display by Anuj Pate is Intuitive

AI-Fueled Wearable Pins
The Humane AI Pin is Packed with Various Assistive Tech Tools

Simple AI Assistants
The Rabbit R1 Offers a Non-Distracting Digital Alternative

8.7 Score

Popularity

Activity

Freshness

Multisensation

Simplicity

Artificial Intelligence

4 Featured, 36 Examples

21,484 Total Clicks

URL: Hunt.to/531827

Embedded Lending

Tech companies enhance their offerings with Buy Now, Pay Later financial services

Trend - Embedded lending is reshaping financial services by allowing non-financial companies to offer loans and financing, such as Buy Now, Pay Later (BNPL) options exemplified by Apple Pay Later. This trend extends beyond consumer finance into the B2B realm, providing small and medium-sized businesses with faster access to capital through various funding methods like merchant cash advances and revenue-based financing.

Insight - The rise of embedded lending showcases a pivotal shift in how companies across various industries integrate financial services, reflecting a broader trend towards embedded finance. This integration is driven by the desire to enhance customer experiences by providing seamless, on-the-spot financing options, effectively turning every company into a potential fintech player. The ability to offer tailored financial solutions not only improves customer engagement and retention but also opens new revenue streams for businesses.

Workshop Question - How can your brand leverage embedded lending to enhance customer experiences and create new revenue streams through tailored financial solutions?

BNPL Shopping Subscriptions
Klarna Adds a Subscription Plan for Frequent Shoppers

BNPL Bank Programs
Marqeta and Credi2 Collaborate to Enhance the Banks' Payment Capabilities

Affordable BNPL Programs
Apple Introduces the Apple Pay Later Program to US Market

BNPL-Enabled Home Retailers
At Home Debuts the Buy-Now-Pay-Later Program for Qualifying Purchases

4.2 Score

Popularity

Activity

Freshness

Hybridization

4 Featured, 35 Examples

50,970 Total Clicks

URL: Hunt.to/531330

AI Household

Day-to-day family organization is streamlined through new technologies

Trend - Familial organization, from delegating chores to appointment reminders, is simpler with AI technology. This shows the adoption of technologies typically used in the workplace to the home. This development will simplify the act of running a multigenerational household, which is especially attractive to working parents.

Insight - With economic volatility comes an increase in working parents and multigenerational households, creating a heavier load for parents supporting their children and elderly parents. Generation X parents tend to find themselves in this position while simultaneously holding management positions in their careers. Utilizing AI to navigate the more administrative side of these responsibilities is a great example of how emerging technology can help, not hinder, human productivity.
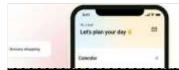
Workshop Question - How can brands leverage AI technology to address the increasing demands on working parents and multigenerational households in a way that simplifies day-to-day organization and enhances productivity?

AI Dinner-Planning Apps
Dinnerfry Uses AI to Learn What You Like

Consolidated Family Organizers
Jam Offers To-do Lists, Calendars, and More, All in One Place

Family Organization Apps
Rejoy Merges Calendars, Lists, meal Planners, and More in One Place

Parent-Child Connection Platforms
ParentSider Helps Parents Get More Quality Time with Their Kids

6.3 Score

Popularity
Activity
Freshness

Simplicity
Catalyzation
Artificial Intelligence

4 Featured, 35 Examples

12,437 Total Clicks

URL: Hunt.to/531385

AI tools are used in healthcare to automatically record patient information
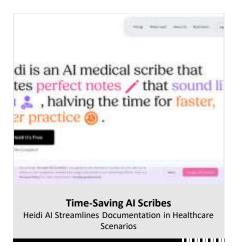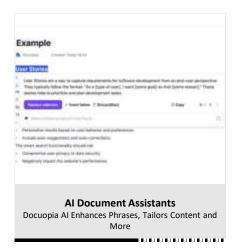
Trend - Companies are launching Artificial Intelligence (AI)-powered scribes for the healthcare industry. These AI scribes automate the process of recording verbalized information from the patient and the charting, organizing, and preserving of important details—saving time for healthcare professionals.
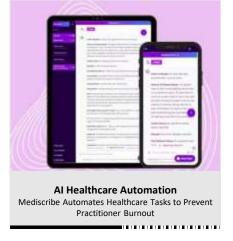
Insight - Even in the post-covid world in North America, there is a persistent shortage of healthcare professionals leading to many being overworked. These working conditions reduce the amount of time allotted to each patient, and could potentially lead to some more menial tasks not receiving adequate attention. In recognition of these challenges, companies are launching AI tools and assistants specifically designed to perform documentation-related tasks, such as notetaking and charting patient data.

Workshop Question - How could your business utilize AI assistants to streamline its day-to-day workflow?

Time-Saving AI Scribes
Heidi AI Streamlines Documentation in Healthcare Scenarios

Medical AI Scribe Services
DeepCura AI Automates Information Recording in Healthcare Scenarios

AI Document Assistants
Docuopia AI Enhances Phrases, Tailors Content and More

AI Healthcare Automation
Mediscribe Automates Healthcare Tasks to Prevent Practitioner Burnout

6.5 Score

Popularity

Activity

Freshness

Co-creation

Catalyzation

Artificial Intelligence

4 Featured, 33 Examples

9,567 Total Clicks

URL: Hunt.to/530726

Amphibious Vehicle

Modern vehicles are adapted to offer support for land and water travel

Trend - Modern technology has sparked a desire for vehicles that are capable of operating both on land and in water. These vehicles seamlessly transition between these two mediums to benefit consumers who require a transportation device for military aid, rugged or remote terrain transportation, or specialized tasks.

Insight - Consumers living in coastal areas or regions prone to flash flooding often require devices to help them safely navigate land and water. These consumers seek vehicles that safely address the inherent risks of operating in these environments without compromising functionality or design. Businesses that address the need for adaptable vehicles can attract customers who seek transportation tailored to varying climates and regional conditions.

Workshop Question - How can your brand better tailor its product/service to the geographical location of its consumer base?

Watersport-Minded Concept Campers
This Camper Features Separate Wet and Dry Zones

Autonomous Amphibious Vehicle Designs
The CROSSER V1 by Bernardo Pereira is for Coastal Cities

Water-Ready Sports Car Concepts
The Citroën Above and Under by Sangheon Chung is Transformative

Rugged Fully-Electric SUV Models
The 2024 Yangwang U8 SUV Has Emergency Flotation Mode

7.7 Score

Popularity

Activity

Freshness

Hybridization

Experience

Naturality

4 Featured, 36 Examples

161,392 Total Clicks

URL: Hunt.to/528525

Head-Mounted Display

High-definition displays are built into lightweight wearable eyewear

Trend - Tech brands are developing head-mounted wearables with built-in high-definition screens. These devices do not have onboard processors for VR, and serve primarily as large, private, simulated screens. This enables brands to reduce prices and appeal to consumers who require on-the-go displays.

Insight - Many remote workers choose to work in environments different from their home desks, such as coffee shops, for a change of environment and mindset. These workers prioritize remote productivity solutions to optimize workflow on the go, and are drawn to low-cost solutions to these desires. Tech brands are recognizing the need for remote productivity solutions and are creating lower-cost wearables with privacy features to address these consumers.

Workshop Question - How could your brand create products or services that bolster productivity in remote scenarios?

Discreetly Connected AR Sunglasses
Everysight Maverick AR Glasses Have a Sony microOLED Display

Developer-Targeted AR Glasses
The XREAL Air 2 Ultra Creates Next-Gen Mixed-Reality Experiences

Featherlight Entertainment Eyewear
The RAYNEO Air 2 XR Glasses Mimic a 201-Inch Display

Sleek AR Lifestyle Headsets
OPPO's Air Glass 3 Improves Experiences Using AI Technology

Head-Mounted HD Displays
The GOOVIS G3X Accepts Video Inputs up to 4k Resolution

7.8 Score

Popularity

Activity

Freshness

Co-creation

Multisensation

Experience

5 Featured, 37 Examples

70,175 Total Clicks

URL: Hunt.to/528381

VR Movement

New immersive accessories translate physical movements into actions in VR

Trend - Brands are launching accessories, such as treadmills, shoes, and sensors, designed to enable physical movement in VR worlds. These devices allow users to simply walk in real life to move in digital spaces—aiming to improve immersion and streamline the process of learning VR.

Insight - Despite the continued advancement of VR and AR technologies, using these tools still feels alienating to many consumers. These consumers find the separation of their physical actions with the animations they see in VR jarring, and thus gravitate towards VR products that feel more natural and seamless. VR technology companies are acknowledging this desire and are creating accessories designed to be intuitive, effective, and easy to learn.

Workshop Question - How could your company make its products or services more accessible and intuitive for new users?

Finger-Tracking VR Controllers
The Yubitora+ Finger Tracking Device is for the Meta Quest

Omnidirectional VR Treadmills
Virtuix's 'Omni' Enables Seamless Locomotion in Virtual Reality Apps

Versatile Omnidirectional Floors
Lanny Smoot Designs the HoloTile to Move in Any Direction

8.8 Score

Popularity

Activity

Freshness

Multisensation

Experience

Artificial Intelligence

3 Featured, 45 Examples

50,239 Total Clicks

URL: Hunt.to/524433

Affordable Simulator

Brands are making lower-cost racing simulators for the consumers' homes

Trend - Gaming hardware companies are partnering with racing brands to create racing simulators with lower pricepoints without compromising on realism. These simulators enable racing enthusiasts to replicate the experience of a real car in the home without needing a heavy financial investment.

Insight - Consumers interested in gaming often enjoy a variety of genres, such as first-person shooters, racing games, or strategy games. While some game genres can be enjoyed perfectly with any computer, some are drastically enhanced by additional hardware. Particularly, consumers interested in racing often desire products that replicate a real car, often investing in steering wheels and pedals that connect to gaming devices. To further address the needs of these consumers, brands are making full-scale racing simulators more affordable for the average gamer.

Workshop Question - How could your brand ensure more enthusiasts can access and afford its products or services?

Full-Scale Racing Simulators
Cooler Master's Dyn X Simulator Replicates a Car Cockpit

Sculpted Connected Racer Simulators
The Prodrive x Callum Racing Simulator is Elegant and Adaptive

8.2 Score

Popularity

Activity

Freshness

Hybridization

Gamification

Experience

2 Featured, 34 Examples

72,593 Total Clicks

URL: Hunt.to/514286

AI Laundry

Brands are using artificial intelligence to improve laundry automation and efficiency

Trend - Appliance manufacturers are turning to artificial intelligence (AI) for the next generation of laundry machines. AI machines automatically optimize the load settings, such as rotation speed, based on the type and weight of the fabrics, thus saving consumers time and effort when doing laundry.

Insight - Adults in North America are finding themselves with less free time each year due to various economic and social factors. Many of these adults struggle to balance full-time jobs with familial and home obligations. This increases their willingness to invest in smart home products that save them time or money. Home appliance manufacturers interpret this desire for time-saving as an opportunity for automation, leading to many brands turning to artificial intelligence.

Workshop Question - How might your brand leverage artificial intelligence to automate tasks and save consumers time or money with your products or services?

Space-Saving AI-Powered Washing Machines
The Samsung Bespoke AI 11KG SpaceMax Units are Advanced

AI-Powered Laundry Appliances
GE Profile Appliances Integrate Alexa & Artificial Intelligence Tech

All-in-One AI-Powered Laundry Appliances
The Roborock Zeo One Uses an Algorithm to Wash and Dry

AI-Powered All-in-One Laundry Appliances
The LG Signature Washer-Dryer with Heat Pump is Efficient

8.0 Score

Popularity

Activity

Freshness

Hybridization

Catalyzation

Artificial Intelligence

4 Featured, 28 Examples

55,475 Total Clicks

URL: Hunt.to/529820

Local Security

Home security systems with local options available offer customers privacy

Trend - Smart home companies are launching home security products with local-only options available. These products only store data locally, when requested, which enhances the privacy of the user. Avoiding network storage prevents sensitive information from leaking when servers are breached.

Insight - As modern homes become increasingly connected, with everything from doorbells to security cameras being always connected to the network, consumers are looking for ways to ensure that their data is kept private and safe from online threats. The prevalence of network attacks is leading to brands creating smart home products that subvert large storage databases in exchange for more grounded solutions. The transparency of these brands helps attract network-concerned, privacy-focused consumers.

Workshop Question - How could your brand differentiate itself from competitors by focusing more on the privacy and security of its customers?

AI-Powered Security Cameras
The U-tec U Home Ulticam Cameras Recognize People, Pets and More

GPT-Powered Security Cameras
The Psync Camera Genie S Records in 2K Resolution

Dual-Camera Security Solutions
The eufy SoloCam S340 Has a Solar-Powered Design

Smart Indoor Cameras
EZVIZ C6 is the Perfect Camera to Keep a Watchful Eye on Your Pets

8.0 Score

Popularity

Activity

Freshness

Curation
Simplicity
Authenticity

4 Featured, 29 Examples

32,232 Total Clicks

URL: Hunt.to/527088

AI Brainstorm
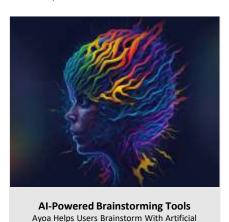
Brands are launching AI tools that foster creativity and collaborative ideation
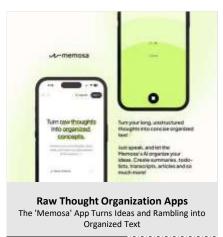
Trend - Startups are launching artificial intelligence (AI)-powered tools that automatically expand on and connect rough ideas. These tools are designed to foster creativity and enhance the value of brainstorming sessions—quickening the process of turning ideas into actionable plans.

Insight - Given the recent explosion of the AI industry, nearly every business is looking to improve some aspect of its operations with AI. These businesses vary in their needs, with some looking to streamline their current workflow, and others looking to innovate in their industry altogether. New startups are addressing the needs of the latter group by launching AI tools that lend themselves to creativity and the development of new coherent ideas.

Workshop Question - Where could your business implement AI-powered tools to improve its day-to-day operations?

AI-Powered Brainstorming Tools
Ayoa Helps Users Brainstorm With Artificial Intelligence

Collaborative AI Mindmapping Tools
'EdrawMind' is a Free Tool for Outlining Brand Decisions

Raw Thought Organization Apps
The 'Memosa' App Turns Ideas and Rambling into Organized Text

Visual Collaboration AI Tools
'Mural' is a New AI Tool that Visualizes Ideas and Pipelines

7.0 Score

Popularity

Activity

Freshness

Instant Entrepreneurship
Catalyzation
Artificial Intelligence

4 Featured, 28 Examples

14,479 Total Clicks

URL: Hunt.to/524362

Connected Workwear

New workwear is being launched with smart features for safety and convenience

Trend - Brands in the workwear industry are releasing connected equipment that aim to improve on-the-job safety while offering convenience. These devices are equipped with features such as environmental sensors, communication tools, cameras, and wi-fi connectivity–each designed to improve safety.

Insight - Employees in physical labor sectors have specific requirements for both equipment and workwear. These workers place a lot of demand on their clothes and devices. These high requirements for durability have made it difficult for the workwear industry to innovate. Despite this, safety and convenience are priorities for workers in these fields. As wearable technology continues to improve other sectors, brands are investing in ways to utilize these technologies in the workwear space.

Workshop Question - How could brands in your industry benefit from smart wearables?

Smart Safety Helmets
SmartHat is the Construction Wearable of the Future

Protective Connected Workforce Eyewear
The Vuzix Shield 3D Smart Safety Glasses are Stylish

Smart Safety-Focused Hardhats
Knowit Worked with a Polish Company on a Safety-Improving Hardhat

Smart Industrial Hardhats
United Safety and Guardhat's Communicator Improves Situational Awareness

6.7 Score

Popularity

Activity

Freshness

Co-creation

Curation

Catalyzation

4 Featured, 30 Examples

53,732 Total Clicks

URL: Hunt.to/521056

AI Management

Companies are using artificial intelligence to automate workplace operations

Trend - Companies across various industries are incorporating AI and robotics into their operations to improve efficiency, productivity, and customer experiences. These bots hold important roles, such as CEO or manager, and help deliver important data to businesses and their teams to help streamline key workplace objectives.

Insight - Businesses are looking for ways to automate tasks, improve customer engagement through data-driven insights, provide quick and accurate responses to customer inquiries, and harness the power of AI in a beneficial way. By hiring AI CEOs and managers, companies can build trust among employees and customers to ensure smooth and streamlined business operations. Automating these roles can help organizations improve sales, boost engagement, and deliver employee feedback in a concise and straightforward manner.

