



Trending 2022

The definitive guide to the consumer trends impacting your business in 2022



Introduction

Welcome to **Trending 2022**, your indispensable guide to the latest trends driving consumer behaviour and mindsets.

The past two years have been some of the most challenging for business. But the pandemic has also rewarded those that have been able to adapt rapidly to ever evolving consumer demands.

New habits create new commercial opportunities – from increased phygital engagement to the desire for stay-at-home fun. Now, with the pandemic no longer the main driver of change, brands must look to connect with the deeper, structural forces shaping future trends and prepare for multiple futures.

In 2022, consumers will be more selective about where they direct their energies. While not everyone is ready (or able) to turn a corner, a mood of re-energised possibility will prevail, sparking new trends into existence that demand creative and innovative brand responses.



The Trends: An Overview

Quantify Me

Self-tracking for the optimisation of life and planet

By 2030,

71%

of consumers will use or be interested in using an app to track their environmental impact.



Personal Pace

A reassessment of priorities, often in favour of a slower approach to life

30%

of GB consumers feel overwhelmed by the prospect of a busier social calendar post-Covid-19.



Science Forward

Seeking guidance from experts and acquiring technical knowledge

Almost half

(48%) of consumers in the US say they easily accept the authority of scientific experts.



Mood Makers

The curation and management of in-the-moment emotions

48%

of Gen Z say they want to be calmer.





The Trends: An Overview

Digital Proxies

Investment in virtual identities and assets in online spaces

50%

of consumers have bought or are interested in buying in-game items such as skins or characters.



Diversify and Decolonise

Championing marginalised groups and dismantling exploitative power structures

43%

of consumers agree “advertising does not do a good job at representing diversity in this country”.



Tactile and Tangible

Craving texture and touch – beyond the click or swipe

20%

of consumers expect to do more craft activities compared to pre-pandemic, rising to 30% of Gen Z.



Employee Ethics

The expectation that brands need to care for workers across the supply chain

In 2020,

69%

of consumers believed offering flexible working should be a legal requirement.





Mood Makers

The curation and management
of in-the-moment emotions

Replenishing the emotional deficit caused by lockdown life.

After nearly two years of “languishing” – a term used in a **New York Times** op-ed to describe a sense of stagnation, accompanied with a lack of emotion – consumers will look to fill the void with experiences and offerings that promise to stir the emotions and elevate in-the-moment moods.

Mood management as a feature of holistic health.

