

2026 TREND REPORT



WELCOME to Year 3 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 Gutsche

CEO of Trend Hunter

NY Times Bestselling Author & Keynote Speaker – JeremyGutsche.com



TRENDHUNTER
CREATE THE FUTURE

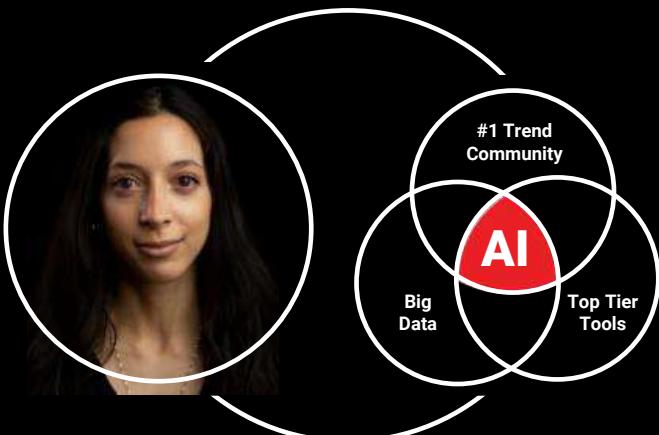


**HOW PRO CAN YOU GO? JOIN 1,000 OF THE
WORLD'S TOP INNOVATORS AT OUR EPIC
FUTURE FESTIVAL WORLD SUMMIT**

EARLY BIRD ENDS SOON
FUTUREFESTIVAL.COM

#1 IN TRENDS

We help smart
people like you
find better
ideas faster



Dedicated Advisors,
Futurists & Speakers

The #1
Trend Platform

- AI Expertise & Capabilities
- Fast Custom Reports
- Dashboard & Library
- Future Festival
- Presentations & Workshops
- Innovation Expertise



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



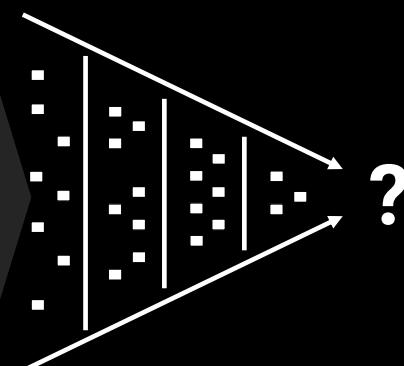
A PROBLEM WE SOLVE is that it is difficult to filter all the chaos of the world into opportunity

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



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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

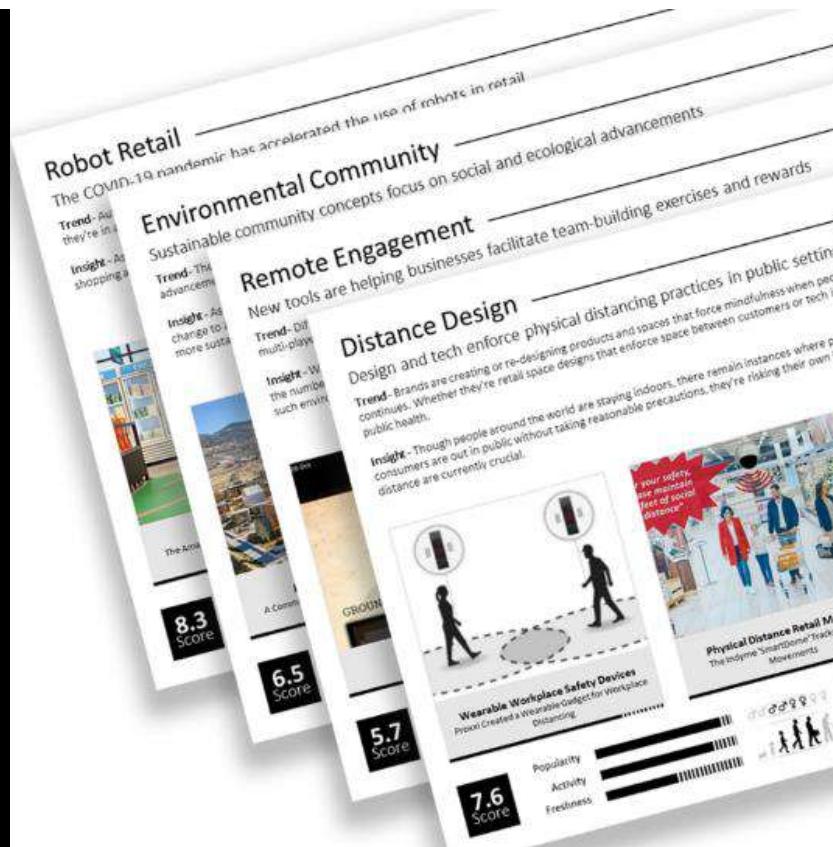


NEED TO FILTER CHAOS FASTER? GET TREND HUNTER GPT!

From a text prompt, you can filter chaos and hunt hidden opportunity in any market:

1. Quickly deep dive curiosities
2. Auto-generate product ideas
3. Auto-create PPT trend reports

TRY TH GPT
TODAY



WE COMBINE HUMANS +AI TO ACCELERATE YOUR INNOVATION PROCESS

The image is a collage of four distinct elements arranged in a grid-like structure. The top-left element is a screenshot of the Trend Hunter AI website, featuring a dark background with a red and black abstract graphic. The top-right element shows a man in a grey blazer and white shirt speaking to an audience at a conference. The bottom-left element shows a close-up of a person's hands typing on a laptop keyboard. The bottom-right element is a circular diagram divided into three segments: 'Fast Custom Research' (top-left), 'Facilitated Ideation' (top-right), and 'Human Validation' (bottom). The diagram is overlaid on a smaller image of a group of people in a workshop setting, with one person standing and presenting to a seated audience. The Trend Hunter logo is visible in the top right corner of the website screenshot and the bottom right corner of the workshop image.

TREND HUNTER

DASHBOARDS RESEARCH KEYNOTES EVENTS

@TREND HUNTER AI

Trend Hunter is the #1 largest consumer trend platform utilizing big data from 292,061,305 people. 3,531,082,822 views.

We combine the power of human researchers with AI to provide the freshest, most-relevant insights for the world's smartest innovators. We also offer AI keynotes, workshops, conferences, and the Innovation Accelerator. This is the year AI changes your life, work and potential.