Workshop Question - How can your brand automate time-consuming tasks using artificial intelligence?

AI CEO Transitions
Onda Appoints AI as CEO and Achieves Profitability in One Week

AI CEO Humanoids

Intuitive Virtual Health Advisors

Generative AI Managers

AI Suncare Advisors

AI-Powered CEOs

On-Site Avatar Workers

6.5 Score

Popularity

Activity

Freshness

Instant Entrepreneurship
Simplicity
Artificial Intelligence

7 Featured, 58 Examples

128,967 Total Clicks

URL: Hunt.to/505061

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.

Workshop Question - How can your brand address the rapid changes that have influenced the industry?

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

6.7 Score	Popularity	
	Activity	
	Freshness	

Multisensation

Instant Entrepreneurship

Gamification

1 Featured, 36 Examples

46,097 Total Clicks

URL: Hunt.to/501000

Upgradeable Tech

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.

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

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

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

5.6 Score

Popularity

Activity

Freshness

Simplicity

Personalization

Many to Many

3 Featured, 36 Examples

37,903 Total Clicks

URL: Hunt.to/505137

Daily Automation

Advanced robots are being used to automate simple to complex tasks

Trend - Robotics companies are launching advanced robots capable of automating tasks in the workplace and the home. These robots have dexterous limbs, precision accuracy, and reliable problem-solving skills. Businesses are using these to automate simple and menial to complex jobs in the workplace.

Insight - Some of the most undesirable tasks in the workplace and in the home are menial, repetitive duties. The agents responsible for these tasks often burnout of their jobs quickly, leading to high turnover rates in the workplace, or tasks left unfinished in the home. Given the simplicity of many of these tasks, businesses desire automated solutions that alleviate strain from workers to focus energy on more complex tasks. Robotics brands are launching dexterous, capable robots in response.

Workshop Question - How could your brand benefit from access to advanced robotic workers?

AI-Enabled Walking Robots
Tesla's Optimus Robot is Poised to Redefine the Boundaries of AI

Bipedal Automation Robots
OpenAI and 1X Showcased an Advanced Humanlike Robot for Automation

AI-Supported Humanoid Robots
Fourier Has Unveiled the GR-1 Artificial Intelligence-Backed Robot

Humanoid-Replicating Robots
Sanctuary AI Built a Fully-Functional Humanoid Robot to Automate Tasks

Phoenix

Updated Android Robots
Agility Robotics Unveils its New Digit 2.0 Robot to Help Workers

6.6 Score

Popularity

Activity

Freshness

Hybridization

Catalyzation

Artificial Intelligence

5 Featured, 36 Examples

44,363 Total Clicks

URL: Hunt.to/514087

Productivity Peripheral

Peripheral brands are integrating LCD panels on keyboards for productivity

Trend - Peripheral manufacturers are experimenting with productivity-enhancing keyboards with integrated LCD panels. These keyboards act as an additional monitor for simple tasks, providing quick access to information or apps when needed. These are multipurpose for professional or entertainment use.

Insight - Nearly every consumer who uses a computer for work or entertainment in 2023 has multiple monitors. Additional monitors enhance workplace productivity, while on the entertainment side, monitors provide quick-access to extra content. There is a constant pressure from consumers on both of these sides for products that enhance productivity and entertainment, with brands consistently experimenting with new multipurpose peripherals that combine functions into one device.

Workshop Question - How could your brand reimagine traditional computer peripherals for the modern, productivity-focused consumer?

Large Screen-Equipped Keyboards
The K2 RGB Keyboard from SMISEACOW Enhances Productivity

Integrated LCD Screen Keyboards
The Shadow-X Keyboard is Highly Customizable with a 70% Layout

Display-Equipped Creator Keyboards
The Work Louder Nomad [E] Keyboard Supports Productivity

8.0 Score

Popularity

Activity

Freshness

Co-creation

Hybridization

Catalyzation

3 Featured, 42 Examples

71,954 Total Clicks

URL: Hunt.to/512660

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.

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

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

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

Miniature Gaming PCs
TopTon Debuted the 'F11 Edge' As its First Mini PC of 2023

Mini RGB Gaming PCs

Micro Gaming PCs

Slate Blue Mini PCs

7.9 Score

Popularity

Activity

Freshness

Simplicity

Gamification

Personalization

6 Featured, 44 Examples

62,135 Total Clicks

URL: Hunt.to/508398

The 2025 Trend Report

TRENDHUNTER

Kinetic Packaging

Brands are designing product packaging that is intended for practical usage

Trend - Product packaging is increasingly being adapted to serve a function in conjunction with or separately from the primary offering. These packaging methods are predominantly employed in food and body care advancements, offering consumers functionality comparable to the product.

Insight - Modern consumers often value novel and interactive experiences and desire products with packaging that is as useful as the product itself. In response, brands are designing packaging with functional elements, aiming to provide buyers with a tangible experience that sparks excitement or surprise upon interaction. Businesses focusing on experiential product designs can appeal to consumers who prioritize novelty and immersive experiences in their purchases.

Workshop Question - How can your brand surprise and delight its customers to enhance satisfaction and loyalty?

Pump-Up Plush Toys
Little Biggies' Patented Pump Packaging Provides a Unique Unboxing Experience

Ergonomic Instant Noodle Forks
Nendo x Nissin The Fork Supports Easy Eating of Instant Noodles

Ready-to-Pour Tinned Spirits
Departed Spirits Disrupts the Category with Flask-Like Packaging

Rolling Applicator Body Creams
Voesh Body Refining Roller Crème Comes in Two Formulas

8.7 Score

Popularity

Activity

Freshness

Multisensation

Hybridization

Experience

4 Featured, 36 Examples

31,807 Total Clicks

URL: Hunt.to/535960

Consumable Packaging

Food and beverage packaging materials are revamped for waste-free consumption

Trend - Brands are demonstrating an attentiveness to plastic waste by creating edible food and beverage packaging as a sustainable alternative. These packaging options have a number of advantages, including lowering food waste, breaking the cycle of waste, and offering nutritional advantages.

Insight - As more consumers recognize the wasteful nature of food and beverage packaging, there is a shift toward solutions that minimize waste and harm to the environment. In response, brands are debuting alternatives that transform disposable items into an integral part of the food supply chain, reducing reliance on single-use plastics and non-recyclable materials. Businesses that address concerns relating to packaging waste can attract consumers who value the ecological impact of their purchases.

Workshop Question - How can your brand transform a significant source of waste into a circular product?

Wrapperless Snack Bars
One Good Thing Packages Its Products in an Edible, All-Natural Film

Edible Snack Skins
Foodberry Creates Edible, Plant-Based Coatings Inspired by Fruit Skins & Peels

Eco-Friendly Consumable Packaging
This Biodegradable Composite Packaging is Transparent and Edible

Edible Plant-Based Wrappers
Xampla Makes Edible, Biodegradable Plant Protein Packaging

8.7 Score

Popularity

Activity

Freshness

Experience

Naturality

Authenticity

4 Featured, 33 Examples

89,300 Total Clicks

URL: Hunt.to/534690

Decentralized Affiliate
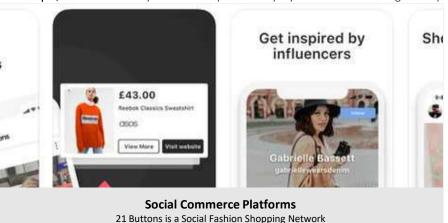
New ecommerce apps enable everyday consumers to earn commissions

Trend - Tech companies are revolutionizing affiliate marketing by launching new shopping apps that break down traditional barriers. Platforms like Locker are leading the charge by ditching the follower-count and aesthetic requirements that often exclude potential affiliates. This inclusive approach opens the affiliate ecosystem to a wider range of consumers, empowering everyone to become a brand advocate and earn from their genuine endorsements.

Insight - Today's consumers are savvier than ever. Traditional influencer endorsements, once a marketing mainstay, are losing their luster. Empowering everyday brand advocates fosters trust, engagement, and loyalty. As social commerce continues to evolve, the brands that embrace this democratization can potentially see more engaged consumers and higher long-term value from a more authentic, community-driven approach to marketing.

Workshop Question - How can your brand empower everyday consumers to share genuine product recommendations?

Social Commerce Platforms
21 Buttons is a Social Fashion Shopping Network

Social Commerce Apps
GIST is an App-Based Social Platform for Sharing Purchases with Friends

Social Shopping Apps
Locker Helps Users Organize, Share, and Earn from Online Wishlists.

Digital Wishlist Organizers
My Wish Vault Houses Wishlists in One Place

7.1 Score

Popularity

Activity

Freshness

Personalization

Many to Many

4 Featured, 30 Examples

12,021 Total Clicks

URL: Hunt.to/532219

Social Community
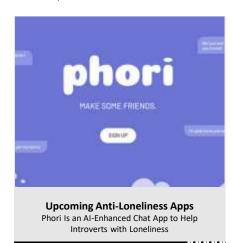
New social media platforms are launching with an emphasis on personal connections

Trend - Companies are opening new social media services with the intention of fostering more intimate connections between users. In a rebellion against social medias built around endless feeds, these platforms connect users with similar interests and have convenient public and private group chat systems.

Insight - While nearly everyone today engages with some form of social media platform, most agree that the social aspect of the platforms has become secondary to monetization and algorithmically-fed content streams. Many of these users find popular social media platforms isolating, and cite difficulties trying to foster real connections. In recognition of these complaints, smaller social media services are focusing on fostering direct connections between users and communities.
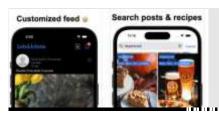
Workshop Question - How could your brand ensure its products or services are meeting the needs of its more niche consumer demographics?

Upcoming Anti-Loneliness Apps
Phori Is an AI-Enhanced Chat App to Help Introverts with Loneliness

Kindness-Focused Social Media
Kyndr is a Community-Based Social Media Platform

Pro-Community Social Media Apps
Take Creates Real Life Interactions Through a Social Network

Connective Foodie Apps
Letslicious is a Foodie Social Media App Connecting Likeminded People

6.1 Score

Popularity

Activity

Freshness

Curation

Simplicity

Naturality

4 Featured, 36 Examples

37,962 Total Clicks

URL: Hunt.to/531863

Wallet Loyalty

Brands are launching loyalty programs available on Apple and Google Wallet

Trend - Wallet loyalty programs are gaining prominence as consumers show increasing reluctance to download multiple apps for brand engagements. Brands are offering loyalty cards through Apple Wallet and Google Wallet as a seamless way to integrate loyalty cards directly into consumer smartphones.

Insight - In today's consumer landscape, convenience is a paramount factor that significantly influences brand interactions and loyalty strategies. Modern consumers, particularly digital natives, prioritize efficiency and seamless integration in their transactions, expecting quick and effortless interactions that mesh with their daily routines. This shift has compelled brands to rethink traditional loyalty strategies, which often felt cumbersome or disconnected from a digital-first experience.

Workshop Question - How can your brand provide a seamless and convenient experience for your customers?

Water Digital Wallet Loyalty Cards
Liquid Death Has Introduced the Liquid Death Country Club

Digital Wallet Loyalty Solutions
Loopy Loyalty Adds Loyalty Cards in Apple and Google Wallet

Digital Loyalty Customer Cards
Passkit Makes Loyalty Cards for Apple and Google Wallet

Customized Membership Cards
Amaze Technologies Offers Digital Wallet Loyalty Solutions for Brands

6.9 Score

Popularity

Activity

Freshness

Curation

Experience

4 Featured, 26 Examples

11,041 Total Clicks

URL: Hunt.to/531344

Data Storytelling

Data storytelling bridges the gap between data collection & actionable insights

Trend - Data storytelling, which combines data visualization with narrative techniques, is emerging as a powerful method for businesses to comprehend and act upon complex data. The growing trend is fueled by advancements in analytical tools like Tableau and Yellowfin, which have integrated data storytelling features, making them more accessible.

Insight- Organizations are looking to bridge the gap between data collection and actionable insights. Despite collecting large volumes of data, a considerable amount remains unused, underscoring the prominent inefficiencies in data management and the underperformance of traditional analytics. This issue is pushing companies to rethink their strategies for handling data and analytics, with a keen interest in improving their ability to understand data through visualization and storytelling.
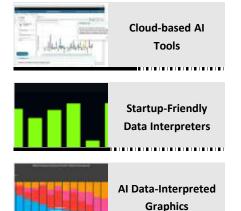
Workshop Question - How can your brand use storytelling to unlock insights and drive action?

Data Storytelling Tools
Yellowfin Offers Powerful Data Storytelling Capabilities

Creative Text-to-Infographic Tools
Infography Converts Blog Posts to Artistic Infographics

Data Visualization Tools
Tableau by Salesforce Empowers Data-Driven Decision Through Storytelling

Cloud-based AI Tools

Startup-Friendly Data Interpreters

AI Data-Interpreted Graphics

6.7 Score

Popularity

Activity

Freshness

Curation

Artificial Intelligence

6 Featured, 54 Examples

26,396 Total Clicks

URL: Hunt.to/530976

Ergonomic Ritual
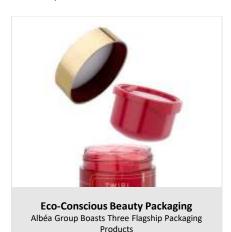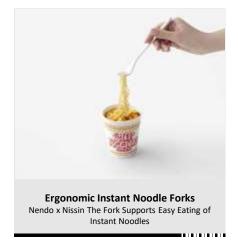
Brands are redesigning products around comfortable consumption routines
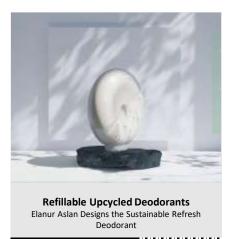
Trend - Brands are redesigning the packaging and pack-ins of consumables, such as food and beauty products, to be quicker and easier to use. The redesigns include adding handles or resealable lids, based on how consumers interact with the products. This reduces friction during the consumption ritual.

Insight - Most consumers have certain beauty or food products that are integrated into their daily routines. These consumers can prefer a product for any number of reasons, but, when faced with two nearly identical products, they ultimately prefer the more convenient one. Brands that aim to integrate themselves into daily lives, particularly in the F&B and beauty spaces, are re-assessing their products with a new focus on convenience, with the goal of streamlining consumption and capturing more consumers.

Workshop Question - How could your brand ensure its products or services are as frictionless to use as possible?

Eco-Conscious Beauty Packaging
Albéa Group Boasts Three Flagship Packaging Products

Ergonomic Instant Noodle Forks
Nendo x Nissin The Fork Supports Easy Eating of Instant Noodles

Refillable Upcycled Deodorants
Elanur Aslan Designs the Sustainable Refresh Deodorant

Biodegradable Bubblegum Packages
Milliways Launches a New Biodegradable and Recyclable Box Design

7.6 Score

Popularity
Activity
Freshness

Simplicity
Catalyzation
Personalization

4 Featured, 36 Examples

34,806 Total Clicks

URL: Hunt.to/528276

Eco Accountability

Consumers are holding brands responsible for their carbon footprint

Trend - Consumers are holding brands accountable for their environmental impact, driving a shift towards eco-action. This goes beyond mere greenwashing and performative gestures. Social media empowers consumers to expose greenwashing, demand transparency, and advocate for sustainable practices.

Insight - Fueled by heightened environmental awareness, shifting priorities towards sustainability values, and rising skepticism of greenwashing, consumers are demanding eco-action, not apology. Social media empowers them to expose greenwashing, demand transparency, and advocate for sustainable practices. This eco-accountability trend necessitates brands to demonstrate genuine commitment and systemic changes to address their environmental footprint and build a more sustainable future. Failure to adapt risks public scrutiny and market contraction in the face of empowered, eco-conscious consumers.

Workshop Question - How can your brand enhance transparency, authenticity, and genuine environmental efforts to meet the growing demand for eco-accountability from consumers?