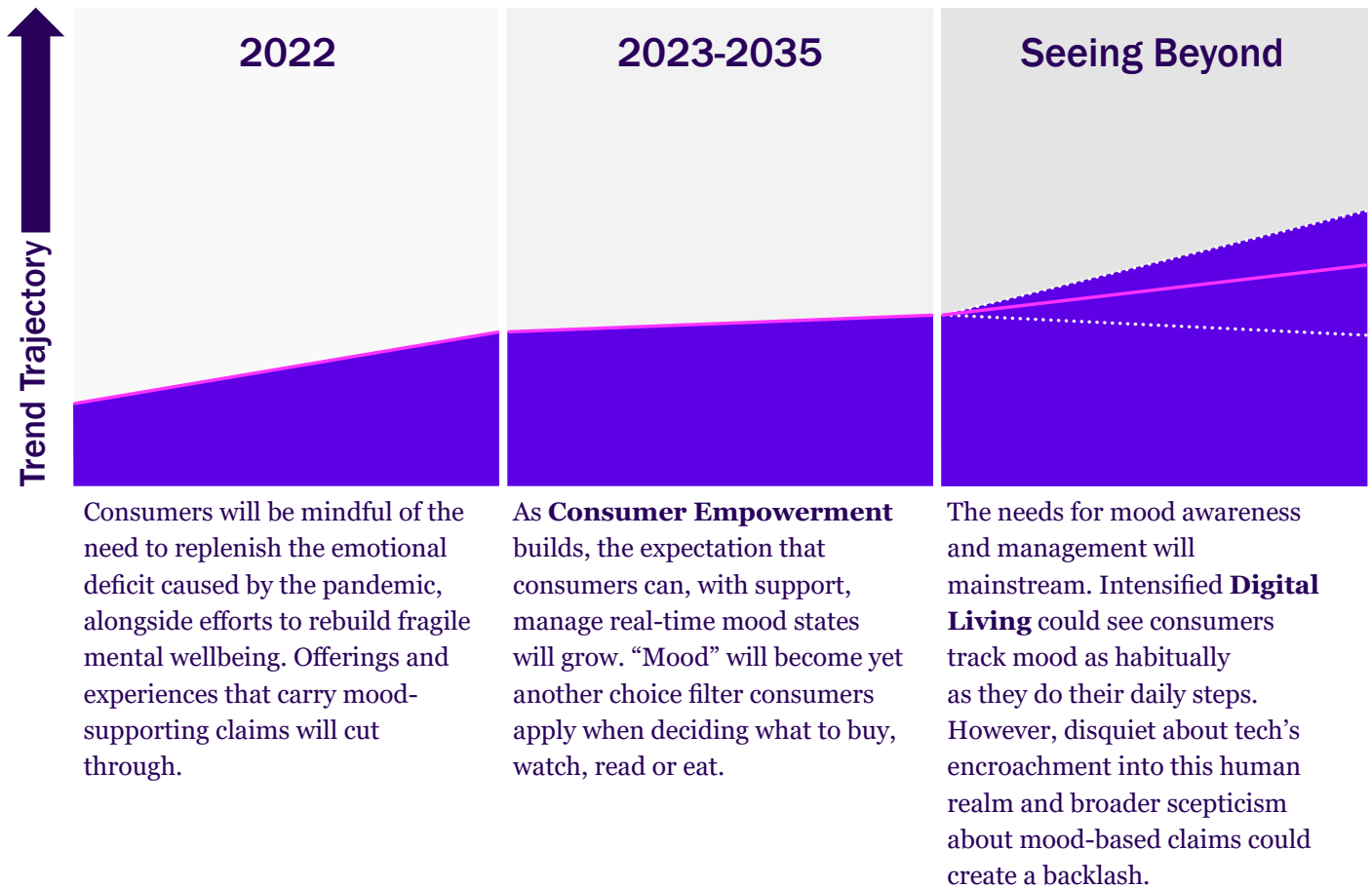
Consumers accept that living in good health requires a focus on both physical and mental wellbeing. Both have been negatively impacted by pandemic life. Managing real-time moods will become a way of rebuilding fragile mental states and improving general wellbeing – creating an opportunity for offerings that carry mood-supportive claims, and that educate consumers about how mood states can be managed through careful attention to ingredients, surroundings, or other stimuli.

Consumers want *all* the feels.

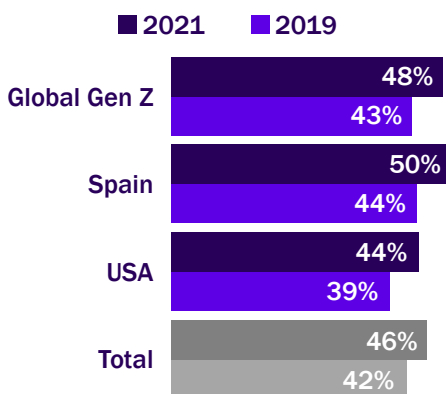
Consumers will look to trigger and tap into the full range of emotions – from happiness to calm to fear to arousal. Brands can acknowledge this desire to experience all emotions, and not just those associated with positive or uplifting sensations. Meanwhile, consumers will look to curate moods for both solo and shared enjoyment.

The “emotion” choice filter.

When deciding what to buy, watch or eat, consumers will want to know what mood their choices will elicit. New apps and wearables could also help consumers identify their real-time emotional states – using data to power personal mood insights and recommendations on which activities to pair with the mood of the moment.