GET TREND HUNTER API AI PROGRAMS AI FUTURE FESTIVAL

AI + HUMAN SERVICES OUR AI TECH

TREND HUNTER SURVEY FAST™

Test, Optimize, & Validate Your Innovation & Marketing with Confidence

From rapid polls to complex research designs,

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



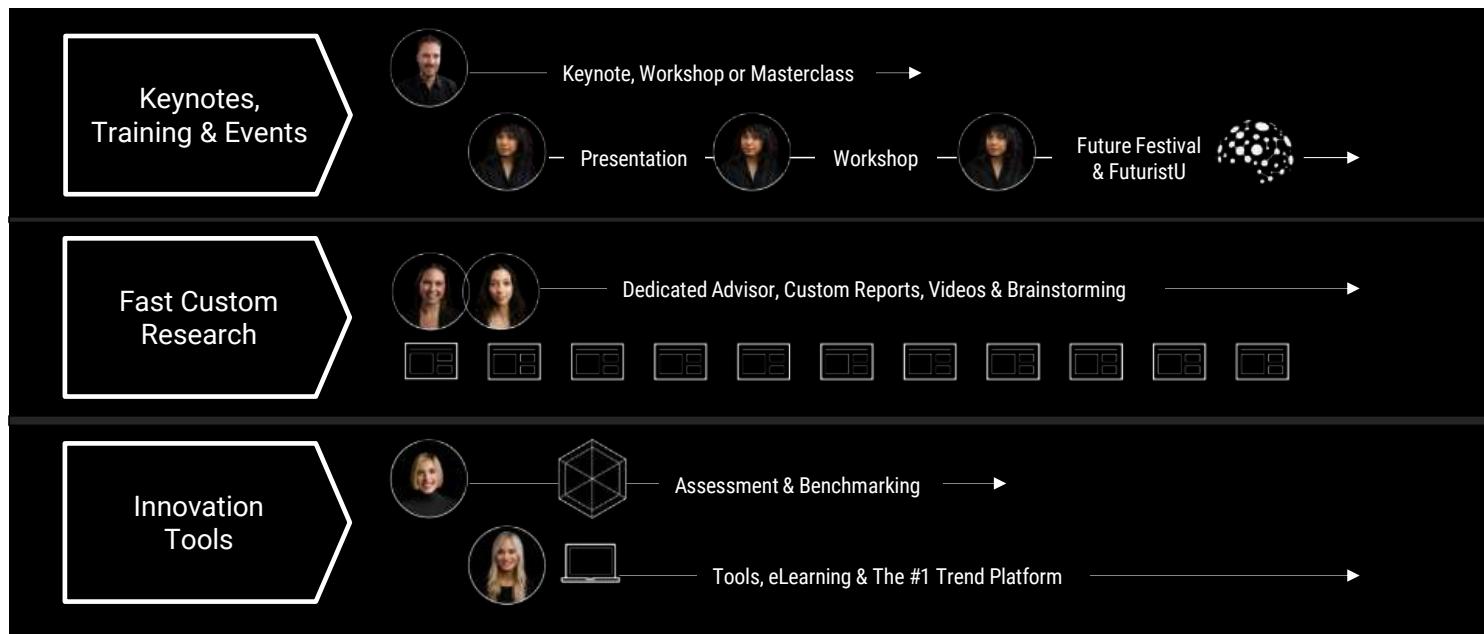
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**"Trend Hunter
Advisory is key,**
because it opens your eyes. Take
20 minutes, go in another room
and look at what's happening in
the world, look at what Trend
Hunter is feeding you, because
that's going to be
**the most important
20 minutes of
your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



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

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

Explore a Custom Topic,
Segment or Megatrends
Impacting Your Market

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

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

Omnicom

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

TRENDHUNTER
CREATE THE FUTURE



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.

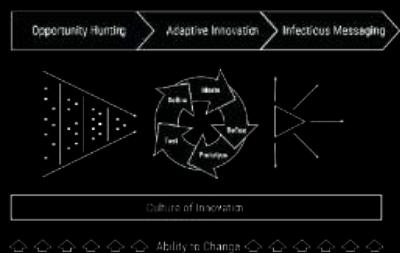
Culture & Change (2+ hrs)

Understand and enhance your company's culture to fuel innovation.



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

Create the Future Framework



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.

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.

TUESDAY (DAY 2)

Immerse Yourself in AI & Hung Opportunity Chaos

Learn: Learn AI skills, master scenario planning, problem identification, and how to filter chaos into 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.

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!

WEDNESDAY (DAY 3)

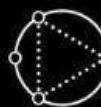
Learn The Future

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

Join our intensive Innovation Foresight **LEADERSHIP TRAINING**

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

"We do not as a better leader, refreshed my imagination and created opportunities for our organization in their world and have... Chapter 11 bankruptcy to one of the most profitable media companies in the world and an executive looking to advance better thinking from your team. Our mission through futurist vision, our team is here to help and the 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 certificate is:
YOUR NAME
Graduation Date: 01/01/2023

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 2026 Trend Report

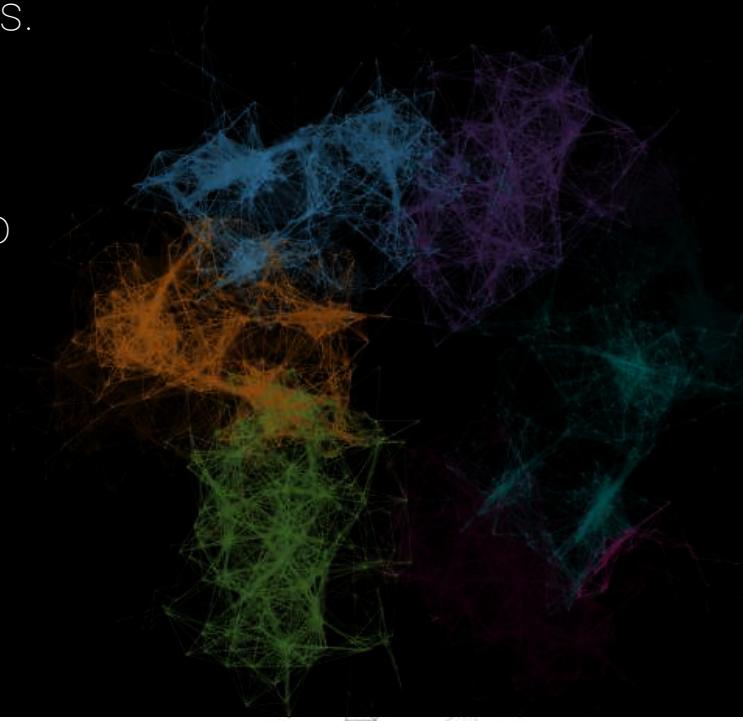


- 1** Overview & Megatrends
- 2** Tech Insights
- 3** Design Insights
- 4** Fashion & Beauty Insights
- 5** Marketing Insights
- 6** Retail Insights
- 7** Food & Beverage Insights
- 8** Lifestyle Insights
- 9** Sustainability Insights
- 10** Appendix

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



Patterns of Opportunity

- Patterns of Chaos – All opportunity can be mapped to six patterns
- Each Pattern Drives Several Megatrends

18 Megatrends

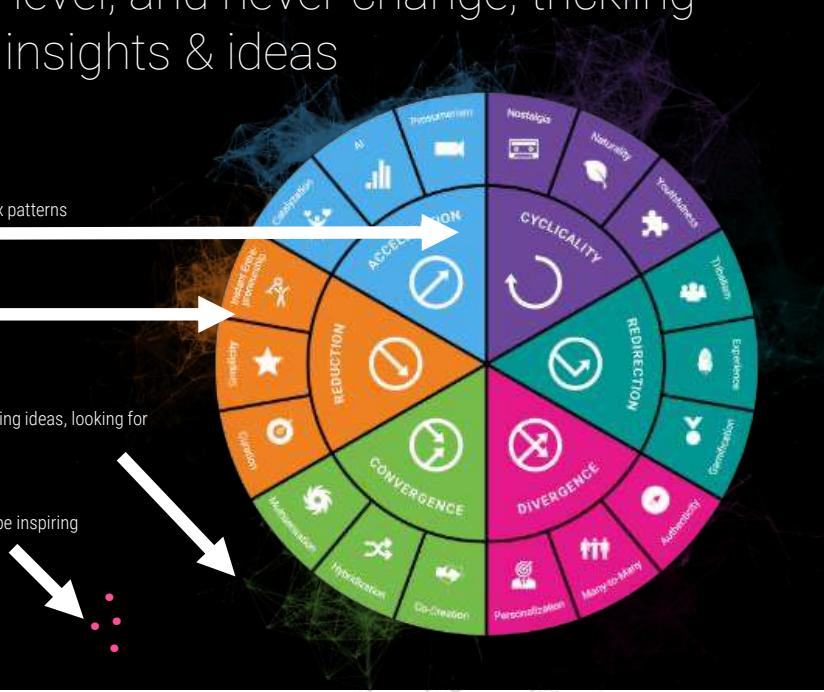
- Long Term – Designed to predict 5-10 years out