Ugly Lawn Water Conservation Initiatives
Shailene Woodley Asks Us to Embrace Ugly Dry Lawns

Climate-Awareness Soft Art Sculptures
GREEN GRADS Features Roberta Schreyer's Dreamstones

Gen Z-Backed Eco Initiatives
The EPA Debuts a Youth Advisory Council to Address Climate Challenges

Climate Crisis Awareness Exhibitions
Kinetic Singapore Unveils the School of Tomorrow Exhibition

Ocean Purity Petitons
The Dirty Protest is a Petition Signed with Real Sewage

4.9 Score

Popularity

Activity

Freshness

Tribalism

5 Featured, 45 Examples

28,213 Total Clicks

URL: Hunt.to/528032

AI Stylist
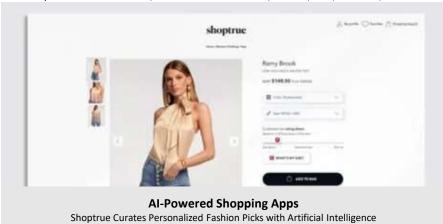
Artificial intelligence is used to provide fashion recommendations to shoppers

Trend - Shopping brands are utilizing artificial intelligence to provide personalized recommendations, answer queries, offer product information, and enhance the shopping experience for customers. These assistants can be integrated into e-commerce websites, mobile apps, or messaging platforms.

Insight - Many consumers frequently return items purchased online due to improper fit, mismatch with their wardrobe, or impracticality with their lifestyle. These consumers often desire tools that help streamline and simplify the purchasing process, as they minimize the overwhelming task of sifting through numerous options and help shoppers discover items that align with their needs. Brands that recognize the demand for automated shopping solutions can achieve higher conversion rates as users make more informed and confident purchase decisions.

Workshop Question - How can your brand enhance the pre and post-purchase process for its customers?

AI-Powered Shopping Apps
Shoptrue Curates Personalized Fashion Picks with Artificial Intelligence

AI-Powered Shopping Plugins
Klarna is Building an Integrated Plugin for ChatGPT

AI-Powered Shopping Assistants
Mercari Debuts a Conversational ChatGPT-Powered Shopping Assistant

Stylist AI Chatbots
Ssense Unveils a New ChatGPT-Enabled Chatbot for Personal Styling

AI-Powered Fashion Assistants
Zalando is Launching a Virtual Assistant Powered by ChatGPT

7.8 Score

Popularity

Activity

Freshness

Curation

Simplicity

Experience

5 Featured, 45 Examples

47,538 Total Clicks

URL: Hunt.to/520048

AI Mock-Up

Generative AI images are helping brands and people determine product plans

Trend - Businesses are using generative artificial intelligence in the early stages of prototyping--using AI imagery to finalize design plans and/or gauge consumer interest in them. Using AI in this way allows brands to test with fewer limitations while reducing QA and/or prototyping costs.

Insight - Appreciation for generative AI is growing as it becomes more clear that it offers the ability to pursue and test products (or personal projects) with fewer limitations. Now, the creative process can be enhanced with generative AI, while offering a cheaper alternative to personally creating or commissioning mock-ups that will inevitably be altered--or binned altogether. Lower costs and greater creative expression allow businesses to stay competitive in a fast-changing market.
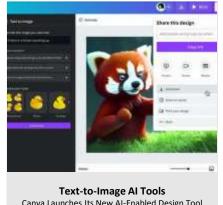
Workshop Question - How could your brand use generative AI to test products and/or gauge customer interest?

Expanded AI Denim Collections
Soorty Launches HumAIn Chapter 2, Using AI Stable Diffusio

On-Demand AI Fashion
Desigual is Testing Designs Made by Its Team and Artificial Intelligence

Text-to-Image AI Tools
Canva Launches Its New AI-Enabled Design Tool For All Its Users

Automated Play Testers
Modl.ai Raised $8.4 Million to Develop AI-Powered QA Testers

Generative AI-Image Editing Tools
Photoshop is Allowing Users to Integrate AI to Expand Images

6.3 Score

Popularity

Activity

Freshness

Artificial Intelligence

5 Featured, 44 Examples

87,632 Total Clicks

URL: Hunt.to/513673

Decentralized Social
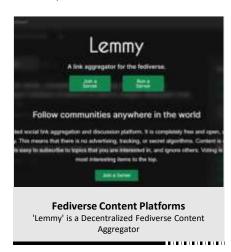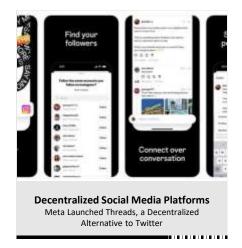
Developers are launching decentralized content platforms

Trend - Independent developers are using shared protocols to create decentralized content aggregator platforms. Companies do not own or moderate these platforms, which offers better privacy than large alternatives. Many of these platforms communicate with one another to form the 'Fediverse.'

Insight - Social media users are becoming increasingly dissuaded from the popular websites due to changes in moderation. Undesirable policy changes such as restrictive guidelines, feature monetization, and centralized control have led to users gravitating towards alternatives created by independent developers. Users prioritize privacy, personalization, and freedom on social media platforms, leading to several decentralized platforms that form the federalized metaverse, or the Fediverse.

Workshop Question - How could your brand adapt to, decentralized social media platforms to better reach modern consumers?

Fediverse Content Platforms
'Lemmy' is a Decentralized Fediverse Content Aggregator

Decentralized Social Media Platforms
Meta Launched Threads, a Decentralized Alternative to Twitter

Decentralized Microblogging Platforms
Kbin is a Decentralized Content Aggregator on the Fediverse

Decentralized Onboarding App Processes
Mastodon is Simplifying its Sign-Up to Attract Users

Invitational Social App Expansions
The Bluesky App is Only Available by Invitation

5.1 Score

Popularity

Activity

Freshness

Curation

Prosumerism

Authenticity

5 Featured, 40 Examples

29,159 Total Clicks

URL: Hunt.to/509769

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.

Workshop Question - 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?
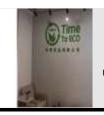
Non-Coated Sugarcane Packaging
'SupraPulp' from W-Cycle is Biodegradable Packaging from Sugarcane

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

Plant-Based Nail Polishes
The 'Love by Essie' Nail Polishes Are Made With Sugarcane, Corn & Cotton

7.0 Score

Popularity
Activity
Freshness

Hybridization
Curation

5 Featured, 29 Examples

27,820 Total Clicks

URL: Hunt.to/506153

Sustainable De-Influencing

Brands launch campaigns that highlight the danger of overconsumption

Trend - On social media, especially platforms like TikTok, the "de-influencing" trend is gaining traction. This movement flips the script on traditional influencer marketing by encouraging users to critically analyze trending products and resist impulsive purchases. De-influencers often expose potential drawbacks of popular items, prompting a shift in consumer behavior. As this movement gains traction, brands are strategically engaging in de-influencing campaigns to demonstrate their commitment to sustainable practices.

Insight - Social media's relentless promotion of consumption fuels the "de-influencing" movement, as consumers grapple with the paradox of acquiring "sustainable" products that may still contribute to environmental problems. This growing awareness prompts a reevaluation of what truly brings fulfillment and a critical examination of the beneficiaries within the endless consumption cycle – primarily large corporations – and the costs borne by both consumers and the environment. Interestingly, this shift in consumer behavior has the potential to redefine the very nature of brand loyalty in the digital age.

Workshop Question - In an era marked by growing skepticism towards influencer-led consumerism, how can your brand authentically contribute to sustainable practices and engage customers in meaningful ways?
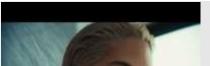
Anti-Consumption Natural Ads
The 'Girls Just Wanna Grow Plants' Ad Aims to Reducing Consumption

Ingenious De-Influencing Ads
Cuyana's De-Influencing April Fool's Campaign Highlights Greenwashing

Anti-Greenwashing Soap Ads
Navigating Eco-Consumer Irony with Better Climate Store's "Greenwash"

Wasteful Fashion Campaigns
Vestiaire Collective Reminded People to Shop Mindfully on Black Friday

8.4 Score

Popularity

Activity

Freshness

Naturality

Catalyzation

4 Featured, 33 Examples

25,082 Total Clicks

URL: Hunt.to/527981

Sustainable Pop-Up

Brands host in-person marketing activations with a focus on sustainability

Trend - Brands are hosting in-person activations to showcase new products, campaigns, and other branded materials through a sustainable lens. These events highlight the brand's environmental impact and promote social responsibility, educating consumers on their environmental footprint with the goal of raising awareness.

Insight - As consumers become more socially and environmentally conscious, they increasingly prefer brands that work to reduce their impact and contribute positively to global issues. These consumers gravitate towards companies that can demonstrate how they address environmental concerns while meaningfully promoting their products. Businesses that center their marketing campaigns on sustainable practices can establish stronger connections with consumers who prioritize mindful consumption.

Workshop Question - How can your brand communicate its mission through marketing activations?

Walk-In Freezer Concept Stores
Sainsfreeze Shows Customers How to Freeze Foods & Reduce Waste

Circular Fashion Pop-Ups
The Coachtopia Pop-Up Brings Luxury Circular Fashion to Gen Z

Vegan Sportswear Pop-Ups
Hylo Athletics' Pop-Up at Harrods Includes a Recycling Component

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

7.9 Score

Popularity

Activity

Freshness

Tribalism

Experience

Authenticity

4 Featured, 36 Examples

86,339 Total Clicks

URL: Hunt.to/525285

Football Glamour

Beauty and skincare brands tap into Super Bowl advertisements

Trend - The Super Bowl, traditionally a bastion of sports and beer commercials, is now embracing the beauty and skincare industry. This shift is exemplified by the advertising presence of brands such as e.l.f. Cosmetics, CeraVe, and NYX.

Insight - As female celebrities and influencers establish connections with prominent NFL players, their fandom is influencing more women to engage with football, particularly events like the Super Bowl. Brands are seizing this opportunity by targeting female fans through strategic advertising during the Super Bowl, effectively blending the sectors of sports, beauty, and skincare. This strategic shift not only broadens the league's demographic appeal but also presents businesses with a prime opportunity to engage with a diverse audience.

Workshop Question - In what ways can your brand leverage current pop culture trends to diversify and expand your target audience?

Whisky-Inspired Lipstick Shades
Fireball Debuts the Cinnamon Delight Lipstick for the Super Bowl

Inclusive Beauty Campaigns
The e.l.f. 'Judge Beauty' Campaign Will be Featured at Super Bowl 2024

Extreme Plumping Glosses
The First-Ever NYX Big Game Ad is Dropping with an Exclusive Lip Shade

Tongue-in-Cheek Skincare Ads
CeraVe Collaborates with Michael Cera on Hilarious Ad

7.9 Score

Popularity
Activity
Freshness

Hybridization
Tribalism

4 Featured, 36 Examples

38,147 Total Clicks

URL: Hunt.to/527294

The 2025 Trend Report

Sober Subscription

Brands launch curated subscription services with mocktails & non-alcoholic wine

Trend - Mocktail and sober beverage subscriptions are gaining popularity as more consumers seek alternatives to traditional alcoholic drinks. These subscription services offer curated selections of non-alcoholic beverages, from sophisticated mocktails to wellness-focused drinks, delivered directly to consumers' doors.

Insight - Fueled by a growing awareness of alcohol's health impacts and a desire for mindfulness, more consumers, particularly wellness-focused Millennials and Gen Z, are embracing the "sober curious" movement. Social media and wellness influencers are further contributing to this shift by normalizing sobriety and promoting the benefits of reducing alcohol intake. Furthermore, the increasing availability of high-quality, non-alcoholic beverages provides consumers with sophisticated and enjoyable alternatives, making it easier to embrace a sober curious lifestyle.

Workshop Question - How can your brand develop new offerings that cater to the growing trend of health-conscious consumers seeking sophisticated alternatives to traditional products?

Non-Alcoholic Wine Clubs
Proxies Offers a Range of Alcohol-Free Wine Packages for Subscription

Alcohol-Free Subscription Services
Raising the Bar is a Monthly Subscription Beverage Company

Mocktail Subscription Boxes
Mocktail Club Offers a Subscription Service

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

Alcohol-Free Subscription Partnership
Kit NA Brewing Partners with HelloFresh for Deliveries

7.0 Score

Popularity

Activity

Freshness

Simplicity

Tribalism

5 Featured, 44 Examples

23,342 Total Clicks

URL: Hunt.to/534933

Dirty Sodas
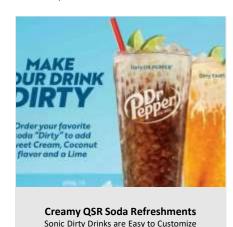
Social media fuels the rise of cream-syrup spiked sodas and brands jump aboard

Trend - Dirty sodas, a mix of soda, cream, and flavored syrups, have surged in popularity thanks to TikTok. Originating in Utah, where many abstain from alcohol and coffee, these drinks have evolved into a national sensation. Chains like Swig and Sonic Drive-In have capitalized on this trend, offering various concoctions that combine soda with sweet cream and syrups.

Insight - Consumers are increasingly drawn to indulgent, customizable beverages that offer a playful escape from their daily routines. The rise of these unique concoctions reflects a desire for nostalgic, treat-like drinks that balance sweetness with a touch of novelty. This trend taps into the broader movement of experiential consumption, where the process of creating and sharing the drink is as enjoyable as drinking it.

Workshop Question - How can our brand create an experiential, customizable product that taps into consumers' desire for indulgence and novelty?

Creamy QSR Soda Refreshments
Sonic Dirty Drinks are Easy to Customize

Festive Dirty Sodas
Pepsi is Putting a Twist on Milk and Cookies with "Pilk"

Premixed Dirty Soda Creamers
Coffee Mate Dirty Soda Creamer is Formulated for Dr. Pepper

Soda-Branded Restaurant Syrups
IHOP is Reintroducing its Pepsi Maple Syrup in its Restaurants

8.6 Score

Popularity

Activity

Freshness

Youthfulness

Many to Many

4 Featured, 35 Examples

27,795 Total Clicks

URL: Hunt.to/534209

Eco Coffee

Coffee brands offer sustainable at-home brewers and machines

Trend - Coffee brands have focused their sustainability goals to the pods and coffee grounds themselves, but some brands are now making machines and brewers that are also eco-friendly. Brewers are being made with low-power functions, recycled (and recyclable) materials, and extended lifespans.

Insight - As more consumers are introduced to convenient and effective eco-friendly alternatives to traditional products, they're more likely to value sustainability when searching for products they intend to use in the long term. Eco conscious consumers are looking for ways to steadily adopt a lifestyle that has minimal environmental impact--and seek out brands that make sustainable claims without asking consumers to change their habits and routines.

Workshop Question - How could your brand better balance customers' desire for sustainable and convenient products?

Luxe Low-Power Espresso Makers
The Café AFFETTO Automatic Espresso Machine and Frother is Chic

Sustainable Italian Espresso Makers
The Lavazza A Modo Mio Tiny Eco is Small But Offers Big Flavor

Minimalist French Press Devices
The MiiR Standard French Press Boasts a removable grinds basket

Sustainable SmartBrew Systems
Nestlé Unveils the "Next Generation" Dolce Gusto NEO Coffee Machine

7.7 Score

Popularity
Activity
Freshness

Simplicity
Naturality

4 Featured, 34 Examples

88,158 Total Clicks

URL: Hunt.to/511613

Protein Water
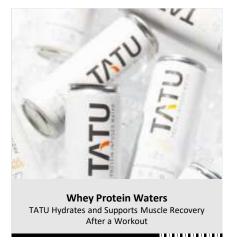
Brands are launching protein water as consumers look to increase protein intake

Trend - Protein water is emerging as a popular alternative in the beverage market, combining hydration with protein intake. This innovative drink offers the benefits of protein supplements in a convenient, refreshing form, making it appealing to fitness enthusiasts, busy professionals, and health-conscious individuals.

Insight - Fueled by social media's spotlight on protein's benefits, consumers are on the hunt for convenient ways to meet their nutrition needs, all without sacrificing taste or health. The booming popularity of high-protein products reflects this desire for versatile options that fit right into active lifestyles and wellness goals. As people become more aware of protein's importance for muscle recovery, weight management, and overall health, they're seeking accessible solutions that seamlessly integrate into their daily routines.

Workshop Question - How can your brand support consumers' active lifestyles and wellness goals?