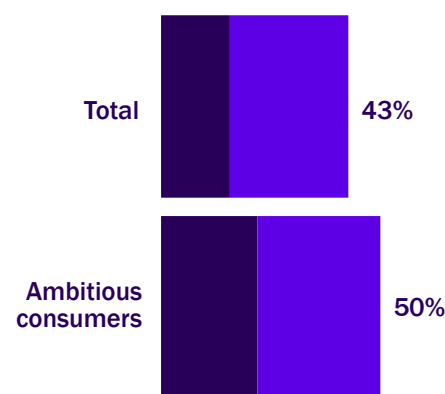


Consumers are seeking calm more than ever



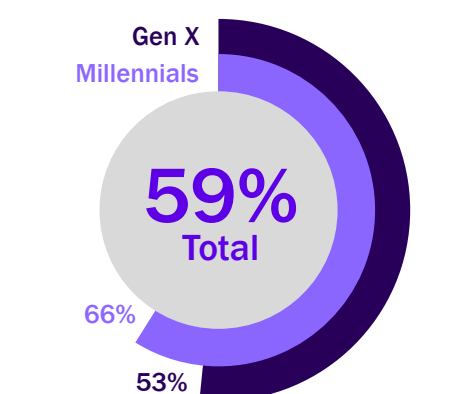
% who say they want to be more **calm**¹

Interest in drugs that improve concentration



% who are **interested in** or **have used** smart drugs/medicine that improve concentration¹

Consumers want to monitor their stress levels



% who are interested in a wearable device that **monitors their stress levels** throughout the day¹

¹ Source: Foresight Factory | Global, 2021 March

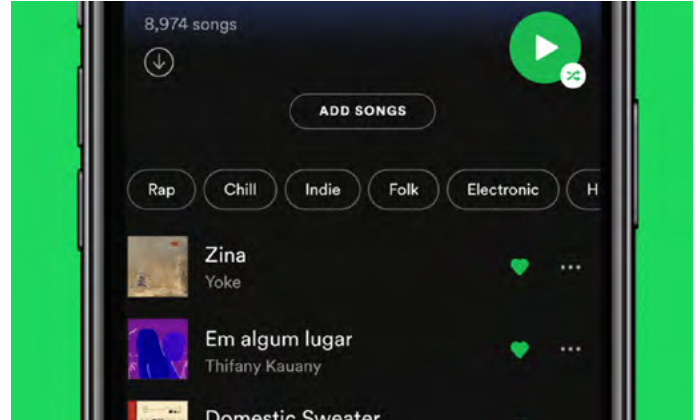


Mood Makers in action:



Kin Euphorics

This wellness beverage brand sells a range of functional and non-alcoholic “Euphorics” drinks that include “mood-boosting” and “brain-balancing” ingredients such as GABA, a naturally occurring nootropic chemical that aids relaxation, and tyrosine, a mood enhancer. The drinks are designed to spark creativity and enhance focus.



Genre and Mood Filters

Music streaming platform **Spotify** has rolled out a new feature that lets listeners organise their “Liked Songs” by genre or mood. Spotify aims to appeal to users looking for convenient ways to “[search] for a certain feel” and says users’ music collections can now be “the best representation of you in any given moment”.



Netflix and Chills

In the lead-up to Halloween, Netflix has launched its Netflix and Chills 2021 season. In a teaser video, host Dr. Elvira explains that horror can actually improve wellbeing: “Restlessness is caused by stress and fear. That means heart-pounding thrillers can combat stress because they’re designed to elicit a shock response”.

What does this mean for you?

Help consumers rebuild the emotional deficit caused by the pandemic.

For some consumers, mood-supporting features could become as important as cost, health impact or convenience. Clearly communicate your products’ mood-making attributes and appeal to those looking for post-pandemic emotional nutrition.

What emotions can you connect on with your customers? We can help you identify the right values to build brand advocacy and loyalty.

Let's talk



Quantify Me

Self-tracking for the optimisation
of life and planet.

A need for numbers.

More and more consumers are engaging with self-monitoring tools that allow them to satisfy their self-curiosity and understand their performance versus their peers, whether in terms of physical activity, daily spending or home energy usage. While this trend has been on the horizon for several years (we first began tracking the quantified self movement in 2006), it is now being adopted by the mainstream consumer. In particular the COVID-19 pandemic has boosted the desire to understand personal performance, particularly in terms of wellbeing, as consumers seek to improve their immunity levels, productivity and resilience to meet the demands of a post-pandemic world.

Diagnose, prescribe, recommend.

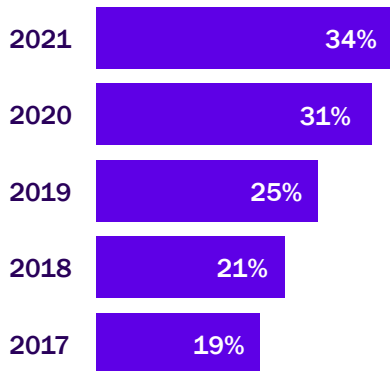
The driving need here is about more than just understanding – it is about acting. For many, the end goal of self-quantification is to optimise and hack their behaviour to ultimately be better and reach goals faster. And the metrics and accuracy with which consumers can track their habits and consumption is constantly expanding as technology improves and device makers strive for greater inclusivity.