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

500,000 Individual Ideas

- Shorter term – Individual ideas or case studies that can be inspiring



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

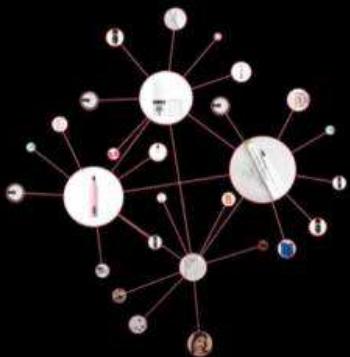


 <h3>ACCELERATION</h3> <ol style="list-style-type: none"> 1. Perfecting One Thing 2. Aspirational Icon 3. Exaggerated Feature 4. Reimagined Solution 	 <h3>Prosumerism</h3> <p>From user-generated content to maker culture, today's consumers expect professional tools & services.</p>	 <h3>CYCICALITY</h3> <ol style="list-style-type: none"> 1. Retro + Nostalgia 2. Generational 3. Economic + Seasonal 4. Repetitive Cycles 	 <h3>Nostalgia</h3> <p>Fond memories fuel a desire to bring the past into the present, especially with respect to one's formative years.</p>
 <h3>Catalyzation</h3> <p>Brands have taken a role of accelerating the personal development of consumers.</p>	 <h3>AI</h3> <p>We are entering a transformative new era, denoted by an exponential growth in data, robotics and intelligence.</p>	 <h3>Naturality</h3> <p>The desire for sustainable products, including local, organic, recyclable and pronounceable ingredients.</p>	 <h3>Youthfulness</h3> <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>
 <h3>REDUCTION</h3> <ol style="list-style-type: none"> 1. Specialization 2. Fewer Layers + Efficiency 3. Crowdsourcing 4. Subscription 	 <h3>Instant Entrepreneurship</h3> <p>New services make it easier than ever to conceptualize, fund, launch and companies.</p>	 <h3>REDIRECTION</h3> <ol style="list-style-type: none"> 1. Refocusing 2. Reversing 3. Surprising 4. Gamifying 	 <h3>Tribalism</h3> <p>Allegiant groups are more readily formed around specific interests, causes and even brands.</p>
 <h3>Curation</h3> <p>Hyper-targeted offerings, services, subscriptions and recommendations to simplify lives with better things.</p>	 <h3>Simplicity</h3> <p>In a fast-paced, cluttered world, simplicity stands out, resulting in focused businesses & clean design.</p>	 <h3>Gamification</h3> <p>The application of game dynamics to real-world problems results in a world that's more competitive and engaging.</p>	 <h3>Experience</h3> <p>In a world abundant with 'stuff,' experience becomes a more important currency and life priority.</p>
 <h3>CONVERGENCE</h3> <ol style="list-style-type: none"> 1. Combining + Layering 2. Adding Value 3. Co-Branding + Aligning 4. Physical + Digital 	 <h3>Multisensation</h3> <p>Tech, AR, VR and interactive experiences are raising our expectations in the realms of entertainment, retail and even food.</p>	 <h3>DIVERGENCE</h3> <ol style="list-style-type: none"> 1. Personalization, Customization 2. Status + Belonging 3. Style + Fashionizing 4. Generational Rebellion 	 <h3>Authenticity</h3> <p>Social media and a resistance to traditional advertising have created a desire for authenticity and reality.</p>
 <h3>Co-Creation</h3> <p>Brands, products, services and customers are increasingly co-creating an interdependent world.</p>	 <h3>Hybridization</h3> <p>Lines are blurring as business models, products and services merge to create unique concepts and experiences.</p>	 <h3>Personalization</h3> <p>Small batch production technologies and more personalized media are creating an expectation for personalization.</p>	 <h3>Many-to-Many</h3> <p>A mass proliferation of sellers and media creators has shifted the world to a many-to-many economy.</p>

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

e.g. Gene-Personalized Products

7 Ideas, 63 Related Examples, 197,000 Clicks



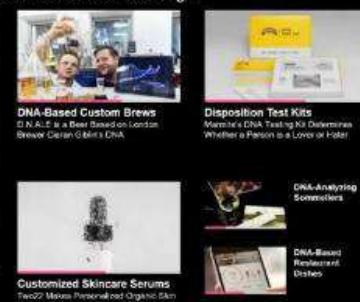
Gene-Personalized Products

Brands use customer genetics to personalize and market their offerings



Genetically Specified Beer Glasses

The DNA Glass is a Beer Vessel Designed Based on Biology



TRENDHUNTER
FIND BETTER IDEAS. FASTER.

TRENDHUNTER
CREATE THE FUTURE

When Reading This Report, Here's What The Icons Means



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.

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Continued...



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 2026 Trend Report



- 1** Overview & Megatrends
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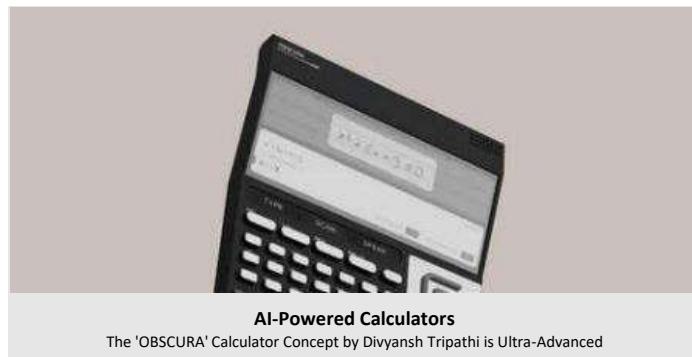
AI Analog



AI technology integrated into traditional physical items marries the old with the new

Trend - Many consumers, especially younger Millennials and older members of Gen Z, are experiencing digital fatigue. Ironically, artificial intelligence can be the remedy to this as this technology does not require screen time to be effective. AI features integrated into analog objects are an example of this compromise.

Insight - Those who are considered digital natives are showing an increased interest in reducing their screen time, especially post-pandemic. However, this can be difficult given how dependent these generations are on technology for things like socialization or work. Counterintuitively, AI can help strike this balance if used correctly. This means positioning AI as an ally in human development and creativity, as opposed to a replacement for humans themselves.



AI-Powered Calculators

The 'OBSCURA' Calculator Concept by Divyansh Tripathi is Ultra-Advanced



Advanced Lifestyle-Focused Flip Phones

The TCL Flip 3 is Retro Yet Modernly Equipped



AI-Enhanced Bird Feeders

RobinsNote's Smart Bird Feeder is Powered by OpenAI



Hybrid Smart Timepieces

Withings Debuted a 39mm Iteration of its ScanWatch Nova

6.7
Score

Popularity



Activity



Freshness



4 Featured, 45 Examples

75,770 Total Clicks

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Hybridization

Simplicity

Artificial Intelligence

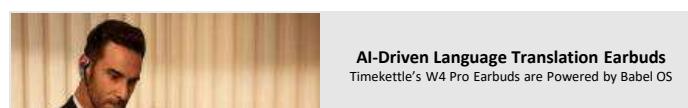
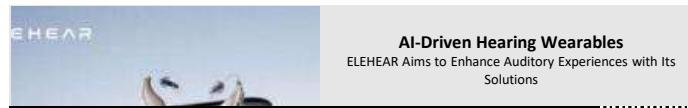
Translating Earbud



AI translation is used for bridging language barriers for seamless dialogue

Trend - Tech brands are integrating AI-powered real-time translation features into smart wearable earbuds, delivering seamless cross-lingual communication right from the device. Using speech recognition, neural machine translation, and low-latency processing, they automatically translate spoken language.

Insight - Consumers today are driven by the desire for frictionless communication in a diversifying world. Whether for work, travel, or social interactions, people look for solutions that simplify and enrich cross-cultural exchanges. The pressures of globalization—coupled with the limitations of traditional language learning methods and translation apps—have created a niche for AI-powered devices that enable real-time understanding without interrupting the natural flow of conversation.



9.2
Score

Popularity



Activity



Freshness



Multisensation
Experience
Artificial Intelligence

4 Featured, 33 Examples
17,954 Total Clicks
URL: [Hunt.to/571597](https://hunt.to/571597)

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AI Experience

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Brands increasingly use artificial intelligence to power live retail experiences

Trend - Brands are leveraging artificial intelligence to bring personalized, interactive shopping experiences to malls and brick-and-mortar stores. By integrating machine learning and augmented reality (AR), they create immersive, tech-driven demonstrations that connect consumers with branded products.

Insight - While many consumers are eager to invest in artificial intelligence-powered products, concerns about efficiency and cost often hold them back. In response, brands are incorporating AI into in-person events and pop-ups, creating immersive experiences that highlight the technology's potential and expose consumers to their product offerings. By merging innovation with real-world interactions, brands can break down skepticism, build trust, and attract shoppers who prefer physical retail spaces.