Fruit-Forward Protein Refreshments
Myprotein Clear Whey Protein Drink Now Comes in Two New Flavors

Whey Protein Waters
TATU Hydrates and Supports Muscle Recovery After a Workout

Hydrating Collagen-Enhanced Waters
Warrior Protein Water Comes in Two Low-Calorie Flavors

Summery Protein-Packed Waters
Vievé Protein Water Wild Cherry is Light and Refreshing

7.5 Score

Popularity

Activity

Freshness

Experience

Catalyzation

4 Featured, 35 Examples

30,023 Total Clicks

URL: Hunt.to/534191

Breakfast Bite
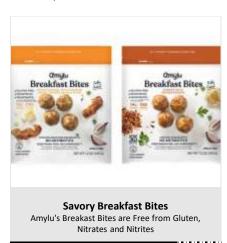
Balanced breakfast meals are made into bite-sized format for convenience

Trend - CPG brands are offering more balanced versions of bite-sized breakfast foods. These breakfast bites replicate the nutritional value of full breakfasts through complex ingredient lists. These are intended to save time for consumers without compromising on health or flavor.

Insight - Most health-conscious consumers recognize the importance of a healthy breakfast in contributing to day-to-day energy levels. However, not all individuals have the luxury of time to prepare these balanced meals, leading to many defaulting to purchasing quick fast food breakfasts, or simply skipping breakfast altogether. CPG brands are recognizing the demand for time-efficient alternatives to breakfast meals, and are in turn downsizing traditional breakfasts into ready-to-eat bite-sized portions.

Workshop Question - How could your brand ensure its products or services integrate seamlessly into consumers' daily lives?

Savory Breakfast Bites
Amylu's Breakast Bites are Free from Gluten, Nitrates and Nitrites

On-the-Go Breakfast Bites
Core-Mark Stuffed Bites Come in Two Flavors

Snackable Pancake Bites
Belgian Boys' Bite-Sized Pancakes are a Sweet, Anytime Treat

Breakfast-Inspired Yogurt Bites
Fit & Flex Cranberry Oats Granola & Yogurt Mini Bites are Crunchy

Veggie-Packed Mexican Cuisine Bites
Veggies Made Great Huevos Rancheros Frittatas are Savory

5.9 Score

Popularity

Activity

Freshness

Co-creation
Curation
Simplicity

5 Featured, 45 Examples

19,180 Total Clicks

URL: Hunt.to/529841

Dissolvable F&B

Brands are designing food and beverage packaging that dissolves in water

Trend - Brands are packaging their products in new materials that dissolve in water. In the F&B space, this type of packaging can be used for condiments or wrapping individual servings of food products. The use of these wrappings has the potential to mitigate pollution stemming from plastic packaging.

Insight - The abundance of readily available information surrounding environmental issues has led to heightened awareness among frequent shoppers. As a result, there is a surge in brands adopting innovative packaging techniques to minimize their environmental impact and stand out in the market. Businesses recognizing the demand for integrated sustainability solutions can attract consumers who prioritize convenient and effortless ways to support environmental conservation.

Workshop Question - How can your brand creatively use sustainable materials in its product offerings?

Peelable Dissolving Bottles
Tomorrow Machine's Peelable Bottle Design Dissolves In Water

Dissolving Algae-Made Food Packaging
'NakedPack' Food Wrap Contains a Complete Meal

Wash-Away Product Labels
Wausau Coated Products Launched the 'WA-769' Dissolvable Adhesive

Dissolvable Tea Packaging
Mi Terro Partners with Lipton to Launch Dissolvable Tea Pods

8.9 Score

Popularity

Activity

Freshness

Co-creation

Naturality

Authenticity

4 Featured, 35 Examples

31,281 Total Clicks

URL: Hunt.to/526401

Carbon-Negative Beverage

Drink brands are launching carbon-negative product lines

Trend - Beverage companies are introducing carbon-negative products that go beyond carbon offsetting or carbon neutrality. These beverages use sustainable packaging and renewable energies in production to drastically reduce the carbon footprint and positively impact the environment.

Insight - With each year that passes, businesses face more pressure to become more sustainable—both from governments and NGOs. These businesses desire a way to remain competitive as environmental pressures arise, leading to a need to shift away from environmentally damaging practices. Businesses that implement these changes are able to demonstrate their values to like-minded consumers, and can effectively differentiate themselves from competitors.

Workshop Question - How could your brand better appeal to eco-conscious consumers by reducing or offsetting carbon emissions in its operations?

Carbon-Negative Soft Drinks
Tenzing Sets Itself Apart as a Soft Drink Brand with Carbon Labeling

Collaboration Coffee Stout Beers
The BrewDog x Grind Coffee Stout Has a Full-Bodied Profile

Planet-Positive Pea Vodkas
Ten Locks Pod Pea Vodka Has a Range of Natural Flavor Notes

Carbon-Negative Beers
These Gipsy Hill Beers Have Received Carbon Negative Certifications

7.1 Score

Popularity

Activity

Freshness

Naturality

Catalyzation

Authenticity

4 Featured, 53 Examples

45,676 Total Clicks

URL: Hunt.to/524109

Probiotic Chip

Brands are launching gut health-supporting chips for everyday snacking

Trend - With a focus on healthy snacking, brands are launching potato chips with probiotic recipes to provide better-for-you alternatives to common snacks. These chips support gut health and are designed to be consumed on a more frequent basis than regular potato chips, helping appease cravings.

Insight - Most consumers stray away from diets that involve purely restricting food quantity, and rather gravitate toward opting for better-for-you replacements in each meal and snack. These consumers place more importance on natural ingredients and those with health benefits, than they do on calorie counts. This consumer pressure enables businesses to create products that swap empty calories for nutrient-dense recipes, promoting healthy lifestyles without compromising on flavor or quality.

Workshop Question - How could your brand incorporate better-for-you ingredients into its existing products for health-conscious consumers?

Gut-Supporting Veggie Chips
Go Natural's Probiotic Chips Support a Healthy Gut Microbiome

Debut Indian Probiotic Chips
'Jiggis' Launched India's First Probiotic Potato Chips

Candy-Inspired Probiotic Snacks
BelliWelli Crunchy Peanut Butter Chocolate is Tasty and Beneficial

Footballer-Approved Sorghum Snacks
Insane Kane Strikin' Hot Crisps Have a Probiotic Profile

6.7 Score

Popularity
Activity
Freshness

Curation
Simplicity
Youthfulness

4 Featured, 35 Examples

20,360 Total Clicks

URL: Hunt.to/523635

DIY Infuser

Convenient appliances allow for healthier infused drink options

Trend - The popularity of fruit-infused waters, sodas and alcohol in the CPG space has created demand for DIY water infusion devices. These kitchen appliances and portable tools make DIY produce infusions simpler and customizable--while catering to health and budget-conscious consumers.

Insight - Influenced by inflation, social media and a greater understanding of ingredients and production, today's 'foodie' is likely to prefer experimenting at-home rather than in restaurants. As rising food costs impact more consumers--appliances and apps that help them save on everyday "indulgences" they'd normally buy in-store are becoming more popular.

Workshop Question - How could your brand better cater to the shift toward convenient at-home cooking?

Portable Water Infusion Blenders
The Magic Bullet Portable Blender Has a Multifunctional Design

Combination Modular Bottles
The Berry Bottle is an All-in-One Modular Bottle for Any Adventure

Five-Stage Reverse Osmosis Systems
The Bluevua RO100ROPOT-Lite is Countertop-Ready

7.0 Score

Popularity

Activity

Freshness

Simplicity

3 Featured, 36 Examples

85,352 Total Clicks

URL: Hunt.to/519851

Spiced Alcohol

Alcoholic beverages are being made with spicy peppers for younger consumers

Trend - Inspired by social media, brands are releasing spiced alcoholic drinks to add new flavors to traditional alcoholic beverages. These drinks are infused with real peppers, adding heat and flavor to the drinks. Spicy flavors make these drinks more appealing to younger experiential drinkers.

Insight - Short-form video social media platforms have become prevalent platforms for dramatically expanding the popularity of individuals' ideas in short periods of time. These ideas range from recipes to lifehacks, with many becoming long-standing trends. The younger demographics that frequent these platforms look to and participate in these trends for inspiration, leading to many trends becoming widespread enough to transform into products or full-scale companies.

Workshop Question - How could your brand draw inspiration from social media services to inspire products for younger audiences?

Premium High-ABV Cocktails
DIO Canned Cocktails are Low in Sugar & Calories with 15% ABV

First-to-Market Hot Rosés
HEARTBEAT Introduces a Spicy Twist to the Wine Industry with Hot Rosé

Spicy Mango Tequilas
Mango Shotta Combines Tequila, Mango and a Kick from Jalapeño

Spicy Low-Alcohol Wines
The Spicy Series by Stella Rosa Wines Fuses Sweet Heat & Low-ABV Options

6.5 Score

Popularity

Activity

Freshness

Co-creation

Experience

Youthfulness

4 Featured, 36 Examples

26,342 Total Clicks

URL: Hunt.to/519257

Automated Cook

Brands are creating autonomous chefs that can cook meals without human intervention

Trend - Businesses are using computer-based systems and robots equipped with artificial intelligence (AI) technology to prepare and cook food. These chefs are trained to measure ingredients, expedite cooking times, and ensure food safety.

Insight - The food industry faces ongoing labor challenges, including shortages of skilled kitchen staff and a high turnover rate influenced by employee burnout. In response, restaurants are turning to automation to mitigate these challenges and enhance operational efficiency. Businesses that adopt these technologies are aligning with consumers' expectations for convenient service.

Workshop Question - How can your brand use AI to refine or expedite tasks in the workplace?

Fan-Made Burger Signatures
The Big Mac Signature Was Created by Fans, AI and a Robot Arm

AI Burger-Making Robots
Aniai's Alpha Grill Combines Artificial Intelligence and Automation

Robotic Coffee Waiters
The Second Cup Coffee Company's Mozo Robot Will Debut at its Beirut Store

Gourmet Meal Vending Machines
The Robot Chef Chulchul Box Offers Hot Gourmet Meals in 90 Seconds

7.1 Score

Popularity

Activity

Freshness

Simplicity

Catalyzation

Artificial Intelligence

4 Featured, 63 Examples

86,662 Total Clicks

URL: Hunt.to/516669

Informed Restaurant
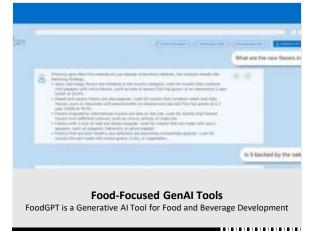
Restaurants are using AI forecasting tools to determine future menu items

Trend - Restaurants are using artificial intelligence (AI) analytics and forecasting tools to determine demand for each menu item. These tools use restaurant-specific and market-wide data to determine future-facing consumer interests, helping determine menu item creation and sales numbers.

Insight - With the diverse and ever-changing interests of the modern consumer, many restaurants struggle to keep up-to-date on recent trends in the foodservice space. Small-scale restaurants do not have the luxury of time or research divisons to fuel decisions, and must often rely on experiential data. These restaurants desire cost and time-effective solutions to market research, leading to brands filling this gap with curated AI tools designed specifically for the foodservice industry.

Workshop Question - How could your company leverage its data with AI to improve its existing and upcoming services?

AI-Powered Foodservice Tools
Datassential's Menucast Predicts the Future of Food & Flavor

Food-Focused GenAI Tools
FoodGPT is a Generative AI Tool for Food and Beverage Development

Restaurant Demand Forecasting Tools
'Lineup.ai' Uses Market Data to Predict Restaurant Demand

7.1 Score

Popularity

Activity

Freshness

Co-creation

Experience

Artificial Intelligence

3 Featured, 35 Examples

28,254 Total Clicks

URL: Hunt.to/517995

Regenerative Coffee

Brands are employing biodynamic farming methods to reduce the impact of coffee
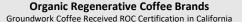
Trend - Coffee brands are implementing regenerative farming practices to ensure that coffee farming has a positive impact on the surrounding environment. These farming methods result in cleaner coffee blends while improving animal welfare, worker rights, and surrounding ecosystems.

Insight - There is a growing market of consumers that are drawn to products that promote social good, whether it be related to working conditions, animal welfare, or environmental impact. These consumers prefer products with certifications on the label to ensure them that the products are supporting good causes. This

Workshop Question - How can your brand improve its attraction to the modern consumer by adopting environmentally or socially-positive practices?

Regenerative Coffee Brands
Holistic Roasters' Biodynamic Coffee Blends are Clean

Organic Regenerative Coffee Brands
Groundwork Coffee Received ROC Certification in California
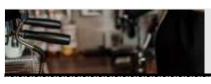
Eco-Friendly Coffee Brands
'Zenbunni' Sources its Coffee Beans from Biodynamic Farms

Biodynamic Farming Coffee Brands
Melk.cafe Sources its Specialty Coffee with Respect to the Land

7.3 Score

Popularity

Activity

Freshness

Experience

Naturality

Authenticity

4 Featured, 31 Examples

26,780 Total Clicks

URL: Hunt.to/505693

The 2025 Trend Report

Refill Retail

Refill products now make up entire stores to promote sustainable consumption

Trend - Brands are launching retail stores that offer a variety of household and personal care products through bulk dispensers. These stores claim to reduce environmental impact by allowing customers to refill containers and pay by weight, reducing reliance on potentially harmful packaging methods.

Insight - As consumers grow more aware of the environmental consequences of their purchases, they are gravitating towards stores that actively address the impact of consumerism. This trend has led to a rise in "refilleries," which focus on minimizing packaging waste, especially for frequently repurchased personal care products. By catering to the demand for reduced-impact retail stores, businesses can attract environmentally conscious consumers looking to reduce their ecological footprint.

Workshop Question - What steps can your brand take to minimize waste in product development and marketing?

Eco-Friendly Refill Stores
Desert Refillery Provides Shoppers with Sustainable Personal Products

Hygiene Refillery Stores
Viva Earth Refillery Offers an Assortment of Refillable Natural Products

Refillable Home Goods Stores
Mitny Refillery is a New Refill Store Based in Moose Jaw

Ohio-Based Refill Stores
Reduce & Reuse Refillery Helps Save Money and Reduce Packaging Waste

6.7 Score

Popularity

Activity

Freshness

Simplicity

Naturality

Many to Many

4 Featured, 15 Examples

5,967 Total Clicks

URL: Hunt.to/535318

Small-Format Retail

More retailers are rolling out small-format stores with curated offerings

Trend - Retail is entering a "less-is-more" era, driven by consumer desire for curated shopping experiences that simplify decision-making. Consumers, overwhelmed by past excess, now value well-edited selections that simplify decision-making. This trend prioritizes quality and guidance over sheer quantity.

Insight - The fundamental role of the retailer is evolving from supplier to curator. This shift addresses a growing psychological burden on consumers, who are increasingly overwhelmed by excessive choices. By offering a refined selection, retailers can elevate the shopping experience, making it more efficient and satisfying. This strategy not only reduces the stress of choice for the consumer but also strengthens brand loyalty by reinforcing the retailer's role as a trusted advisor in the consumer's style and purchase decisions.

Workshop Question - How can your brand refocus its approach to retail by becoming a trusted curator of products, simplifying decision-making for consumers?

Small-Format Electronic Stores
Best Buy Canada to Operate 165 Small-Format Bell Canada Stores

Small-Format Department Stores
Macy's Unveils Plan to Open Up to 30 Small-format Stores

Small-Format Grocery Stores
Amazon's Whole Foods to Open New Small-Format Stores in Cities

Small-Format Retailers
Nordstrom's Small-Format Strategy 'Closer to You' is Expanding Until 2025

8.1 Score

Popularity

Activity

Freshness

Curation

Simplicity

4 Featured, 38 Examples

30,370 Total Clicks

URL: Hunt.to/531413

Branded Third Space

Brands launch third spaces that allow neighbors to connect with each other

Trend - Brands are creating "third places," a concept championed by sociologist Ray Oldenburg, to offer social spaces distinct from home and work. These welcoming environments foster regular connections among people through shared interests or activities, responding to the consumer's quest for community and spontaneity.

Insight - The remote work boom and social shifts are fueling a consumer desire for "third places" – hubs beyond work and home for connection. Craving escape from car-dependent suburbs and planned social activities, consumers seek spaces for spontaneous interaction and emotional support. Brands that successfully tap into this trend do so by crafting casual, community-focused havens. These spaces cultivate a sense of belonging and unity, drawing people together over shared experiences and interests, thereby winning the hearts and loyalty of consumers.

Workshop Question - How can your brand create a third space that fosters community connections and provides a sense of belonging for consumers in today's increasingly isolated society?