From individual to collective impact.

Consumers increasingly want to understand the impact of their actions not just on their waistlines and wallets, but on the people around them and the wider world. Tools which provide insight into the environmental and ethical consequences of consumption choices are emerging – allowing consumers to see the carbon cost of a particular purchase for example. This provides consumers with an additional lens with which to measure performance, and a more holistic view of “better” which doesn’t just include physical or mental metrics, but moral ones too.



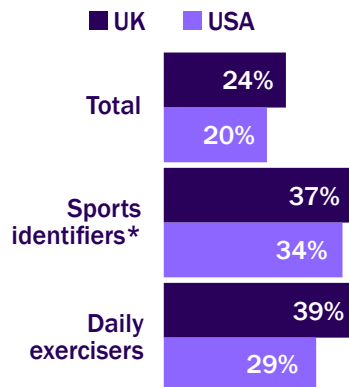
Wearable ownership continues to rise



% of global consumers who personally **own a wearable device**¹

¹ Source: Foresight Factory | Global, 2021 March

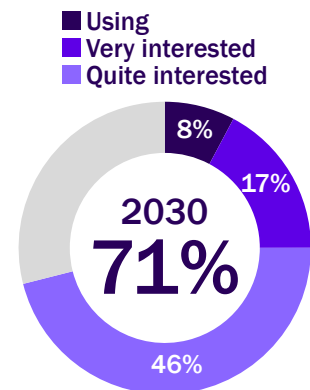
Significant minorities monitor health metrics



% who use **personal health tracking apps** via smartphone at least once a month²

² Source: Foresight Factory | USA/GB, 2021 May
* Sports Identifiers = those who say the sports/exercise they do is important to their sense of identity

Carbon footprint tracking set to grow



% of global consumers interested in an **app that helps to track personal impact on the environment**³

³ Source: Foresight Factory | Global, 2021 March

Quantify Me in action



NatWest's carbon tracking

In July 2021 NatWest bank added a carbon footprint tracker to its banking app, to help users “reduce the climate impact of their spending.” It allows users to see how much CO2 is emitted as a result of their spending, as well as providing recommendations and resources for living and consuming more sustainably.