Entertaining AI-Driven Experiences
Lotte and Arbitrum Partner for the Coalesced 'Lotte Caliverse'



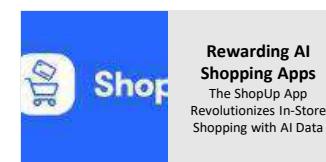
AI-Powered Bakery Pop-Ups
The Betty Crocker Dream Bake Studio Beats "Baker's Block" with AI



Transformative AI Shopping Experiences
Omada and Google Cloud Partner for Generative-AI Shopping



Gamified In-Airport Activations
Haribo's Mobile Games Gives People of All Ages the Chance to Win



Rewarding AI Shopping Apps
The ShopUp App Revolutionizes In-Store Shopping with AI Data

8.3
Score

Popularity



Activity



Freshness



• Multisensation
• Hybridization
• Artificial Intelligence

5 Featured, 44 Examples

26,203 Total Clicks

URL: Hunt.to/562305

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Healthcare Television

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Healthtech brands merge entertainment with smart healthcare solutions.

Trend - Healthtech brands are launching embedded smart TVs equipped with healthcare features, such as telemedicine access, health monitoring apps, and educational content on wellness, allowing users to monitor their health or consult medical professionals directly from their living rooms.

Insight - Consumers are increasingly seeking user-friendly technologies that support their healthcare needs, especially as remote care and telemedicine services gain popularity. The demand for convenient and accessible solutions has risen due to busy lifestyles, and overcrowded healthcare systems coupled with heightened health awareness. Additionally, pressures on healthcare systems and the shift toward personalized care experiences have encouraged innovation in at-home health technologies.



Tech-Integrated Remote Home Healthcare
Vantiva Has Introduced the HomeSight® Wellness Module



Wellness-Focused TV Setups
JubileeTV Blends Connection and Care for Senior Living at Home



Home Healthcare-Ready Televisions
WebMD TV is a Smart Health Support Application for TVs



Embedded Healthcare TV Solutions
Medix-Care's Healthcare TVs

7.9
Score

Popularity



Activity



Freshness



Experience

Catalyzation

Personalization

4 Featured, 28 Examples

7,501 Total Clicks

URL: Hunt.to/567113

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Companion Care

TRENDHUNTER
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Robotic devices are becoming more prevalent for senior care and companionship

Trend - Companies are creating robotic companions using artificial intelligence to provide companionship, monitor health, enhance safety for aging consumers. These robots often facilitate stimulating conversation while focusing on specific tasks that help assist and support individuals in their daily lives.

Insight - Family members and support workers often have their own unique schedules, making it difficult to provide consistent care to seniors. In response, a growing number of people are embracing technology-driven solutions that make senior care smarter and easier to manage, while providing the individual with autonomy over their life. Businesses that cater to the demand for intuitive, automated healthcare solutions can attract consumers who lack the time or resources to manage senior care on their own.



Robotic AI Parrot Companions

The Onorato AI Companion Parrot Helps with Senior Care



Companion Care Robots

Lemmy is a CES 2025 Innovation Awards Honoree



AI Care Robots

The Hyodol Doll Brings AI-Powered Companionship to Senior Care in the U.S.



AI-Powered Healthcare Solutions

League Seeks to Boost Engagement and Health Outcomes

8.3
Score

Popularity



Activity



Freshness



Experience

Catalyzation

Artificial Intelligence

4 Featured, 35 Examples

20,991 Total Clicks

URL: Hunt.to/567098

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Open-Source Driving



Open source projects are being created to develop and train autonomous driving

Trend - Both companies and individual researchers in the autonomous vehicle industry are launching open-source tools to enhance self-driving capabilities. On both the hardware and software side, these tools are widely applicable and can be used to simulate errors in self-driving models, improving safety.

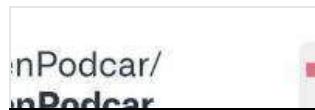
Insight - While autonomous driving is gaining popularity at an exponential rate, it is still far and away a minority of drivers that utilize these features. Even drivers with vehicles capable of self-driving often avoid the feature for safety concerns. However, as hardware and software become more advanced, the safety of autonomous driving continues to improve, mitigating safety concerns. Companies in the space are launching open-source self-driving tools to accelerate the improvement of these features.



Advanced Self-Driving Solutions
Wayve is Building an Embodied AI 'Robot Brain' for Vehicles



Autonomous Driving Testing Models
'CARLA' is an Open-Source Tool for Autonomous Driving Research



Open-Source Self-Driving Tools
OpenPodcar is a Hardware and Software Self-Driving Solution

7.8
Score

Popularity



Activity



Freshness



Co-creation
Catalyzation
Artificial Intelligence

5 Featured, 32 Examples
44,725 Total Clicks
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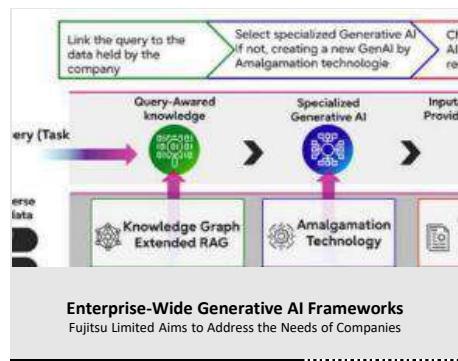
AI Upskilling



Businesses invest in educational programs to enhance employee proficiency in AI

Trend - Companies are launching new initiatives to help employees understand, work with, and optimize artificial intelligence (AI) tools and systems. These trainings provide the knowledge needed to harness the potential of AI technology, leading to improved job performance and organizational output.

Insight - The rapid integration of AI across various industries has driven many businesses to swiftly adjust their tools and policies to maintain a competitive edge. However, employees outside of technical or development roles often lack the expertise to effectively utilize AI to support their company's goals. By offering educational resources to help employees expand their AI skills, businesses can benefit from a more knowledgeable and capable workforce, ultimately enhancing productivity and innovation.



5.8
Score

Popularity
Activity
Freshness



Instant
Entrepreneurship
Catalyzation
Artificial Intelligence

3 Featured, 36 Examples
21,732 Total Clicks
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Ergonomic Mouse



Computer mice are redesigned with ergonomic features and contours

Trend - Computer peripheral brands are increasingly designing mice with ergonomic benefits, opting for handshake-like positioning rather than the traditional palm-down orientation. These mice support natural posture, helping consumers minimize common hand and wrist issues like carpal tunnel or tendonitis.

Insight - The rise of remote work and the growing popularity of PC gaming have led to a surge in repetitive stress injuries (RSIs), often caused by improper or uncomfortable mouse use. In response, many peripheral brands are prioritizing ergonomic innovation, focusing especially on vertical mouse designs that mimic a natural handshake grip. These companies recognize that their users—whether working or gaming—need to rely on their devices for extended periods without compromising their health or comfort.



Ergonomic Productivity Mouses
The Razer Pro Click V2 Vertical Edition Has 18 RGB LEDs



Ergonomic Rolling Ball Mice
Logitech Released Two New Mice Designed for Office Comfort



Minimalist Ergonomic Mouses
The Keychron M5 Prioritizes Posh Aesthetics and Comfort



Ergonomic Quality Computer Mice
The 'ProPoint' from Swiftpoint Incorporates a Quality Sensor

8.4
Score

Popularity



Activity



Freshness



Simplicity

Experience

Catalyzation

4 Featured, 29 Examples

23,758 Total Clicks

URL: [Hunt.to/568848](https://www.trendhunter.com/trends/ergonomic-mouse)

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Smart Manufacturing



Brands are releasing AI-powered tools to enhance manufacturing automation

Trend - Artificial Intelligence brands are releasing smart tools for various aspects of the manufacturing industry. These tools integrate all provided data with advanced algorithms to improve efficiency by detecting anomalies, providing engineering commands, and optimizing designs.