Community Hub Timber Pavilions
The Craft Not Carbon Pavilion Raises in London's Park

Star-Shaped Structural Pavilions
Mass Studies Unveils the Visuals for the Archipelagic Void

Artful Wooden Pavilions
Centro de Colaboración Arquitectónia Designs the Orchid Pavilion

Y-Shaped Community Pavilions
Sam Crawford Architects Creates a Red-Roof Pavilion in Sydney

Outdoor Plant Communal Spaces
Mattaforma Designs the new Nursery at Public Records

4.9 Score

Popularity

Activity

Freshness

Tribalism

Experience

Authenticity

5 Featured, 45 Examples

34,388 Total Clicks

URL: Hunt.to/529659

Sustainable Passport

Brands adopt digital product passports to encourage eco-friendly practices

Trend - Brands are debuting digital records that provide information about a product throughout its lifecycle. These records include details about the product's lifespan, from production to recycling guidelines, and help consumers understand the sustainability of the product to inform purchasing decisions.

Insight - Concerns over climate change and pollution have prompted eco-conscious consumers to actively seek solutions for mitigation. This has prompted brands to provide direct guidance on proper product disposal and material recycling upon purchase to minimize waste and preserve resources. Businesses that offer easily accessible and tangible demonstrations of sustainable practices can attract consumers who seek direct ways to support environmental causes.

Workshop Question - What measures can your brand take to guarantee the responsible and ethical disposal of its products?

Digital Skincare Passports
Shisedo Unveils the Ulé Capsule with the New Digital Product Passports

Japanese DPP Partnerships
Circularise is Set to Launch a New Digital Product Passport System

Digital Passport Partnerships
Viamedici Partnered with Sustain360 on Environmental Initiatives

QR-Equipped Fashion Collections
Nobody's Child Introduces QR Codes for its New Product Line

6.6 Score

Popularity

Activity

Freshness

Experience

Naturality

Authenticity

4 Featured, 33 Examples

14,227 Total Clicks

URL: Hunt.to/528042

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.

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

Age-Friendly Retail Initiatives
Lowe's Introduces a Baby Boomer-Focused 'Livable Home' Initiative
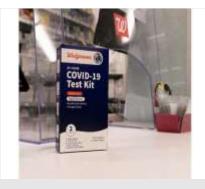
Elderly E-Commerce Education
JD's New Service Center Helps the Elderly Adapt to Online Shopping

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

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

5.9 Score

Popularity

Activity

Freshness

Simplicity

Experience

Authenticity

4 Featured, 34 Examples

40,603 Total Clicks

URL: Hunt.to/506548

The 2025 Trend Report

Downsized Home

Compact environmentally-friendly homes are gaining traction with millennials

Trend - Architectural companies are creating compact homes with sustainability-first designs. Often with an emphasis on minimalism and nature, these homes offer the essentials for living comfortably in a compact structure built with eco-friendly materials.

Insight - As more millennial consumers become homeowners, many are noting the current undesirable state of the housing industry. With rising costs of living affecting more than just housing costs, it is becoming increasingly difficult for many such consumers to live comfortably on their own. As a result, architectural companies are creating compact, often portable, homes with eco-friendly designs that help mitigate energy costs, tax rates, and more.

Workshop Question - How could your company make its products or services appealing to homeowners concerned with environmental factors?

Recycled Plastic Floating Homes
MAST Presents the New Floating House Concept Design

Prefabricated Miniature Home Concepts
i29 Creates the Câpsula Concept for Dutch Design Week

Contemporary Sustainable Tiny Homes
The Cosmic ONE is Offered in Three Compact Home Layouts

Tranquil Elevated Tiny Homes
Jan Tyrpekl Designs the Cozy Zen House in Austria

8.6 Score

Popularity

Activity

Freshness

Curation

Naturality

4 Featured, 36 Examples

36,720 Total Clicks

URL: Hunt.to/533817

Oceanic Luxury

Luxury watch manufacturers are utilizing ocean-bound plastics

Trend - Watchmakers are incorporating sustainable materials, such as ocean-bound plastics, into products. This offers customer the combination of luxury build quality and name, with the positivity associated with sustainable goods. This adds further value to luxury timepieces beyond status symbols, enabling new levels of self expression with timepieces.

Insight - Customers interested in collectible luxury goods are typically motivated by exclusivity, quality, and appearance. These consumers value products that fit their lifestyle, such as luxury watches that match outfits. As a reflexive action to these motivations, the luxury watch industry is filled with ultra limited-edition, ultra luxury iterations. However, these products are typically sold only on their complex composition and professional build quality, which may not fit into every consumers lifestyle due to environmental concerns. As a result, luxury watchmakers are now incorporating sustainable materials, such as ocean-bound plastics, into collectible timepieces.

Workshop Question - How can your brand incorporate sustainable materials, such as ocean-bound plastics, into its products?

Ocean-Bound Plastic Timepieces
The Timex Reclaimed Ocean Plastic Watch Has a Speckled Finish

Submarine-Inspired Watches
The Shinola Sea Creatures Skeleton Dial Features Ocean-Bound Plastic

Ocean-Bound Plastic Timepieces
The Amitron Wave Collection Shows Off a Sustainable Aesthetic

Sporty Solar Watch Designs
Diesel Recently Launched Its First Solar Watch Line

6.5 Score

Popularity
Activity
Freshness

Co-creation
Naturality
Authenticity

4 Featured, 45 Examples
75,779 Total Clicks
URL: Hunt.to/513241

Sustainable Filament

3D printing brands are releasing filaments focusing on sustainability

Trend - Brands in the 3D printing space are releasing materials that prioritize sustainability without compromising on function. The sustainability ranges from including renewable resources, such as wood or plant-based fibres, to using energy-efficient, low-emission production systems.

Insight - 3D printing is continually increasing in popularity not only in industrial applications, but also with hobbyist consumers. However, as the industry continues to expand, it continues to attract more attention from environmental regulators and consumers due to the unrenewable nature of most plastic-based filaments. Brands are recognizing the public and private desires for sustainable materials, and in response are investing in renewable materials and energies.

Workshop Question - How could your brand improve its sustainability through investing in renewable energies and materials?

Wood Polymer Filaments
Sulapac Places Sustainability First with its 'Flow 1.7' Filament

Eco-First 3D Filaments
Compost3D is a Leader in Eco-Friendly Filaments for 3D Printing

Sustainable Additive Manufacturing Materials
HP's PA 12 S is Aesthetic and Cost-Effective

Sustainable Filament Providers
'Terrafilum' Offers Eco-Friendly Solutions for Clients' 3D Printing

6.5 Score

Popularity

Activity

Freshness

Catalyzation
Prosumerism
Authenticity

4 Featured, 31 Examples

15,175 Total Clicks

URL: Hunt.to/528388

Upcycled Microfiber

Brands introduce tools to capture laundry microfibers for upcycling

Trend - Brands are launching new devices and tools to transform laundry microfibers into new products, contributing to sustainability efforts in the textile industry. By redelivering these textiles back to manufacturers, they can be repurposed to benefit multiple industries and applications.

Insight - Consumers are becoming increasingly conscious of their environmental footprint and subsequently seek products that reduce the impacts. Upcycling textiles empowers consumers to engage directly in waste reduction and the generation of new products, appealing to those who wish to mitigate the environmental consequences of their consumption habits. Businesses that cater to consumer demand for circular products can appeal to shoppers who wish to support brands that align with their sustainability values.

Workshop Question - How can your brand reduce consumer waste and production costs?

Microplastic Washing Machine Filters
The Matter 'Gulp' Captures Microplastics During Washing

Electricity-Free Microfiber Filters
PlanetCare 2.0 Fits onto Existing Washing Machines

Laundry Microfiber Filters
Samsung's New Less Microfiber Filter Catches Small Plastics

Microfiber-Collecting Fiber Washers
This Air Fiber Washer Helps Reduce Microfiber Shedding

Microfiber Upcycling Methods
Xeros Debuts a Research Initiative for Upcycling Plastic Microfibers

7.3 Score

Popularity
Activity
Freshness

Naturality
Catalyzation
Authenticity

5 Featured, 43 Examples

60,582 Total Clicks

URL: Hunt.to/528067

Single-Dose Cleanse
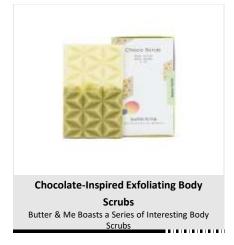
"Dosed" eco-friendly cleansers offer convenience and faster repurchase rates

Trend - As solid cleansers become more popular for their sustainability, the industry is seeing a rise in "single-dose" solid cleansing products, ranging from oil spheres to cleansing tablets. These items offer precise doses per use, diverging from other solid cleansers like bars and powdered soap.

Insight - People are increasingly looking to reduce their environmental impact--whether it's through using less, or buying from sustainable brands. Single-use items are typically not aligned with eco standards, but in the skincare industry factors such as convenience, travel, and product preservation are also crucial considerations. Skincare brands that merge convenience with sustainability in single-use products are increasingly appealing to busy customers, while also hastening the rate of repurchase.

Workshop Question - How could your brand prioritize convenience in its products, while ensuring their sustainability?

Chocolate-Inspired Exfoliating Body Scrubs
Butter & Me Boasts a Series of Interesting Body Scrubs

Dissolving Micellar Wipes
Fig. 1's Micellar Oil Cleansing Wipes Leave Zero Waste Behind

AAPI-Owned Zero Waste Skincare
Seadrop Skincare Introduces Revolutionary Waterless Facial Cleanser

Single-Dose Makeup Removers
Roll & Remove Beauty Spheres Melt to Clear Away Makeup & Impurities

8.4 Score

Popularity	
Activity	
Freshness	

Simplicity

Experience

4 Featured, 36 Examples

34,636 Total Clicks

URL: Hunt.to/526489

Oceanic Linen

Fabric companies are launching linens made from ocean-bound plastics

Trend - Brands in the textile industry are launching new fabric materials made from recovered and upcycled ocean-bound plastics. These textiles help reduce waste while offering affordable products for related industries, such as hospitality and fashion—resulting in durable and sustainable alternatives.

Insight - Industries that rely on textiles face large amounts of waste each year, which is increasingly drawing attention from environmental activist groups and government regulators. These industries, namely the hospitality and fashion industries, are tasked with finding ways to hit sustainability goals without sacrificing the quality of experiences for their customers. This is leading to businesses placing pressure on their suppliers, or on new suppliers, to provide sustainability-first products.

Workshop Question - How could your brand leverage upcycling in its products to improve its sustainability reports?

Ocean Waste-Made Textiles
Duvaltex Recently Debuted the Ocean Waste
CLEAN IMPACT TEXTILES

Upcycled PET Yarn Fabrics
'S. Cafe OCEAN' is a Line of Yarn Textiles Made
from Ocean Plastics

Upcycled Polyester Yarns
RECYCTEX's Latest Initiative Includes Reclaiming
Plastics from Shores

Ocean-Friendly Upholstery Textiles
The 'Sport' Textiles Are Crafted From Shoreline-
Sourced Plastic

7.3 Score

Popularity

Activity

Freshness

Co-creation

Naturality

Authenticity

4 Featured, 26 Examples

23,430 Total Clicks

URL: Hunt.to/524932

Aluminum Beverage

Unlikely brands are using aluminum to package their beverage products

Trend - Kombucha, wine, and bubble tea brands that rely on glass or plastic packaging are increasingly opting for aluminum bottles as a sustainable alternative. Aluminum packaging offers several advantages to preserving the quality of a beverage while being recyclable indefinitely.

Insight - Eco-conscious consumers often look for ways to reduce their environmental impact and incorporate sustainability into their everyday routines. Aluminum packaging's near-infinite recyclability and accessibility appeal to consumers who want their purchases to align with sustainable practices. Businesses offering adaptable and accessible consumption methods appeal to individuals looking to make lifestyle changes that support the environment.

Workshop Question - How can your brand align with modern sustainability values?

Aluminum-Packaged Water Cans
Thinkerbell and the Laneway Festival's Founder Launch a Water Product

Aluminum Wine Bottles
Element[AL]'s Packaging is Compact, Lightweight & Easily Recycled

Aluminum-Packaged Kombuchas
Mortal Kombucha Has Introduced Eco-Friendly Aluminum Bottles

Functional Aluminum-Packaged Waters
Water Almighty Has Seven Added Minerals and Electrolytes

Guilt-Free Bubble Tea Cans
Teaspoons & Co Packages Its Drinks in Aluminum Cans

7.1 Score

Popularity

Activity

Freshness

Curation
Tribalism
Naturality

5 Featured, 54 Examples

62,435 Total Clicks

URL: Hunt.to/524582

The 2025 Trend Report

TRENDHUNTER

Eco-Digital Economy

TRENDHUNTER

Brands are leveraging technology for sustainability and economic growth

Trend - In the era of eco-digital advancement, brands are leveraging digital technologies that not only generate economic value but also prioritize environmental and social benefits. By leveraging tools like AI for efficiency, blockchain for transparency, and synthetic biology for sustainability, brands aim to reduce waste, improve supply chain sustainability, and drive business value.

Insight - Consumers are at a crossroads. While they embrace the exciting possibilities of digital innovation, they are increasingly concerned about the environmental impact of these advancements. This heightened awareness is driving a demand for "sustainable innovation": technology that progresses without compromising the environment. Brands that can bridge this gap by offering both innovation and sustainability are not just selling products, they are aligning themselves with consumer values. This allows them to capture the evolving market for technology that is mindful of its impact, and ultimately, contribute to a more sustainable future.

Workshop Questions: How can your brand leverage technology to bridge the gap between cutting-edge innovation and meaningful sustainability practices, while aligning with the growing consumer demand for "innovation with a conscience"?

Sustainable Smart City Solutions
Omniflow is Illuminating Sustainable Smart Cities with Edge AI
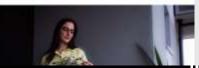
Sustainable Predictive AI Companies
CO2 AI is an End-to-End AI Platform for Reducing Emissions

AI Green Financing Platforms
Singapore's AI Initiative for Sustainable Finance in Real Estate

IoT-Integrated Vertical Gardens
Hexagro's Smart Vertical Garden Clovy Revolutionizes Urban Farming

6.8 Score

Popularity
Activity
Freshness

Hybridization

4 Featured, 42 Examples

80,175 Total Clicks

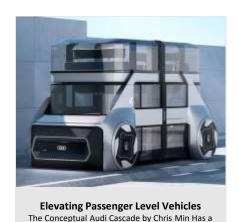URL: Hunt.to/527995

Community Shuttle

Self-driving vehicles are more successful when offering community benefits

Trend - Self-driving vehicles with community-benefitting purposes are helping brands in this industry create more acceptance for AVs. Brands are offering services like free autonomous transportation and senior delivery services that create positive experiences with autonomous vehicles.

Insight - The AV industry has faced both legal and cultural challenges entering the market, with everything from safety concerns to arguments about job losses preventing self-driving vehicles to be fully accepted by consumers and institutions. As the industry aims to address these challenges, creating positive local experiences helps build trust for autonomous tech.

Workshop Question - How could your brand create community-based experiences for its customers?

Elevating Passenger Level Vehicles
The Conceptual Audi Cascade by Chris Min Has a Comfy Interior

Friendly Business Delivery Trucks
The 'ORCA' Autonomous Delivery Truck Has a Friendly Form

Partially Autonomous Touring EVs
Arcimoto Designs the New Electric Vehicle to Tour Around Vegas

Accessible Driverless Public Buses
Treasure Island Rolls Out the Loop Program in San Francisco

5.3 Score

Popularity

Activity

Freshness

Experience

Catalyzation

Authenticity

4 Featured, 54 Examples

88,379 Total Clicks

URL: Hunt.to/510258

Transparent Retail

Sustainable retailers highlight their initiatives and impact in-store

Trend - Sustainable stores and eco-friendly in-store initiatives are making the impact of their products clearer to their customers. These brands are using receipts, labels and displays to highlight production and sourcing processes--catering to the growing demand for transparency from businesses.

Insight - Sustainable consumption is becoming a priority for more consumers, and readily accessible information on these topics has made consumers more critical of green claims. Brands are aiming to appeal to the modern consumer via sustainability initiatives--particularly Gen Z and Millennials--are more likely to establish trust when they offer transparent snapshots into their business.

Workshop Question - How can your brand create trust with its customers via in-store experiences or initiatives?