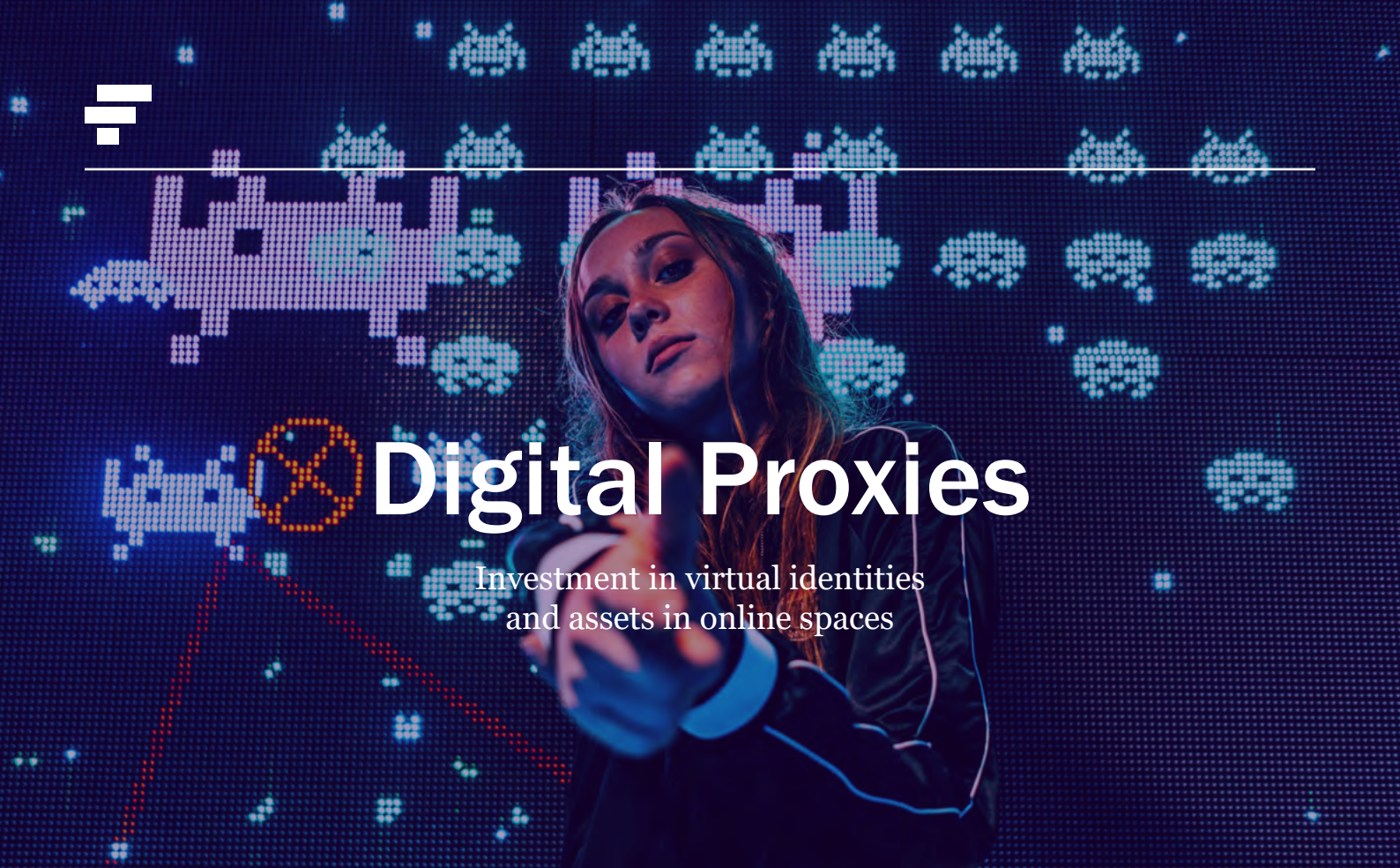
What does this mean for you?

Give consumers the tools to better understand their bodies and habits.

For some consumers, self-quantification is driven primarily by curiosity – the desire to know how much REM sleep they get per night, how much time they spend using screens, how many pieces of fruit and veg they truly eat per day... But for others, the behaviour is driven by more, and diagnosis, advice and optimisation are the ultimate goal. So, which new areas of life do your customers want to track and optimise? And how can you support consumers in better understanding their habits in order to improve them?

With our robust global survey, we can model your bespoke customer segments, sizing which trends matter most to them.

[Talk to us](#)



Digital Proxies

Investment in virtual identities
and assets in online spaces

The digitalisation of daily life.

The line between online and offline is blurring, a shift that was well underway pre-pandemic thanks to the rise and increasing complexity of social media, virtual communication tools and gaming. COVID pushed this trend to new heights, bringing all aspects of life – work, entertainment, shopping and socialising – to digital spaces. Tech companies such as Facebook are betting on the future of the metaverse – a shared online space where physical, augmented and virtual reality converge. Meanwhile, virtual pastimes such as gaming, streaming and cryptocurrency trading are gaining legitimacy, signifying an attitude shift whereby the digital no longer plays second fiddle to the physical.

Fashioning a self in online spaces.

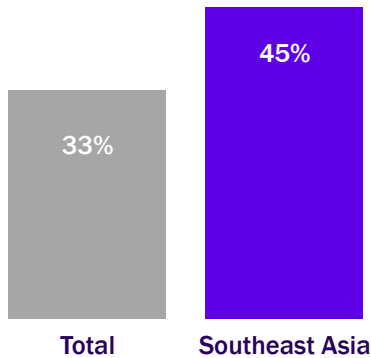
Consumers have long sought ways to forge digital identities, from crafting a unique screen name on **MSN** or **AIM** to choosing that perfect **MySpace** or **Facebook** profile picture. Gaming took this concept to the next level, with titles like **Second Life** giving rise to avatars, allowing netizens to represent themselves any way they wanted. Over time, our online identities have grown more sophisticated and aesthetically nuanced: Millennials pioneered the Insta-perfect look, while Gen Z TikTokkers favour more raw and authentic content. Filters, bitmojis and gaming skins are further indications of our desire to distinguish our online identities.