Insight - Businesses in various manufacturing industries are united over a pursuit for efficiency. The primary manufacturing-related challenges, namely quality control, maintenance, supply chain control, and overall operational organization, are each key areas whereby manufacturing can be made more efficient. As such, these businesses seek out external smart tools, typically powered by AI algorithms, that improve the performance of one or more of these areas.



AI-Driven Intelligent Manufacturing Tools
P&R Measurement Delivers Precision Measurement



Integrated AI Manufacturing Softwares
Autodesk Fusion Combines CAD, CAM, CAE, and PCB



AI Cloud Manufacturing Services
DataRobot's AI Cloud for Manufacturers is Precise



Cloud-Based Smart Manufacturing Solutions
Fulcrum's Professional Fabrication Software is Efficient

6.5
Score

Popularity



Activity



Freshness



Hybridization
Curation
Artificial Intelligence

4 Featured, 32 Examples

7,796 Total Clicks

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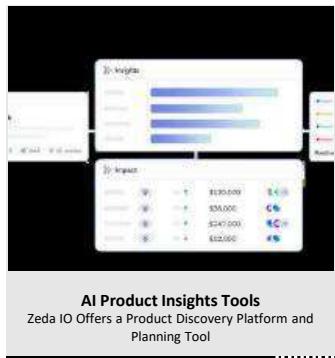
Product Analytics



AI tools are being used to assist managers with analyzing product insights

Trend - SaaS companies are launching Artificial Intelligence (AI)-based tools that gather and analyze both customer feedback and product information to provide recommendations for product managers. These tools are designed to automate monotonous tasks and free up time for managerial action.

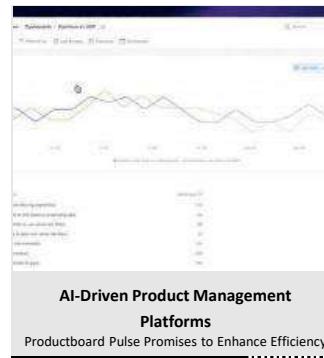
Insight - Product managers face challenges in making data-driven decisions and handling large volumes of data. These users are often stretched thin, and gravitate toward organization and automation platforms, particularly those related to more monotonous tasks. In order to appeal to these users, brands are creating AI-based consumer and product analysis tools designed to provide actionable insights from datasets comprised of consumer priorities and demands, as well as product information.



AI Product Insights Tools
Zeda IO Offers a Product Discovery Platform and Planning Tool



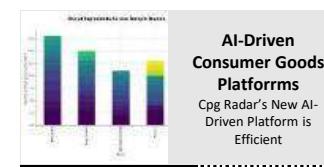
Comprehensive Analytics Platforms
Heap by ContentSquare is a Smart Platform for Customer Analytics



AI-Driven Product Management Platforms
Productboard Pulse Promises to Enhance Efficiency



AI Product Experience Solutions
Stibo Systems Helps Brands Keep Products Competitive with Data



AI-Driven Consumer Goods Platforms
Cpg Radar's New AI-Driven Platform is Efficient

7.2
Score

Popularity



Activity



Freshness



Experience

Prosumerism

Artificial Intelligence

5 Featured, 39 Examples

15,580 Total Clicks

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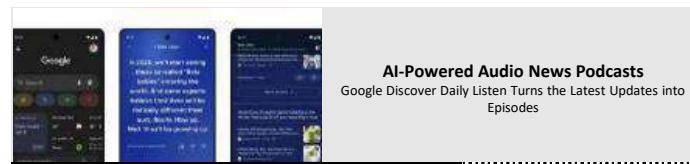
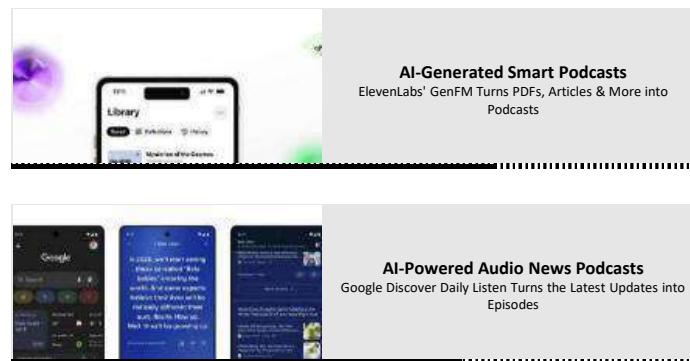
Automated Podcast



AI tools that generate podcasts out of predetermined data sets are adaptable

Trend - AI companies are creating podcast-generating tools that interpret provided data and offer it in audio podcast form. This is used to make written news more digestible, to better convey one's personal thoughts, and more. These tools are designed to be quick and convenient for novice AI users.

Insight - Many consumers today live what they consider to be busy lives, finding it difficult to free-up time in their days for personal activities. This epidemic of busy lifestyles has caused hands-free entertainment avenues, such as podcasts or audiobooks, to rapidly gain popularity. This has caused these consumers to not only desire hands-free entertainment while multitasking, but also hands-free methods of absorbing important information, such as news or political events.



7.7
Score

Popularity



Activity



Freshness



Experience

4 Featured, 35 Examples

Artificial Intelligence

10,495 Total Clicks

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AI Upscaling



Hardware brands advance digital visuals with intelligent enhancement tools

Trend - Computer hardware brands are launching AI-powered upscaling and frame generation applications that refine image quality and boost frame rates in real time. These tools utilize deep learning algorithms to sharpen low-resolution images, enhance textures, and generate additional frames for smoothing.

Insight - Consumers and professionals alike demand cutting-edge visual quality, whether in entertainment or content creation. The rise of 4K and high-refresh-rate displays has intensified the need for efficient upscaling and frame enhancement, particularly for legacy content and resource-intensive applications. Additionally, competition among hardware brands has fueled the development of AI-driven solutions to differentiate offerings and provide value beyond raw processing power.



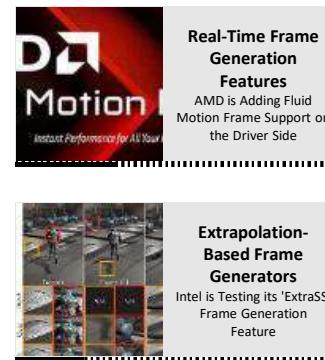
AI-Upscaling Gaming Monitors
The G80SD OLED from Samsung Improves Visual Quality on its Own



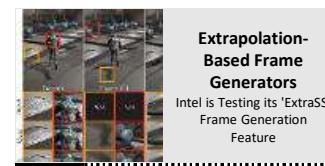
Ultra-Smooth Frame Insertion Features
AMD's FSR 3.0 Competes with NVIDIA DLSS 3.0 in Upscaling



Software-Enhanced Game Consoles
Sony and AMD are Releasing FSR 4 Support for the PS5 Pro



Real-Time Frame Generation Features
AMD is Adding Fluid Motion Frame Support on the Driver Side



Extrapolation-Based Frame Generators
Intel is Testing its 'ExtraSS' Frame Generation Feature

6.7
Score

Popularity



Activity



Freshness



Hybridization
Experience
Artificial Intelligence

5 Featured, 35 Examples

16,195 Total Clicks

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Mobile SSD



Clip-on mobile storage drives are gaining popularity as storage demands rise

Trend - Tech brands are creating compact solid-state drives (SSDs) designed to clip-on to mobile phones, adding increased storage capacities. The clip-on mechanism is designed to be convenient, preventing users from needing to remember to bring the device with them.

Insight - Each year, mobile storage becomes a greater concern for the average consumer. This is due to mobile games increasing in size and quality, cameras increasing in quality leading to larger photo and video files, and the improved utility of mobile phones causing far more files to be stored on them than ever before. While online file back-up solutions may be solutions for some, others may not want to pay fees to store data, leading to brands creating compact mobile storage drives.