Sustainable Canadian Retail Expansions
The Toronto Allbirds Brick-and-Mortar Store is Eco-Friendly

Environmental Cost Receipts
ASKET's Impact Receipts Measure Water Usage, CO2 Emissions & More

Carbon-Conscious Oat Beverages
These Vegan Beverages for Kids Label Their Carbon Footprint

Environmental Impact Product Labels
L'Oréal Product Impact Labeling Ranks the Brand's Products

6.3 Score

Popularity

Activity

Freshness

Curation

Simplicity

4 Featured, 45 Examples

49,359 Total Clicks

URL: Hunt.to/520032

The 2025 Trend Report

Synthetic Biology Beauty

Brands leverage lab-grown ingredients in the personal care space

Trend - Synthetic biology is revolutionizing the personal care industry by making products more sustainable and personalized. Companies are using biosynthesis, a process where engineered organisms like yeast convert sugar into various useful substances, to produce ingredients traditionally derived from petroleum or animal sources.

Insight - Consumers are increasingly driven by the tension between their need for effective personal care products and their ethical and environmental values. They are no longer willing to compromise on sustainability or animal welfare for the sake of performance. This growing awareness and concern for the planet and ethical sourcing practices are pushing consumers to seek out products that reflect their values.

Workshop Question - How can your brand leverage synthetic biology to create the next generation of personal care products that deliver on both efficacy and environmental responsibility?

Probiotic Gel Moisturizers
Biossance's Squalane + Probiotic Gel Moisturizer is Ultra-Hydrating

Active Collagen Serums
FaceGym's Refillable Brightening Serum Boosts Collagen and Elastin

Korean Anti-Aging Creams
Hy Launches a New Cream with Lactic Acid and Triple Anti-Aging Blends

Black-Owned Curl Brands

Transformative Biotech Skincare

Vegan Biotech Skincare

7.3 Score

Popularity
Activity
Freshness

Catalyzation

6 Featured, 72 Examples

49,424 Total Clicks

URL: Hunt.to/534124

Approachable Beauty

Complex beauty procedures are being made more affordable and accessible

Trend - Brands in the beauty industry are making less-traditional procedures more affordable and accessible. Through marketing and increased availability, these procedures are being destigmatized, and are in turn becoming more commonplace. These factors result in fewer barriers for interested consumers.

Insight - Millennials and previous generations grew up in a society that stigmatized purely cosmetic procedures, such as bodily injections or lifts. In part brought on by the shifting nature of the beauty industry and by North American society trending in a progressive direction, the stigmas around such practices are fading. As a result, brands are more openly advertising these services in order to appeal to consumers who may have previously considered or been on-the-fence about such beauty practices.

Workshop Question - How can your brand leverage changing societal attitudes towards previously stigmatized practices to improve its products or services?

Approachable Medical Cosmetic Clinics
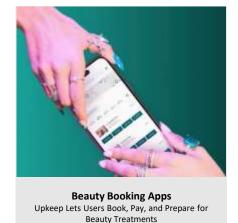PARK Recently Opened Its Space on Ossington Avenue

Open-Air Medi-Spa Services
The Scene Medical Beauty Bar Rides the Wave of the Beauty Market

Virtual Weight Management Prescriptions
Hims & Hers Health Expands to Weight Management Offerings

Beauty Booking Apps
Upkeep Lets Users Book, Pay, and Prepare for Beauty Treatments

7.9 Score

Popularity
Activity
Freshness

Experience
Prosumerism
Personalization

4 Featured, 36 Examples

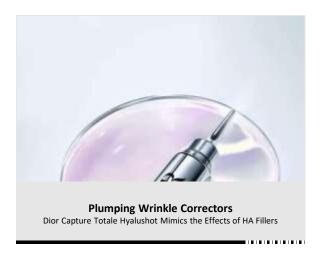24,904 Total Clicks

URL: Hunt.to/529029

Anti-Enhancement

Cosmetic injections are repositioned for exclusivity-focused luxury shoppers

Trend - Following the popularization of injectable cosmetic treatments, brands are now introducing products marketed as elevated and exclusive versions of these procedures. These alternatives include topical serums, creams, or devices that target specific skincare concerns such as wrinkles and fine lines.

Insight - As cosmetic treatments become more accessible to the general public, wealthy consumers are seeking out products that are marketed as alternatives to injectables and commonly available treatments. These consumers seek differentiated, premium solutions that reflect their higher status and discerning taste when shopping. Businesses that cater to the demand for premium and exclusive beauty products can appeal to luxury consumers who prioritize investing in the unique and unattainable.

Workshop Question - How can your brand distinguish its premium offerings from its standard ones?

Plumping Wrinkle Correctors
Dior Capture Totale Hyalushot Mimics the Effects of HA Fillers

Powerful Plant-Based Plumping Serums
Neora's Lip Plumping Serum Promises Instant Results

3D Plumping Serums
The DermInfusions Fill + Repair Serum is an Alternative to Injectables

6.7 Score

Popularity

Activity

Freshness

Hybridization

Curation

Personalization

3 Featured, 26 Examples

21,509 Total Clicks

URL: Hunt.to/530357

Earbud Clip

Audio brands are creating clip-on earbuds for enhanced comfort and reliability

Trend - Audio brands are releasing earbuds with non-invasive clip-on designs. These earbuds are designed to be worn by those who find earbuds often slip out of their ears due to physical activity or ear canal size mismatches. Additionally, the clip-on design leaves the ear canal open for surrounding noise.

Insight - Modern lifestyles have led to nearly every consumer wearing earbuds or headphones for numerous reasons, such as entertainment during commutes, solutions for work calls, or to enhance daily workouts. However, many of these consumers find earbuds uncomfortable or unreliable, as physical activity, or even just walking, can lead to earbuds falling out. In order to address the needs of these consumers, or those who want to hear environmental noise, brands are releasing non-invasive clip-on earbuds.

Workshop Question - How can our brand alter its products or services to ensure both comfort and functionality for users who find typical products uncomfortable or unreliable?
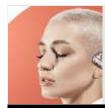
Noninvasive Clip-Style Earbuds
The Soundcore C30i Headphones are Great for Wearers with Glasses

Glasses-Friendly Open-Ear Headphones
The JLab Open Sport Earbuds Work Great for Any Task

Fashionable Clip-On Earbuds
The Bose Ultra Open Earbuds Securely Hug the Ear

Workout-Ready Open-Ear Headphones
The OneOdio OpenRock Pro are Lifestyle-Conscious

Open-Ear Audio Technology
The Open-Ear-Design TWS Earbuds Has a Natural Transparency

8.4 Score

Popularity

Activity

Freshness

Hybridization

Simplicity

Catalyzation

5 Featured, 43 Examples

47,241 Total Clicks

URL: Hunt.to/534402

Smartphone Fashion

"Phonecore" features over-the-top accessories inspired by smartphones

Trend - Phonecore, the latest style trend, is taking social media by storm with nearly 130 million TikTok posts. This trend features over-the-top accessories inspired by smartphones such as HMD's Phonecore range, as well as smartphones adapting to become accessories themselves, like Hailey Bieber's lip gloss-holding phone case, blending tech and fashion in innovative ways.

Insight - The rise of the "smartphone as an aesthetic" reflects a growing consumer desire for fashion that integrates cutting-edge technology in visually impactful ways. In an era where personal devices are central to daily life, accessories inspired by smartphones, as well as smartphones functioning as accessories, resonate deeply with tech-savvy, fashion-forward individuals. This trend taps into the intersection of nostalgia and futurism, appealing to those who appreciate both retro design elements and modern innovation.

Workshop Question - How can your brand tap into the rise of "smartphone as an aesthetic" or other trending aesthetics?

Smartphone-Inspired Accessories
HMD Dropped the Phonecore Range During LFW with Sinead Gorey

Lip Treatment-Holding Phone Cases
The Rhode Phone Case is Built to Hold Its Lip Treatment

Flask Phone Cases
Body Vodka Created a Take-Anywhere Transparent Flask Phone Case

Playful Doll-Themed Cosmetics
NYX Cosmetics x Barbie Was Inspired by the Forthcoming Movie

Contemporary Runway Collaborations
Bandolier and Colin LoCascio Partner for New York Fashion Week

8.8 Score

Popularity
Activity
Freshness

Tribalism
Personalization

5 Featured, 45 Examples

51,894 Total Clicks

URL: Hunt.to/535240

Scalp Microbiome

Haircare products that promote healthy scalp microbiomes are gaining popularity

Trend - Cosmetics brands are creating haircare products with microbiome-supporting formulas. By including probiotics, prebiotics, and stem-cell supporting ingredients, these products are designed to provide both a balanced pH level and a natural protective barrier for the scalp.

Insight - Health and beauty consumers, particularly from younger generations, are becoming increasingly aware of the importance of preventative care. This leads to practices such as wearing sunscreen, moisturizing, and using organic products, to get ahead of skin imperfections. This has led to these consumers recognizing the importance of scalp care in terms of healthy hair development. Brands are addressing the needs of these groups with scalp microbiome-supporting care products.

Workshop Question - How can your brand develop products that align with the growing consumer focus on health and preventative care?

Stem Cell Shampoos
Act+Acre's Scalp-Supporting Shampoo Features Caffeine & Swiss Apple Stem Cells

Clear All-Over Cleansing Bars
VOESH's Head-to-Toe Cleansing Soap Refreshes All Hair and Skin Types

Prebiotic Haircare Products
Straand Boasts the Crown Cleanse Shampoo & the Crown Boost Conditioner

Low-pH Densifying Shampoos
The Nue Co.'s SUPA THICK SHAMPOO Supports the Scalp Microbiome

Microbiome-Supporting Beauty Lines
OM Botanical Unveils a New Skin and Hair Microbiome Line

7.7 Score

Popularity
Activity
Freshness

Hybridization
Youthfulness
Catalyzation

5 Featured, 40 Examples

33,770 Total Clicks

URL: Hunt.to/534984

Edible Retinol

Retinol serums are adapted to be ingested orally for inside-out benefits

Trend - Retinol, commonly used for acne and anti-aging benefits, is shifting to oral consumption to benefit the skin from the inside out. Traditionally associated with topical applications, this shift is gaining traction due to claims that it minimizes potential side effects from disrupting the skin barrier.

Insight - Wellness-minded consumers, particularly Millennials and Gen Z, often seek holistic solutions that help address common health concerns before they arise. As a result, skincare brands are modifying their products to prioritize preventive care rather than addressing pre-existing skin issues. Businesses catering to the demand for preventative skin solutions gain appeal among consumers seeking a holistic approach to health.

Workshop Question - How can your brand prioritize holistic health approaches?

Edible Skincare Serums
Vivid's Skincare Serums Support Radiance from the Inside Out

Vegan Subscription Supplement Lines
April Addresses Wellness in Pop Coloured Supplement Jars

Retinol Skincare Supplements
Vivid's Retinol Soft Gels Nourish Skin from Within

Edible Retinol Supplements
Amorepacific Releases a New Consumable Skincare Supplement

7.9 Score

Popularity

Activity

Freshness

Curation

Naturality

4 Featured, 33 Examples

47,928 Total Clicks

URL: Hunt.to/523946

Hair Cosmetic

Hair customization is revolutionized with new makeup-style products

Trend - Hair makeup refers to products or techniques used to enhance or alter the appearance of hair without making permanent changes. These products often include concealers, powders, and temporary colors that help consumers give their hair an elevated look.

Insight - As a result of the pandemic, Millennial consumers are embracing vintage trends to evoke nostalgia and find solace in the familiar comforts of the past. Hair cosmetics, crafted with a nod to 90s trends, cater to a consumer desire for familiarity, customization, and reconnection with the elements of youth. Brands that cater to this demand can create a strong emotional connection with nostalgia-driven consumers, translating into brand loyalty over time.

Workshop Question - How can your brand use trends of the past to influence the present?

Gilded Hair Collections
Zara Hair's Debut Collection Shares Gold-Themed "Makeup for Hair"

Hair-Focused Concealer Sticks
Tarte's big ego ᵂ dab & go hair concealer Covers Patchy Hair Spots

Lotion-to-Powder Dry Shampoos
R&Co Bleu Vapor Was Inspired by Makeup Primer & Moisturizer

Hair Touch-Up Powders
Color WOW's 'Root Coverup Powder' Covers Greys Just Like Cosmetic Powder

6.9 Score

Popularity

Activity

Freshness

Nostalgia

Personalization

Authenticity

4 Featured, 31 Examples

26,912 Total Clicks

URL: Hunt.to/521403

Dissolvable Care

Self-care products are being made with dissolvable packaging for eco-friendliness

Trend - Brands in the beauty industry are releasing products with fully dissolvable packaging. Going beyond biodegradable or recyclable, these packages are fully sustainable, dissolving in minutes of the product being used. This shifts the perception of the beauty industry to be more eco-friendly.

Insight - Younger Gen Z consumers are more interested in self-care and cosmetics products than previous generations, with consumers across all genders consuming more cosmetics products than previous generations in the same age range. These consumers are growing up in a time when schools and NGOs are advocating the importance of immediate shifts toward sustainability. As such, brands in traditionally unsustainable industries are adopting new practices to better meet the needs of Gen Z consumers.

Workshop Question - How could your brand look to modern sustainability trends across adjacent industries to better address the needs of its younger consumers?

Dissolving Micellar Wipes
Fig. 1's Micellar Oil Cleansing Wipes Leave Zero Waste Behind

Bottle-Shaped Shampoo Bars
The Dissolving Bottle is a Cleverly Shaped Solid Shampoo

Dissolvable Body Wash Sachets
'Plus' Launched a New Scent for its Dissolvable Body Wash

Powder-to-Foam Face Washes
Evolvetogether's Zero-Waste Face Cleanser Comes in Dissolvable Packs

8.1 Score

Popularity
Activity
Freshness

Curation
Naturality
Catalyzation

4 Featured, 36 Examples

72,839 Total Clicks

URL: Hunt.to/519994

Probiotic Fragrance

Brands are offering skincare fragrances with probiotics to promote skin health

Trend - Skincare brands are launching fragrances with probiotic ingredients to benefit skin microbiomes. These fragrances integrate into daily skincare rituals and aim to differentiate themselves from competitors as multifunctional products. Probiotic skincare products can reduce TEWL and improve hydration.

Insight - Younger consumers, particularly Gen Z and Gen Alpha, are highly influenced by social media personalities and trends, particularly in the beauty and self-care spaces. Recent trends have focused on the importance of ensuring products used in daily routines have a positive impact on the user, both in terms of health and appearance. As a result, brands are releasing fragrances and skincare products infused with probiotics to improve effects, and subsequently, brand image with younger consumers.

Workshop Question - How might your brand better increase its appeal to younger consumers by focusing on relevant social media trends?

Multifunctional Clean Deodorants
Ingrown Deodorant Targets Sweat, Hair and Discoloration

Probiotic Eucalyptus Deodorizers
LAVANILA Offers a Eucalyptus Fragrance Deodorizer with Probiotics

Probiotic Body Sprays
La Maison's London Fog Spray is Fit for Room and Body Use

Microbiome-Friendly Bundles
Hume Supernatural's Biome Buddy Bundle is the Perfect Stocking Stuffer

7.5 Score

Metric	
Popularity	
Activity	
Freshness	

Co-creation
Curation
Catalyzation

4 Featured, 35 Examples

24,797 Total Clicks

URL: Hunt.to/527016

Cuisine Cosmetic

Makeup products are being formulated to offer unconventional food scents

Trend - Unconventional foods, beverages, and culinary ingredients are being used to infuse scents, tastes, and other sensory elements into beauty and makeup products. Food-specific cosmetics engage multiple senses simultaneously, creating a more immersive and satisfying experience for beauty enthusiasts.

Insight - Food-scented cosmetics have gained popularity due to their ability to provide a unique and enjoyable sensory experience during the makeup application process. By utilizing unconventional foods and desserts, brands can attract niche audiences and offer a way for individuals to express their unique personalities. Additionally, the novelty of food cosmetics can provide consumers with appealing content, helping them create engaging posts and interact with others in the beauty community.

Workshop Question - How can your brand merge two unrelated industries to create a new product?

Fast Food-Themed Lipsticks
Chelsie Lane Cosmetics Created a Limited-Edition Chorizo Style Lipstick

Cheese-Scented Nail Polishes
Velveeta Launches Cheese-Scented Nail Polish with Nails.INC

Syrup-Scented Eyeshadow Palettes
The Maple Syrup Pancakes Eye Shadow Palette is Sweetly Scented

Pastry-Scented Eyeshadow Palettes
Too Faced's Newest Eyeshadow Palettes Smell Like Pop-Tarts

6.4 Score

Popularity
Activity
Freshness

Multisensation
Experience
Authenticity

4 Featured, 37 Examples

52,039 Total Clicks

URL: Hunt.to/514187

Stimulating Mask

Skincare brands are launching facial masks with built-in LED technology

Trend - Brands are launching wearable Light Emitting Diode (LED) masks to deliver targeted light therapy to the skin. These masks penetrate the skin at various depths, stimulating cellular activity and promoting skin rejuvenation.

