

# 20 22

## Trend Report

THE ROARING 20'S ARE  
COMING BACK

# Quick Context

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



**3.4 Billion**

Page View  
Web Platform



**40**

Festivals  
Hosted



**800**

Brand  
Clients



**10,000+**

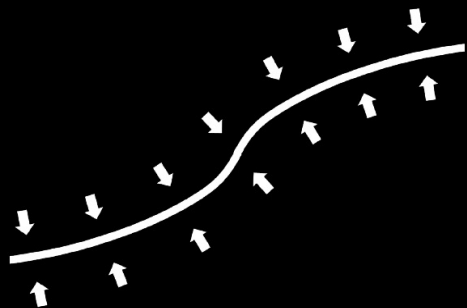
Reports  
Created



# Your Window of Opportunity

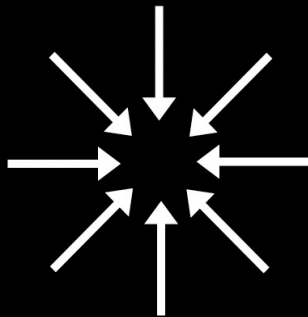
Post-crisis, consumer needs evolve **BY THE MINUTE**. Now is your window of opportunity to filter trends, find new needs and rechart yourself on a new path.

## 1. Path Dependency



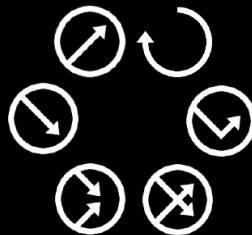
2010-19

## 2. Crisis



2020-21

## 3. Chaos



1-3 Years

## 4. Recharting



























Your Future

# Megatrends



























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 <b>Acceleration</b> <ol style="list-style-type: none"><li>1. Perfecting One Thing</li><li>2. Aspirational Icon</li><li>3. Exaggerated Feature</li><li>4. Reimagined Solution</li></ol>	 <b>Prosumerism</b> <p>From user-generated content to maker culture, today's consumers are content creators and experts.</p>	 <b>Cyclicity</b> <ol style="list-style-type: none"><li>1. Retro + Nostalgia</li><li>2. Generational</li><li>3. Economic + Seasonal</li><li>4. Repetitive Cycles</li></ol>	 <b>Nostalgia</b> <p>Fond memories fuel a desire to bring the past into the present, especially with respect to one's formative years.</p>
 <b>Catalyzation</b> <p>Brands have taken a role of accelerating the personal development of consumers.</p>	 <b>AI</b> <p>We are entering a transformative new era, denoted by an exponential growth in data, robotics and intelligence.</p>	 <b>Naturality</b> <p>The desire for sustainable products, including local, organic, recyclable and pronounceable ingredients.</p>	 <b>Youthfulness</b> <p>The world is becoming more playful, driven by generations not ready to grow up, including Boomers who desire a more active, enriched life.</p>
 <b>Reduction</b> <ol style="list-style-type: none"><li>1. Specialization</li><li>2. Fewer Layers + Efficiency</li><li>3. Crowdsourcing</li><li>4. Subscription</li></ol>	 <b>Instant Entrepreneurship</b> <p>New services make it easier than ever to conceptualize, fund, and launch companies</p>	 <b>Redirection</b> <ol style="list-style-type: none"><li>1. Refocusing</li><li>2. Reversing</li><li>3. Surprising</li><li>4. Gamifying</li></ol>	 <b>Tribalism</b> <p>Allegiant groups are more readily formed around specific interests, causes and even brands.</p>
 <b>Curation</b> <p>Hyper-targeted offerings, services, subscriptions and recommendations to simplify lives with better things.</p>	 <b>Simplicity</b> <p>In a fast-paced, cluttered world, simplicity stands out, resulting in focused businesses &amp; clean design.</p>	 <b>Gamification</b> <p>The application of game dynamics to real-world problems results in a world that's more competitive and engaging.</p>	 <b>Experience</b> <p>In a world abundant with 'stuff', experience becomes a more important currency and life priority.</p>
 <b>Convergence</b> <ol style="list-style-type: none"><li>1. Combining + Layering</li><li>2. Adding Value</li><li>3. Co-Branding + Aligning</li><li>4. Physical + Digital</li></ol>	 <b>Multisensation</b> <p>Tech, AR, VR and interactive experiences are raising our expectations in the realm of multisensory experiences, from food.</p>	 <b>Divergence</b> <ol style="list-style-type: none"><li>1. Personalization, Customization</li><li>2. Status + Belonging</li><li>3. Style + Fashionizing</li><li>4. Generational Rebellion</li></ol>	 <b>Authenticity</b> <p>Social media and a resistance to traditional advertising have created a desire for authenticity and reality.</p>
 <b>Co-Creation</b> <p>Brands, products, services and consumers are increasingly co-creating an interdependent world.</p>	 <b>Hybridization</b> <p>Lines are blurring as business models, products and services merge to create unique concepts and experiences.</p>	 <b>Personalization</b> <p>Small batch production technologies and more personalized media are creating an expectation for personalization.</p>	 <b>Many-to-Many</b> <p>A mass proliferation of sellers and media creators has shifted the world to a many-to-many economy.</p>

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