Portable Smartphone MagSafe Add-Ons
SanDisk Introduces the Portable MagSafe Creator Phone SSD



Lightning-Fast Smartphone SSDs
The 'MagDisk' MagSafe SSD Offers Up to 4TB of Storage Space



Encrypted Smartphone Hard Drives
The Lexar SL500 Portable SSD Has an iPhone-Friendly Form



Magnetic Smartphone Storage Drives
The HACRAY MagDrive Connects onto the Rear of the iPhone



Compact Mountable Portable SSDs
Lexar's Latest Professional SSD is Widely Compatible with Tech

7.0
Score

Popularity



Activity



Freshness



Curation



Experience



5 Featured, 39 Examples

79,630 Total Clicks

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URL: [Hunt.to/557385](https://www.trendhunter.com/trends/mobile-ssd)

Branded Controller



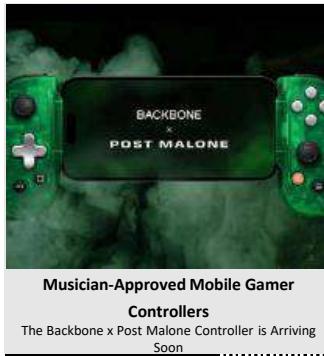
Brands are collaborating with hardware manufacturers on co-branded controllers

Trend - Brands from various industries, including non-gaming related ones, are collaborating with gaming hardware manufacturers on co-branded controllers. These controllers offer mutually-beneficial advertising for brands, while the unique designs function as statement pieces for the consumers.

Insight - Individuality and self-expression is a core priority for humans in general. Consumers do not want to have exactly what everyone else has, and instead are more likely to purchase products that reflect their own values or interests. This can materialize in the form of clothing and home decor, but also in terms of accessory and technology choices, with even earphones being a form of self-expression. To offer more expression options for gamers, brands are releasing co-branded game controllers.



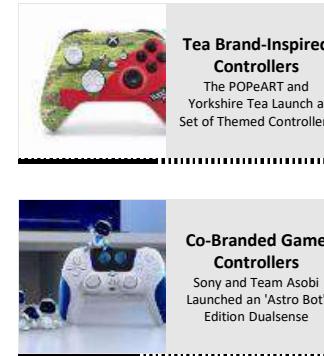
Antihero Gaming Controllers
The Xbox Cheeky Controller is Said to Be Designed by Deadpool Himself



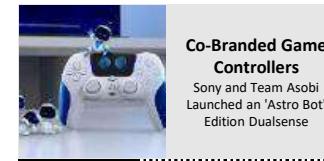
Musician-Approved Mobile Gamer Controllers
The Backbone x Post Malone Controller is Arriving Soon



Comic Anniversary Controllers
CRKD is Celebrating the 30th Anniversary of Hellboy with New Line



Tea Brand-Inspired Controllers
The POPEART and Yorkshire Tea Launch a Set of Themed Controllers



Co-Branded Game Controllers
Sony and Team Asobi Launched an 'Astro Bot' Edition DualSense

6.2
Score

Popularity



Activity



Freshness



Co-creation
Hybridization
Experience

5 Featured, 40 Examples

38,142 Total Clicks

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AI Diagnostic

TRENDHUNTER
CREATE THE FUTURE

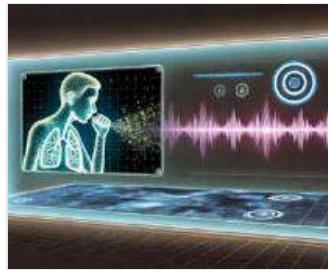
Artificial intelligence tools are used as a starting point for medical care

Trend - Physical AI-powered tools, in conjunction with cameras and advanced AI models, are being used as a starting point for disease diagnoses. While these tools cannot legally diagnose someone of a condition, they can be used to more quickly point doctors in the correct direction, increasing efficiency.

Insight - While most consumers are aware that, when ill, simply looking up symptoms cannot accurately diagnose what the cause is, this is still a common first step for people when deciding whether or not to seek medical attention. Due to the popularity of these practices, and the introduction of AI in nearly every industry, AI brands are creating tools for consumers and for professionals that can more accurately determine medical conditions based on advanced models combined with physical testing tools.



Smart Aid Kits
Smart Aid Kit Uses Artificial Intelligence to Support Health



AI-Fuelled Disease Detections
Google Optimizes AI with the Health Acoustic Representations



AI-Powered Retinal Screening Devices
AI Optics Revolutionizes Eye Health Diagnostics



AI-Powered Skin Analyzers



Cancer-Detecting AI Devices



Cancer-Detecting AI Models

6.3
Score

Popularity



Activity



Freshness



Co-creation

Catalyzation

Artificial Intelligence

6 Featured, 54 Examples

60,621 Total Clicks

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Retro Wireless



Audio hardware brands are releasing contemporary solutions for retro physical media

Trend - Hardware brands in the audio industry are releasing convenient, modern devices designed to reinvigorate retro forms of media. These devices add modern features to CD players, cassette tape players, or record players, removing much of the hassle from listening to these forms of media.

Insight - While many consumers in the modern era turn to subscription-based streaming services for all of their music needs, audiophiles and collectors still amass large collections of physical media. These consumers gravitate toward physical media whether for novelty or quality. However, many do not use their collections due to the hassle associated with outdated media players, such as requiring direct power and wired speakers. Brands are releasing convenient devices to target these consumers.



Modernized Cassette Tape Players
The FiiO CP13 Offers Up to 15-Hours of Playback Per Charge



Aesthetically Pleasing CD Players
This Incredibly Modern CD Player Redefines How We Listen to CDs



Wireless Retro CD Players
FiiO is Reviving the CD Player with a Battery-Operated Wireless Model



Minimalist Wireless Cassette Players
The We Are Rewind Cassette Player Has an Aluminum Body



Multi-Device Audio Amps
Loewe's Latest Amp Brings Audio to Every Room in the House

7.0
Score

Popularity



Activity



Freshness



Curation



Experience



Nostalgia

5 Featured, 50 Examples

121,589 Total Clicks

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Automotive Peripheral



Automotive and computer brands are partnering on co-branded products

Trend - Automotive brands are becoming increasingly involved in the consumer technology industry by releasing co-branded smartphones, computers, components, and accessories. These products come with the established credibility of both respective brands, leading to rapid growth within the space.

Insight - Brand identity plays a key factor for most consumers when searching for new products. Brands commonly regarded as household names often get preferential treatment when two products are perceived to be equal. For many consumers, this is true even for products outside of the respective companies' typical industries. In order to capitalize off the preference for established brands, automotive companies are partnering with consumer electronics companies on co-branded offerings in both spaces.



Collaborative Gaming-Brand Cars
Lexus and Razer Teamed Up to Manufacture the Ultimate Gaming Car



Luxe Vehicle-Branded PC Cases
Lian Li Announced a Special Edition Lamborghini Case



Luxe Automotive Computer Mice
Thermaltake Created an Ergonomic Gaming Mouse with BMW Designworks



Elegant EV Brand Smartphones
The Polestar Phone Will Run the PoleStarOS



Elegant Automotive Gamer Laptops
The MSI Stealth 16 Mercedes-AMG Gaming Laptop is Powerful

7.0
Score

Popularity



Activity



Freshness



Co-creation
Hybridization
Tribalism

5 Featured, 45 Examples

57,347 Total Clicks

URL: [Hunt.to/537469](https://www.trendhunter.com/trends/537469)

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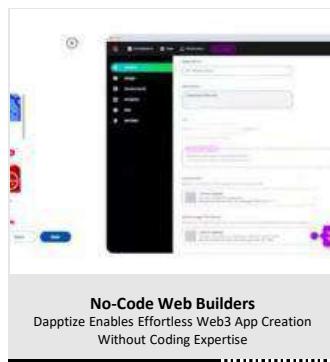
Vibe Coding



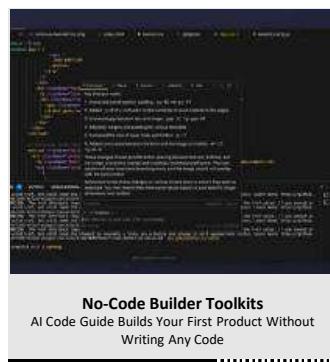
Intuitive AI coding systems that respond to natural language rather than syntax

Trend - A new wave of programming tools is emerging that lets users create functional applications by describing what they want in natural language rather than writing traditional code. Platforms like Replit's Ghostwriter, GitHub Copilot, and smaller startups are developing AI-powered interfaces that translate conversational requests into working code, making development more accessible to non-programmers while accelerating workflows for experienced developers.