Insight - Consumers are often looking for affordable and proven methods to address their skin concerns, and the growing popularity of at-home skincare devices is a direct result of the expensive and limited nature of cosmetic and dermatologist-recommended treatments. Additionally, individuals who require professional skincare can incorporate light therapy into their skincare routines without spending time and money on frequent visits to spas or clinics.

Workshop Question - How can your brand enhance the consumer experience with premium products/services?

LED Neck Masks
UNVEILED Neck & Décolleté is Clinically Proven to Rebuild Collagen

Anti-Aging LED Masks
Dior Releases an Anti-Aging LED Mask Called Dior Skin Light

Beautifying LED Light Masks
Therabody Releases the Full-Face LED Light Mask for Light Therapy

7.0 Score

Popularity

Activity

Freshness

Hybridization

Curation

Catalyzation

3 Featured, 45 Examples

59,430 Total Clicks

URL: Hunt.to/507619

Makeup marketed toward Gen Alpha consumers is adapted as this demographic ages

Trend - To cater to the emerging Gen Alpha consumer, cosmetics companies are designing more sophisticated cosmetic lines. These products strike a balance between age-appropriate formulations and the high-end appearance favored by this demographic, influenced by trends on social media platforms.
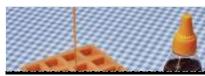
Insight - Gen Alpha's immersion in the virtual world has been reflected in the market, particularly as this demographic continues to demonstrate that real-life trends mirroring online ones significantly impact their purchasing preferences. As they mature, these consumers seek more sophisticated products, departing from the childlike items marketed to them in their youth. Businesses meeting the demand for elevated kids' cosmetics can attract young consumers seeking products that grow with them.

Workshop Question - How can your brand cater to the evolving preferences of Gen Alpha as they become mature consumers?

Targeted Gen Alpha Skincare
Hi!papa Makes Personal Care for Kids Ages Three to 12 in China

Inclusive Fragrance Campaigns
The 'Where Will They Take You' Campaign Highlights Influencers

Gen Alpha Bodycare Brands
Australian Gen Alpha Brand 'Allkinds' Made its United States Debut

Gen Alpha Fragrance Rollerballs
Petite N' Pretty is Targeting Gen Alpha with its Latest Products

8.0 Score

Popularity

Activity

Freshness

Youthfulness

Personalization

Authenticity

4 Featured, 36 Examples

68,066 Total Clicks

URL: Hunt.to/528538

The 2025 Trend Report

Smart Supplement

Health brands are using AI to create supplements and medications

Trend - Medical supplement and treatment companies are using artificial intelligence for the creation and testing of new supplements. The recipes are created through feeding AI large medical datasets, often including voluntary clinical trials. The resulting supplements are then tested and improved.

Insight - Medical companies continually invest in research and development in the forms of product creation, testing, and revision. While these companies have extensive regulatory processes before a new product can be introduced, they desire ways to quicken the process without losing and level of quality and safety, and without increasing costs. As a result, these companies are turning to artificial intelligence to assist with some of the more intensive aspects of medicinal creation.

Workshop Question - How could your brand leverage artificial intelligence to streamline its business without sacrificing quality?

AI-Supported Menopausal Treatment Services
Morrama Recently Debuted Its Luma Service Concept

AI-Backed Immunity Supplements
Inhibinol ⃰ Offers Natural protection "Driven by Science"

AI-Backed Supplement Development
Biomdrin's New Technology Pairs Optimal Ingredients Together

BIOMDRIN develops cutting-edge nutraceuticals for disease

AI-Designed Medical Trials
Insilico Medicine is Trialing an AI-Backed Lung Disease Drug

7.4 Score

Popularity
Activity
Freshness

Co-creation
Catalyzation
Artificial Intelligence

4 Featured, 36 Examples

36,664 Total Clicks

URL: Hunt.to/513599

Recovery Shoe

Post-workout shoes step into mainstream as recovery focus rises

Trend - Post-workout footwear is transitioning from niche to mainstream within the athletic and wellness spaces. This signifies a growing consumer focus on recovery, with footwear designed to promote comfort, circulation, and potentially even joint health after exercise.

Insight - There is a growign shift towards holistic health practices, where recovery is seen as essential as the workout itself. This trend is driven by a deeper consumer understanding of the biomechanics of recovery and its impact on overall performance and long-term health. As people become more attuned to their bodies' needs, there is increasing demand for products that support optimal recovery.

Workshop Question - How can your brand leverage the growing consumer focus on recovery and holistic health practices?

Post-Climb Shoes
The Arc'teryx Kragg is Made for Quick Approaches, Belay Wear, and Comfort

Chunky Recovery Mules
The HOKA Ora Primo Shows Off a Futuristic Form and Function

Sculpted Foam Recovery Shoes
The New Balance Fresh Foam X RCVRY Weighs 8.5-Ounces

Recovery Slip-On Shoes
Kane Footwear Collabs with Honey Stinger for New Recovery Shoe

8.6 Score

Popularity	
Activity	
Freshness	

Personalization

4 Featured, 35 Examples

245,228 Total Clicks

URL: Hunt.to/531428

Magnesium Health

Magnesium is becoming a mainstream health supplement that supports sleep

Trend - Magnesium, an essential mineral celebrated for its potent sleep-enhancing benefits, is experiencing a surge in popularity, especially as a prime ingredient in health supplements like gummies. With growing awareness of how magnesium contributes to better sleep quality, longer sleep duration, and the regulation of sleep-wake cycles, consumers are increasingly seeking out magnesium-infused gummies and supplements.

Insight - Popularity of natural sleep aids and supplements reflects a growing consumer preference for holistic and drug-free ways to improve health, especially sleep. As the importance of sleep is better understood, people are more interested in natural methods to get a good night's rest. Trusted health figures like podcast hosts and fitness influencers play a role in this trend. Their science-backed and personal endorsements give consumers confidence in natural solutions for better sleep.

Workshop Question - How can your brand support the body's functions with natural ingredients?

Nutrient-Packed Vitamin Gummies
Nature Made Introduces a New Range of Multivitamin Gummies

Synthetic-Free One Bite Multivitamins
GEM Updated the Look and Design of its Multivitamins

Zero-Sugar Vitamin Gummies
Nature's Way Unveiled a New Healthier Lineup of its Vitamin Gummies

Premium Magnesium Supplements
ITL Health is Manufactured in Small Batches to Ensure Quality

Melatonin-Free Sleep Support
Hilma Sleep Support is Doctor-Formulated and All-Natural

6.1 Score

Popularity

Activity

Freshness

Experience

5 Featured, 38 Examples

19,134 Total Clicks

URL: Hunt.to/530971

Sweat Monitor

New hydration monitors are analyzing body sweat to ensure safe fluid levels

Trend - New startups are launching wearable sweat monitors for safe hydration levels. These are non-intrusive wearables that measure the sweat on the skin, rather than detecting moisture within the skin directly. This helps remind users when to hydrate, particularly during sporting activities.

Insight - Climate change has led to outdoor weather becoming increasingly unpredictable, with rising temperatures causing more regions to become near-uninhabitable at certain times of the year. These conditions cause consumers to pay more attention to proper hydration. When performing physical activities, these consumers are looking for non-intrusive solutions to ensure their bodies maintain healthy fluid levels. Brands are in turn creating hydration monitors with less intrusive sweat-monitoring designs.

Workshop Question - How could your brand ensure its wearable products are non-intrusive and intuitive?

Hydration-Optimizing Wearable Gadgets
THe hDrop Gen 2 is a Smart Hydration Monitor for Athletes

Sweat-Wicking Wearable Biosensors
Nix Develops a Hydration Biosensor for Endurance Athletes

Wearable Sweat-Analyzing Patches
Sweanty Introduced a New Hydration Monitor that Uses Sweat

Wearable Hydration Monitors
Epicore Biosystems' 'Connected Hydration' Helps in Hot Environments

8.8 Score

Popularity

Activity

Freshness

Curation

Catalyzation

Personalization

4 Featured, 33 Examples

34,469 Total Clicks

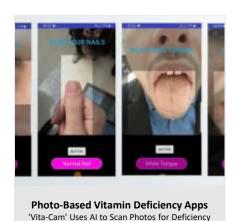URL: Hunt.to/533783

Vitamin AI

AI tools that non-intrusively detect signs of vitamin deficiencies are growing

Trend - Healthtech brands are using artificial intelligence in vitamin management applications. As opposed to broader diet-tracking apps, these specifically track signs of vitamin deficiencies, such as discolored fingernails or pruney skin, thereby helping the user maintain a balance of essential nutrients.
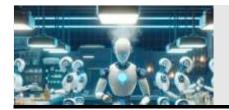
Insight - For the average consumer, daily diets are not strenuously planned. This is due to time constraints, rising food costs, or simply having diets not be a priority. This, however, leads many consumers to have minor nutrient deficiencies that they are unaware of, and continue to live with. Brands are recognizing this trend and, adhering to time and cost limitations, are creating low-effort AI-powered apps that help identify deficiencies and dietary areas of improvement.

Workshop Question - How could your brand ensure its products/services are both affordable and accessible to its target market?

AI-Powered Nutritionist Tools
FuddleAI Has a Chat Feature to Guide Users on Their Wellness Journey

Photo-Based Vitamin Deficiency Apps
'Vita-Cam' Uses AI to Scan Photos for Deficiency Signs

AI Anemia Prevention Apps
Rian Tiwari Created a Photo-Based App that Assesses the User's Health

Vitamin Deficiency-Identifying Apps
'Vitaminico' Helps People Manage their Vitamin Intake Levels

8.2 Score

Popularity

Activity

Freshness

Catalyzation

Artificial Intelligence

Personalization

4 Featured, 31 Examples

13,343 Total Clicks

URL: Hunt.to/530723

The 2025 Trend Report

TRENDHUNTER

Local Hospitality

New hotels are using local history and architecture to inspire their designs

Trend - As the boutique hotels market grows, new hotels are embracing local culture through design plans, local sourcing, and/or community collaborations. These hotels aim to facilitate more authentic local experiences, while maintaining the benefits of luxury travel for their guests.

Insight - The demand for authentic travel experiences continues to grow, and more consumers are traveling while aiming to reduce their impact on local communities and environments. As their values evolve, travelers who want authentic (but luxurious) experiences patron businesses that are clear about their local contributions--which is easily facilitated through design and sourcing.

Workshop Question - How could your brand take inspiration from its local community?

Local Heritage-Inspired Hotels
Jenny Bukovec Designs The Manchester Hotel's Interior in Kentucky

Brutalist Mexican Hotels
Hybrid & Palma Add Organic Elements Within This Brutalist Hotel

Locally Built Boutique Hotels
Shinola and Bedrock Join Forces to Design the Shinola Hotel

Earthy Minimal Boutique Hotels
Method Co Joins Stokes Architecture + Design on the Quoin Hotel

6.4 Score

Popularity

Activity

Freshness

Experience

Authenticity

4 Featured, 35 Examples

32,025 Total Clicks

URL: Hunt.to/521568

Micro Residence

Companies are building tiny homes to help consumers with the cost of living crisis

Trend - Brands are creating tiny, mobile, and stationary houses that are designed to be more affordable and sustainable than traditional homes. These homes are often built on trailers or in small lots, and they are designed to maximize the use of space and minimize unnecessary features.

Insight - To combat the cost of living crisis, many consumers have chosen to purchase micro-houses and tiny homes as they are affordable living options for those struggling to afford a traditional home or apartment. As inflation continues to shift how consumers spend money, there is more emphasis being placed on humble, smaller-scale ways of living. As a result, tiny homes are becoming increasingly popular for people who want to downsize or live more simply.

Workshop Question - How can your brand make its product adaptable to the cost-of-living crisis?

Shipping Container Homes
Rakhee Shobhit Design Associates Creates Two Residential Units in India

Low-Cost Modular Prototype Housing
The Industrialized Building System Prototype Can Be Configured

Low-Cost Ethical Housing
Austin Maynard Architects Builds Low-Cost Housing in Melbourne

Affordable Tiny Home Communities
Durham Region Launches a Tiny Home Project to End Homelessness

7.3 Score

Popularity
Activity
Freshness

Simplicity
Experience
Naturality

4 Featured, 36 Examples

84,040 Total Clicks

URL: Hunt.to/505573

Modern Retro

Automotive manufacturers are launching retro-inspired designs with modern EV features

Trend - Automotive manufacturers are launching new vehicles inspired by retro designs. These cars blend retro aesthetics with modern features, such as electric engines, network connectivity, or motion sensors. Often limited-edition products, these vehicles capture nostalgia without compromising on comforts.

Insight - While more consumers adopt electric vehicles (EVs) each year, there are still large subsets of drivers that prefer traditional gas-powered vehicles. Whether due to aesthetics or function, these consumers are hesitant to adopt EVs, despite these vehicles often being more environmentally friendly, having lower costs of ownership, and having more modern features. In an attempt to accelerate EV adoption amongst these consumers, brands are tapping into retro designs to capitalize on nostalgia.

Workshop Question - How could your brand incorporate nostalgia into its products or services without compromising on its quality?

Charged Electric Hatchbacks
Renault Re-Launched its R5 Turbo with an Electric Drivetrain

Modern Electrified Retro Automobiles
Shane Baxley Designs the TWO8eSL Reinterpretation

Retro-Styled Electric Convertibles
The Lightweight 'Carice TC2' Prioritizes Nostalgic Aesthetics

Retro Car Design Houses
Rezvani will Debut its Retro Brand with the 'RR1' Coupe

6.9 Score

Popularity	
Activity	
Freshness	

Curation
Nostalgia
Catalyzation

4 Featured, 36 Examples

90,228 Total Clicks

URL: Hunt.to/532591

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.

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

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

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

6.6 Score

Popularity
Activity
Freshness

Hybridization
Naturality

3 Featured, 36 Examples
57,034 Total Clicks
URL: Hunt.to/509136

Immersive Lighting

Modern media is enhanced through connected TV and monitor backlights

Trend - Brands are creating smart backlights that illuminate the rear of a monitor or television. These light strips elevate the perceived depth and vibrancy of colors and match what's on the screen, alleviating eye fatigue and strain in dimly lit spaces.

Insight - Consumers who regularly consume content often look for products that enhance their comfort, allowing them to watch for longer periods. Reflecting a value for immersive and uninterrupted viewing, these individuals prioritize the quality and duration of their content consumption sessions, seeking out devices that offer seamless integration with their streaming devices. Brands that prioritize user comfort can attract consumers who value functionality and overall experience during leisure.

Workshop Question - How can your brand creatively address consumer desire for comfort and leisure?

Intelligent TV Backlight Systems
Nanoleaf 4D Immerses Viewers in Illumination at CES 2023

Content-Synced TV Light Systems
The Govee TV Backlight 3 Lite Captures Any Color Instantly

Dual-Camera Television Light Systems
The Govee Envisual TV Backlight T2 Creates Visual Effects

TV-Connected LED Strips
The Nanoleaf 4D Transforms the Home Entertainment Experience with Lights

6.9 Score

Popularity
Activity
Freshness

Hybridization
Experience
Catalyzation

4 Featured, 28 Examples

34,832 Total Clicks

URL: Hunt.to/523291

The 2025 Trend Report

Bed Rotting

Gen Z consumers engage in "bed rotting" as a form of self-care

Trend - "Bed rotting," a new trend sweeping TikTok, involves staying in bed for extended periods to engage in passive activities like eating snacks, watching TV, and scrolling through devices. This trend is particularly popular among Generation Z, who are increasingly turning to this form of self-care to combat burnout.

Insight - Gen Z is leading the charge for mental well-being. This generation is acutely aware of the pressures and demands of modern life, leading them to seek out unconventional methods of relaxation that allow for complete mental and physical disengagement. By normalizing the idea of taking extended breaks to simply rest, Gen Z is challenging societal norms that equate busyness with success.

Workshop Question - How can our brand create value by addressing the Gen Z desire for unconventional self-care and mental well-being practices?