Signalling status and identity through virtual ownership.

Humans have always had a tendency to acquire, revealing our style, status and identity through possessions – something psychologists call ‘the extended self’. In the digital age, consumers are divesting themselves of material possessions, either to de-clutter or to further sustainability efforts. In this context, the virtual economy is thriving. More consumers are buying, trading and flaunting digital assets such as virtual fashion, NFTs and cryptocurrency. The opportunities for brands are myriad; for example, luxury brands making their goods more accessible with digital versions can create loyal brand advocates who may become real-life customers down the line.



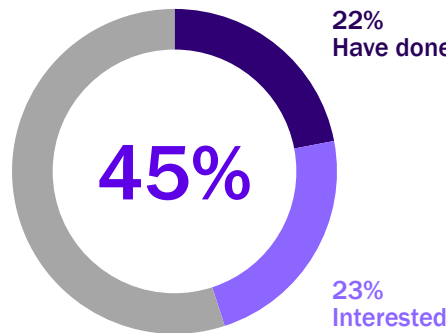
1 in 3 wish they were more like their social media persona



% who agree they wish they could be **more like** the person **they describe themselves as on social media**¹

¹ Source: Foresight Factory | Global, 2021 March

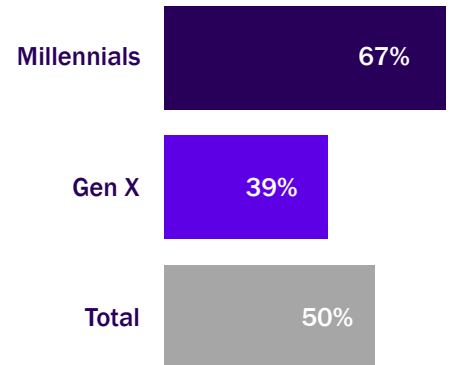
Over a fifth of Gen Z have given a gift to someone they watch online



% of Gen Z who have either given or are interested in **giving a gift to someone they like watching online**²

² Source: Foresight Factory | Sample aged 12-19, Global average of 5 markets (Australia, China, Germany, GB, USA), 2020 February

Uptake and interest in buying an in-game item is well established



% who have either bought or are interested in **buying an in-game item** e.g. skins, in-game money, characters, loot box³

³ Source: Foresight Factory | Global, 2021 March

Digital Proxies in action



Soul

Billed as an “online social playground”, Soul is one of the fastest growing apps in China, with 33 million monthly active users. Visitors create virtual identities through an avatar and are matched with one another through a personality and preferences test. They’re then sent to a particular “planet” to interact with other like-minded users.

What does this mean for you?

Embrace the metaverse as a channel for engagement.

The metaverse is coming – explore how it can enable you to engage with customers on a deeper, more interactive level. Take steps to understand how existing and selling in virtual worlds can bolster your IRL strategy, help you reach new audiences, and chime with consumers’ desire to forge identities and lives in online spaces.

Our proprietary trend algorithm can identify which digital engagement trends will work best for your country, sector and customer groups.

[Start a conversation](#)

Reveal what these trends mean for you

Inspire your teams and position your strategy to the Board

Need help seeing beyond the day-to-day planning? Want to feel prepared for Covid-driven shifts likely to impact your strategic agenda in 2022? Book a Trending 2022 presentation.

Refresh your trends framework

Prioritise the latest trends with the greatest impact for your business and update your framework to ensure your strategic priorities are realistic, agile, and in line with current consumer needs.

Pinpoint the most impactful trends for your customers

Apply a future lens to the evolving needs, attitudes and aspirations of your core customer segments and optimise your engagement and targeting strategies.

See the right opportunity, at the right time, for the right consumer

Our bespoke analytics and innovation scans reveal gaps, opportunities and early consumer-led signals, identifying the key growth areas for your category and brand.

Get straight to what matters with Collision – our dynamic intelligence platform

Here's where trends collide with data – and inspiration with application – to create business impact. Stay ahead of consumer shifts with unlimited data, insight and trend intelligence at your fingertips.



To find out how our trends and data will play a decisive role in your future email Kerry Rheinstein at

kerryr@foresightfactory.com