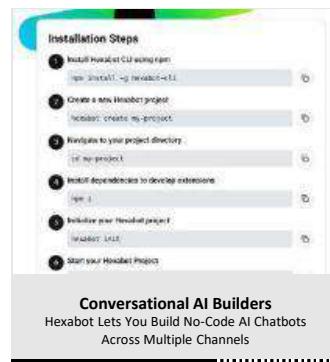
Insight - Contemporary programmers and entrepreneurs are increasingly frustrated by the technical barriers that stand between their creative vision and functional products. As artificial intelligence becomes more sophisticated, consumers are expecting technology to understand their intent rather than requiring them to learn specialized languages or syntax. This shift reflects a broader cultural movement toward democratization of previously specialized fields, as users seek tools that empower them to create without requiring extensive technical education.



No-Code Web Builders
Dapptize Enables Effortless Web3 App Creation Without Coding Expertise



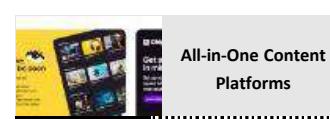
No-Code Builder Toolkits
AI Code Guide Builds Your First Product Without Writing Any Code



Conversational AI Builders
Hexabot Lets You Build No-Code AI Chatbots Across Multiple Channels



AI Workflow Expertise
No-Code Gamebuilder Platforms



All-in-One Content Platforms

5.6
Score

Popularity



Activity



Freshness



Prosumerism



6 Featured, 49 Examples

5,174 Total Clicks

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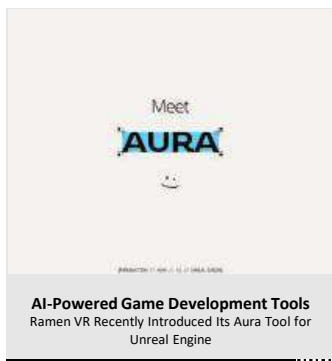
Developer Assistant



AI brands launch tools that assist developers with various coding projects

Trend - AI brands are launching innovative tools specifically designed to assist developers across a range of coding projects. These products leverage cutting-edge algorithms and machine learning techniques to help automate repetitive tasks, debug code faster, and provide context-aware suggestions..

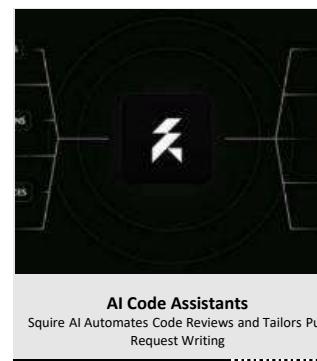
Insight - Today's developers face mounting pressures to deliver high-quality, bug-free code within ever-shortening deadlines—often compounded by the need to master a broad array of programming languages and frameworks. This environment not only demands exceptional technical agility but also places a premium on efficiency and continuous learning. The rising complexity of codebases and the volume of projects have created a strong appetite for AI-powered tools that can act as reliable co-pilots.



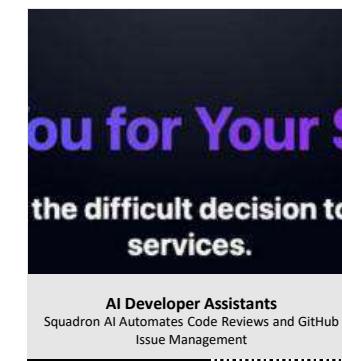
AI-Powered Game Development Tools
Ramen VR Recently Introduced Its Aura Tool for Unreal Engine



Visual-to-Code Converter Tools
Snap Code Transforms Images Into Functional Front-End Code



AI Code Assistants
Squire AI Automates Code Reviews and Tailors Pull Request Writing



AI Developer Assistants
Squadron AI Automates Code Reviews and GitHub Issue Management

7.5
Score

Popularity



Activity



Freshness



Co-creation
Catalyzation
Artificial Intelligence

4 Featured, 32 Examples

4,709 Total Clicks

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Gaming Projector



Brands introduce projectors tailored for immersive gaming experiences.

Trend - Brands are launching gaming-focused projectors designed with features such as high refresh rates, low input lag, and 4K resolution. These projectors aim to provide a large, immersive display experience optimized for modern gaming needs, offering alternatives to high-performance monitors.

Insight - Gamers are increasingly looking for equipment that enhances immersion, offering superior visuals and responsiveness. The rise of competitive gaming and the desire for large, high-quality displays have driven this demand. Additionally, the pressure to provide innovative solutions in the gaming industry has encouraged brands to develop specialized projectors. These products cater to consumers' desires for an immersive gaming setup that merges cutting-edge technology with convenience.



High-Resolution Gaming Projectors

The ViewSonic LX700-4K RGB Boasts 5,200 Laser Lumens



Low-Lag Gaming Projectors

The Philips GamePix 800 Smart Gaming Projector is Ultra-Bright



Immersive Gaming-Targeted Projectors

The Philips GamePix 900 is Limited to 1,000 Units to Start



Gaming-Ready Laser Projectors

The Optoma UHZ35 Achieves Low-Lag 4K Performance

6.6
Score

Popularity



Activity



Freshness



Multisensation



4 Featured, 23 Examples

31,975 Total Clicks

URL: [Hunt.to/564153](https://www.trendhunter.com/trends/gaming-projector)

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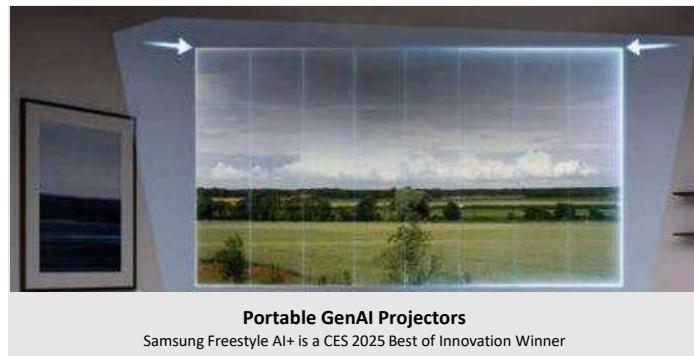
AI Projector

TRENDHUNTER
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Projector manufacturers are adding AI-based image enhancement features to add value

Trend - Projector manufacturers are now incorporating Artificial Intelligence (AI)-based features to improve the feature set for projectors. These AI features include image upscaling and sharpening, reduced image distortion, brightness management, with more features coming as the products receive updates.

Insight - When searching for a new T.V for nearly any purpose, whether it be for the living room, for travel, or for the office, more consumers are opting for projectors each year. Both products have fallen in cost over the past few years, which further complicates the decision for consumers, as both offer different sets of benefits. However, when particular concerns such as durability, longevity, or portability come into play, brands are better meeting the needs of these consumers with modern projectors.



Portable GenAI Projectors
Samsung Freestyle AI+ is a CES 2025 Best of Innovation Winner



Gaming-Ready 4K Projectors
The NOMVDIC P1000 UHD Home Projector is Speedy and Ultra-Bright



All-In-One Projector Designs
VANKYO Has Introduced Its First Google TV-Powered Projector



Four-in-One Laser Projectors
The Dangbei Mars Laser Projector Has ALPD Technology

7.7
Score

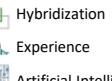
Popularity



Activity



Freshness



Hybridization



Experience



Artificial Intelligence

4 Featured, 36 Examples

43,454 Total Clicks

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URL: Hunt.to/557383

Cozy Technology

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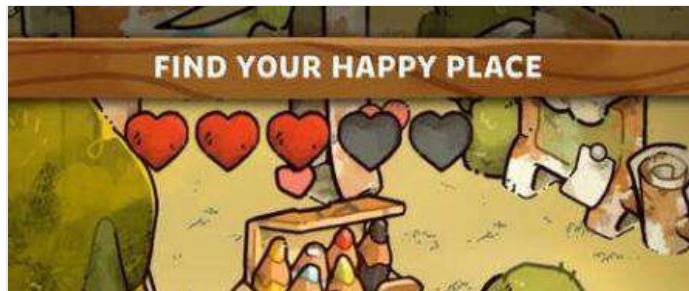
Gaming setups evolve into immersive personal sanctuaries

Trend - Tech companies and consumers are crafting immersive "digital cocoons" that blend physical comfort with technological engagement. This movement goes beyond basic workspace optimization, incorporating ambient lighting, textured accessories, and synchronized audio-visual elements to create complete sensory environments.