Co-Branded Hydration Tumblers
The Starbucks x Stanley Dropped to Support Starbucks' Winter Menu

Minimalist Tech-Charging Side Tables
The 'Adap' Table Has a Built-in Qi2 Wireless Charger

Automatically Scrolling Rings
This Handy Wearable Turns the Pages of e-Readers & Scrolls TikTok

Calming Orb Lamps

At-Home Heat Therapy Blankets

Understated Ultra-Soft Blankets

8.3 Score

Popularity
Activity
Freshness

Hybridization
Youthfulness

6 Featured, 54 Examples

72,705 Total Clicks
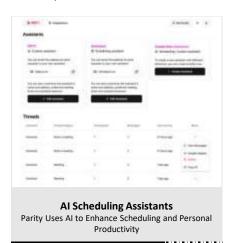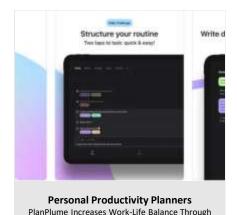
URL: Hunt.to/536058

Automated Schedule

Scheduling tools with artificial intelligence are used to enhance productivity

Trend - Companies are launching artificial intelligence (AI)-powered scheduling tools designed to enhance productivity. These tools grant the AI direct access to your calendar, schedule, and required tasks, simplifying scheduling time with others while enabling the AI to generate an optimized day plan.

Insight - With many employees still working in remote or hybrid scenarios, it is paramount for these employees to ensure proper time management and planning. Additionally, the air gap between employees raises difficulties in scheduling time for meetings and events. Additionally, many individuals struggle with balancing work lives and personal lives, further adding to the importance of scheduling tasks. brands are recognizing this and are augmenting scheduling applications with AI to improve efficiency.

Workshop Question - How can your brand utilize artificial intelligence to enhance productivity and simplify workflows for both remote and on-site employees?

AI Scheduling Assistants
Parity Uses AI to Enhance Scheduling and Personal Productivity

Personal Productivity Planners
PlanPlume Increases Work-Life Balance Through Personalized Planning

Optimized Scheduling Calendars
Supercal Will Analyze Your Week to Suggest Optimal Meeting Times

AI Calendar Assistants
Dola Can Create Calendar Events Out of Complicated Commands

AI Daily Planners
Beforesunset AI is a Planner That Takes the Stress Out of Your Day

5.0 Score

Popularity

Activity

Freshness

Catalyzation

Artificial Intelligence
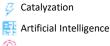
Personalization

5 Featured, 45 Examples

10,298 Total Clicks

URL: Hunt.to/532565

Gen Alpha Creativity

Brands incentivize children to develop skills outside of the internet

Trend - Brands are introducing new experiences to foster the creative growth of Generation Alpha consumers. These experiences promote hands-on engagement with the physical world, encourage real-time social interactions, and inspire exploration of their surroundings without using digital devices.

Insight - As Generation Alpha's presence in the digital realm grows, brands are recognizing the need to balance screen time with real-world engagement. To address this, these organizations are now launching in-person events and activities designed to engage Gen Alpha in a different, more tactile way. Businesses that meet the desire for screen-free activities can attract parents and children who prioritize tangible skills and real-world experiences.

Workshop Question - How can your brand engage with its target audience beyond digital campaigns?

Screen-Free Pre-School Speakers
The Learn with Peppa Tonie Supports Pre-Readers with Audio Content

Gen Alpha Creativity Workshops
The LEGO Group Launched Free Creativity Workshops for Ages 6-12

Forest-Inspired Screenless Toys
Boogie Board Launched the Sketch Pals Forest Friends Line

Video Game-Inspired Outdoor Play
ROXs is Getting Kids Outdoors

7.1 Score

Popularity

Activity

Freshness

Simplicity

Experience

Naturality

4 Featured, 35 Examples

56,088 Total Clicks

URL: Hunt.to/532756

AI Naming

Tech Startups are Launching Services that Suggest Baby Names using AI Algorithms

Trend - Companies are launching artificial intelligence (AI)-powered baby naming services. These services suggest baby names based on the user's preferences, such as gender or language. The tools use conversational AI to further limit these pools, enabling the user to state more niche name preferences.

Insight - Soon-to-be parents often struggle with preparation in all forms, being tasked with planning entire months or years ahead to ensure a smooth upbringing for the upcoming baby. These parents aim to reduce stress in each part of the parenthood process, and they turn to countless resources to help, such as parenting books or blogs. In recognition of this stressful life period, companies are launching AI-powered tools and services to help alleviate stress from the parenthood process.
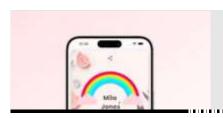
Workshop Question - How can your brand leverage AI technology to provide personalized tools or services that alleviate stressful aspects of consumers' lives?

Baby Naming AI Services
Namewith AI Helps Soon-to-Be Parents Find the Perfect Name

Parent-Based Baby Name Generators
SeeYourBaby Uses Parents Names to Algorithmically Generate Names

Quiz-Based AI Naming Tools
'Named by AI' Suggests Baby Names from an AI Algorithm

AI Baby Name Assistants
Namely Uses AI to Produce Personalized Baby Names

6.7 Score

Popularity

Activity

Freshness

Co-creation

Artificial Intelligence

Personalization

4 Featured, 33 Examples

10,588 Total Clicks

URL: Hunt.to/531226

Luxury Vice

TRENDHUNTER

Brands are recategorizing traditional 'vice' products as luxury status symbols

Trend - In a divergence from health and wellness being exclusively associated with luxury, brands are releasing traditional vice products, such as cigarettes or cannabis, positioned as luxury status symbols. These products enable wealthier consumers to display status while engaging with vices.

Insight - Higher-income consumers from the younger generations grew up with the notion that luxury is associated with cleanliness and healthiness. However, many of these consumers still find themselves engaging with industries that are typically seen as bad-for-you, such as smoking, and often do this discretely to avoid status implications, showing a desire for more designer products in the space. Brands are recognizing the shift in modern values and are releasing products that cater to these consumers.

Workshop Question - How could your brand capitalize on the shifting values of high-income consumers in the modern era?

Opulent Smoking Accessories
THORNE Highlights Its Jewelry and Smoking Accessories

Sculptural Sleek Cannabis Accessories
Kickie Chudikova Joins Gossamer on the Nesting Set

Vice-Inspired Candle Sets
MALIN+GOETZ's The Vices Votives Set is Playful and Cheeky

Luxe Lingerie Shopping Services
Coco De Mer Debuts a Private Shopping Service in Primrose Hill

6.3 Score

Popularity
Activity
Freshness

Nostalgia
Catalyzation
Authenticity

4 Featured, 36 Examples
54,280 Total Clicks
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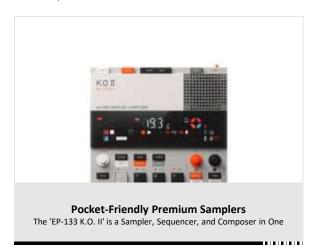All Rights Reserved

Portable Sampler

Brands are releasing portable sound samplers for audio professionals

Trend - Brands in the audio hardware space are releasing toned-down version of sound samplers in portable formats. These samplers enable quick, impromptu sampling in high quality. These are designed to fit in a user's pocket, ensuring they are always ready to capture desired audio clips.

Insight - Creative professionals often struggle with finding inspiration and are unable to choose when motivation will come. These professionals desire convenient devices that work alongside their busy schedules. As a result, many creative professionals are gravitating toward smaller solutions, such as ultralight laptops, or pocket-sized devices, even if they come with performance tradeoffs. Brands are acknowledging this as a priority, and are responding with low-cost, size-efficient devices.

Workshop Question - How can your brand develop convenience-focused products or services that cater to modern busy lifestyles?

Pocket-Friendly Premium Samplers
The 'EP-133 K.O. II' is a Sampler, Sequencer, and Composer in One

Bright Pink Drum Machines
The Razzmatazz is a Small and Colorful FM Percussion Sampler

Compact Music Samplers
1010music's The Tangerine is a Compact Sampler with an Orange Design

7.5 Score

Popularity

Activity

Freshness

Simplicity

Prosumerism

Personalization

3 Featured, 32 Examples

48,739 Total Clicks

URL: Hunt.to/521036

Branded Overnight

Pop culture-inspired rentals provide consumers with unique short-term stays

Trend - Pop culture-themed rentals are being offered on select home rental platforms. These accommodations allow fans to immerse themselves in the world of their favorite movies, TV shows, or music by staying in settings reminiscent of aspects associated with beloved characters or celebrities.

Insight - Consumers who are enthusiastic about movies, shows, and celebrities, are drawn to media-themed accommodations as a way to experience unique amenities inspired by their favorite icons. To celebrate the release of a new season, movie, or album, super fans often go all-out and host watch parties with their friends and family at live venues. Media-themed rentals offer an alternative to standard hotels by providing guests with a unique and memorable experience tailored to their interests.

Workshop Question - How can your brand appeal to pop culture enthusiasts through branding and collaboration?

All-Pink Life-Size Dollhouses
Airbnb Listed the Barbie Malibu Dreamhouse for Barbie Movie

Pottery-Focused Actor Experiences
Seth Rogen and Airbnb are Hosting Guests in the Hollywood Hills

Spooky Cinema Rental Cottages
The Hocus Pocus Sanderson Sisters' Cottage is Available on Airbnb

Prestige TV Vacation Rentals
The Noto Villa from White Lotus is Available to Rent on Airbnb

7.0 Score

Popularity

Activity

Freshness

Tribalism

Experience

Nostalgia

4 Featured, 38 Examples

111,743 Total Clicks

URL: Hunt.to/509357

Remote Focus

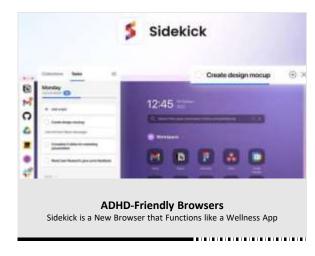## Brands are launching technology designed for remote workers with ADHD

Trend - ADHD products are tools, technologies, or aids designed to help individuals with ADHD manage symptoms and improve organization, time management, and productivity. With the influx of hybrid and remote work models, consumers with ADHD often gravitate toward products that can be used at home without judgment.

Insight - With the rise of remote and hybrid work, consumers with ADHD are looking for ways to stimulate their minds at home while still remaining focused. Consumers with ADHD often desire products that allow them to customize their workspace according to their needs, minimizing distractions and optimizing productivity. With these products, consumers can create a quiet and organized space that helps them focus on tasks without external interruptions.

Workshop Question - How can your brand accommodate different kinds of work models with regard to both products and operations?

Digital Co-Working Spaces
FLOWN's "Flocks" Support Productive Deep Work Sessions

Psychologically Supportive Work Pods
The Sensory Nook Supports Those with ADHD, Autism and More

ADHD-Friendly Browsers
Sidekick is a New Browser that Functions like a Wellness App

6.3 Score

Popularity

Activity

Freshness

Curation

Catalyzation

Personalization

3 Featured, 36 Examples

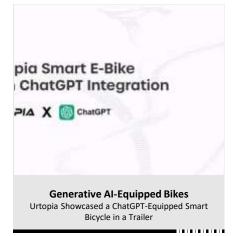135,495 Total Clicks

URL: Hunt.to/508754

AI Hobbyist

For tech enthusiasts, generative AI has become a tool to enhance hobbies
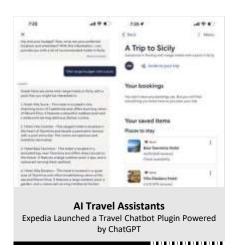
Trend - Chatgpt and similar models are being adapted into everyday life--and even hobbies and recreation are fair game. Tech enthusiasts are particularly likely to use generative AI for personal enjoyment, which can be seen through products like AI-equipped bikes, chess sets and travel assistants.

Insight - In the sudden impact of generative AI--an onslaught of information, ethical and economic concerns overshadowed the technology's potential for smaller, positive enhancements to everyday routines and personal hobbies. Consumers who take a special interest in tech are adopting AI to make their lives more efficient, enhance their knowledge and skills, and to enhance the things they enjoy.

Workshop Question - How might your brand leverage generative AI to enhance customer journeys or product experience?

AI-Powered Chess Sets
The Chessnut Evo Works Well with or Without an Opponent

Generative AI-Equipped Bikes
Urtopia Showcased a ChatGPT-Equipped Smart Bicycle in a Trailer

AI Travel Assistants
Expedia Launched a Travel Chatbot Plugin Powered by ChatGPT

Custom Chatbot Builders
HuggingChat is a Free Tool that Lets you Build ChatGPT-Style Bots

7.1 Score

Popularity

Activity

Freshness

Experience

Prosumerism

4 Featured, 34 Examples

56,116 Total Clicks

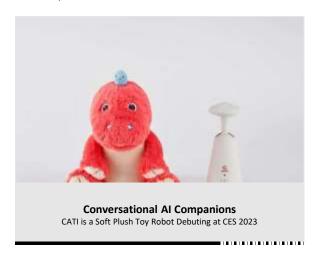URL: Hunt.to/514315

AI Co-Parent

AI-based parenting apps help families proactively monitor wellbeing and development

Trend - AI-based support apps for parents of infants and young children are being used for skill development, mental health, and/or health monitoring. These programs offer a proactive approach to supporting child development and help parents collect data in cases that require intervention.

Insight - Using tech to monitor and prioritize skill-building is especially helpful for caregivers with children who have mental or physical disabilities, behavioral challenges, or are displaying symptoms of illness. These smart solutions add an additional layer of support to the parenting process, offer important information for medical personnel if needed, and generally take some of the pressure off for busy parents with multiple priorities on top of childcare.

Workshop Question - How could your brand use AI to simplify its customers' day-to-day?

Conversational AI Companions
CATI is a Soft Plush Toy Robot Debuting at CES 2023

Baby Decoder Devices
At CES 2023, Q-bear's Device Translates Why a Baby is Crying

AI-Driven Pool Safety Systems
The PoolScout Pool Monitor Camera Has Auto-Detection Technology

6.7 Score

Popularity

Activity

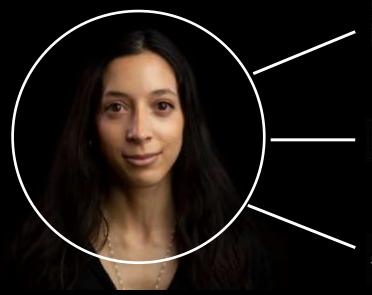Freshness

Simplicity

Artificial Intelligence

3 Featured, 44 Examples

72,394 Total Clicks

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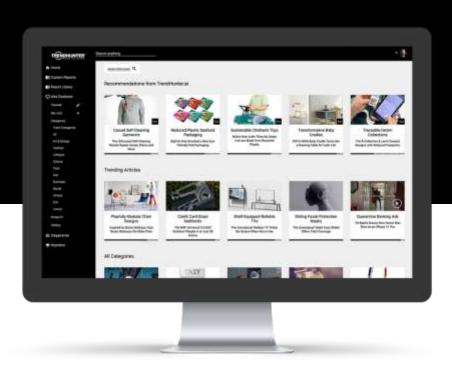- Trend Presentations
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- What is the purpose / goal / desired breadth vs depth?
- Is this a new curiosity? Time-crunched rush? CEO meeting?

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ii. Market & Case Studies
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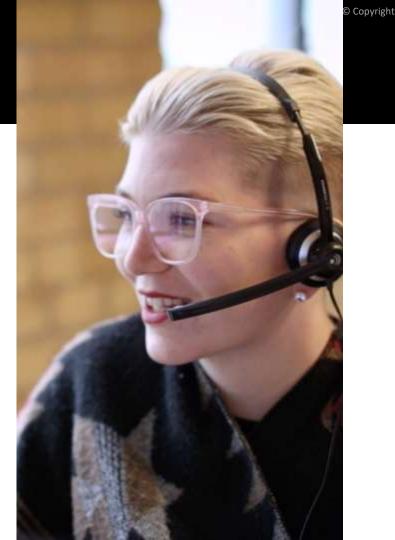
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- Brand Trust

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- Digital Strategy
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- 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
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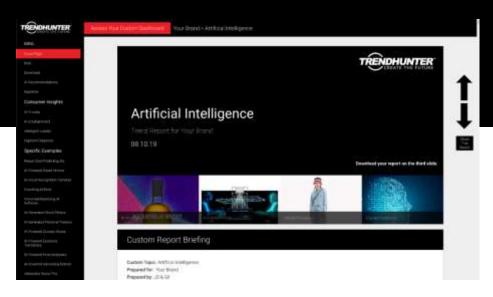- Dual-Purpose Packaging
- Portable Packaging

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- Skincare Innovation
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