Insight - As traditional markers of stability and comfort become increasingly out of reach for younger generations, consumers are creating idealized microsanctuaries within their digital spaces. This reflects a deeper tension between the desire for domestic comfort and the challenges of achieving it in the physical world. Through games that simulate everyday achievements - from homeownership to farming to community building - and environments that mirror this digital coziness, individuals are crafting attainable versions of the comfort they seek.



Winter-Ready Gaming Setups
The Bauhütte Kotatsu Futon BHK-2500KF Has a Traditional, Cozy Design



Adorable Sequel Mobile Games
Netflix's Cozy Grove: Camp Spirit Game is for Mobile

7.2
Score

Popularity



Activity



Freshness



Hybridization



Personalization

2 Featured, 36 Examples

46,230 Total Clicks

URL: Hunt.to/552272

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Opulent Audiophile



Audio hardware brands are releasing premium turntables for hobbyists

Trend - Audio hardware manufacturers are designing high-end turntables that blend modern conveniences with the analog audio quality of turntables. These premium devices are also designed with unique aesthetics to serve as a design piece as much as a functional piece of audio technology.

Insight - Audio professionals and audiophile hobbyists alike typically have higher standards than the norm when it comes to selecting technology. Important factors often include frequency ranges of the audio, compatibility with different forms of media, the overall quality of the components, and more. In order to appeal to these consumers, while offering devices that are an experience as much as a functional piece of technology, brands are launching premium turntables for higher-income consumers.



Opulent Audiophile Turntables
The Pro-Ject Signature 12.2 Turntable is Priced at \$14,999.99



Updated Colorful Premium Turntables
The New Pro-Ject EVO 2 Boasts a Sleek Modern Look



Premium Direct-Drive Turntables
This Turntable Deftly Blends Sonic Specs & Aesthetic Attributes



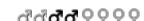
Premium Modular Transparent Turntables
Per Brickstad Designs the New Clear Audio Device



Sustainable Premium Turntables
House of Marley Presents the Sir It Up Lux Turntable

7.2
Score

Popularity



Activity



Freshness



Hybridization



Curation



5 Featured, 43 Examples

48,030 Total Clicks

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Barcode-Free Checkout



Artificial intelligence is used to identify barcode-less items at checkout

Trend - Artificial intelligence has been adapted to enable barcode-less product scanning, facilitated by algorithms that analyze images and videos of objects to identify unique features. This technology accurately accounts for retail items in real time, providing shoppers with seamless checkout experiences.

Insight - As artificial intelligence shapes consumer shopping experiences, brands increasingly rely on automation to address friction points and ensure high rates of fulfilled purchases. Adopting automation technologies minimizes wait times and maximizes throughput, allowing customers to complete shopping trips in shorter amounts of time. This approach helps businesses prioritize seamless experiences and reduce errors, aligning with consumer preferences for convenience.



AI-Powered Smart Trolleys
Instacart Unveils a New AI-Powered Shopping Cart Partnership with Aldi



AI-Powered Payment Systems
Mashgin Introduces a New AI-Powered Checkout System with Verifone



AI-Augmented Retail Checkouts
This Checkout Solution Helps Prevent Theft and Scanning Errors



Computer-Vision Self-Service Kiosks
Toshiba's Vision Kiosk Identifies Items Without Barcodes



Barcode-Less Product Scanners
SeeChange Taps Diebold Nixdorf to Create AI Checkout Tools

7.6
Score

Popularity



Activity



Freshness



Experience



Artificial Intelligence



Personalization

5 Featured, 45 Examples

30,192 Total Clicks

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AI Host



Entertainment companies innovate audio experiences with intelligent digital hosts

Trend - Entertainment companies are integrating AI-powered radio hosts into mobile apps, creating dynamic and interactive audio experiences. These digital hosts leverage artificial intelligence to curate playlists, provide commentary, and even engage listeners with personalized content.

Insight - Consumers are increasingly looking for personalized entertainment options that fit their schedules and interests. The desire for intelligent curation, paired with the convenience of on-demand audio apps, has driven demand for AI-driven hosts. Additionally, pressures to differentiate in the competitive streaming apps and radio markets have motivated companies to adopt AI-powered solutions that provide real-time adaptability and interactive elements.



AI-Voiced Radio Hosts
CADA's Workdays Host Thy Was Created with AI Voice Technology



AI-Enhanced Smart Speakers
xboom by will.i.am Elevates Listening Experiences with AI Capabilities



AI Radio Hosts
OFF Radio Krakow Reaches Younger Listeners with Virtual Personas



AI-Enhanced Audio Content Apps
Auddia Unveiled faird 3.1 with Advanced AI Capabilities

8.0
Score

Popularity



Activity



Freshness



Experience

Catalyzation

Artificial Intelligence

4 Featured, 36 Examples

13,334 Total Clicks

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URL: [Hunt.to/568305](https://hunt.to/568305)

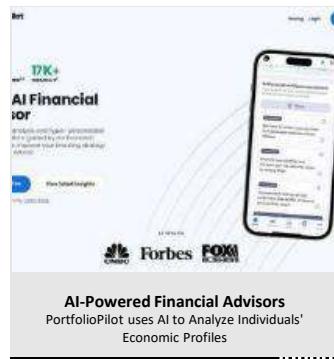
AI Hedge



AI brands introduce tools to optimize hedge fund management

Trend - AI brands are launching hedge fund assistants powered by advanced algorithms and machine learning. These tools are designed to analyze vast datasets, optimize trading strategies, and provide predictive insights, while aiming to improve efficiency and offer an edge in the hedge fund management.

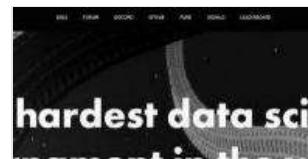
Insight - Hedge fund managers face increasing pressure to deliver superior returns while navigating complex markets. The demand for tools that can process large volumes of data and uncover actionable insights has grown significantly. Additionally, the need for real-time analysis and adaptive strategies has driven the adoption of AI-powered assistants. These tools cater to the desires of hedge fund managers for precision, efficiency, and innovation, while staying competitive in a data-driven industry.



AI-Powered Financial Advisors
PortfolioPilot uses AI to Analyze Individuals' Economic Profiles



AI-Powered Hedge Fund Platforms
IAESIR Responds to Uncertainty with New Updates to Its Platform



AI-Powered Hedge Funds
Numerai Leverages the Power of Data Scientists and AI



AI Stock Analysis
Calypso Offers AI Insights for Real-Time Public Equity and Market Analysis

7.1
Score

Popularity



Activity



Freshness



Hybridization

Experience

Artificial Intelligence

4 Featured, 36 Examples

18,235 Total Clicks

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Modular Mini-PC



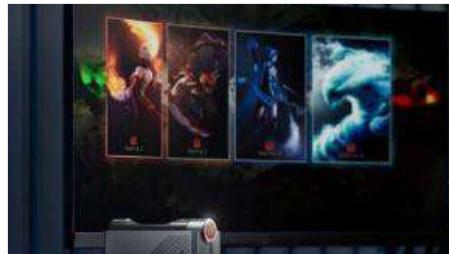
Compact PCs with replaceable components are gaining popularity

Trend - The traditional benefits of Mini PCs are low costs and low space requirements. Brands are now adding modularity and swappable components to this list, with mini PCs focused around upgradable RAM, SSDs, CPUs, and more, gaining popularity on the consumer-focused side of the industry.

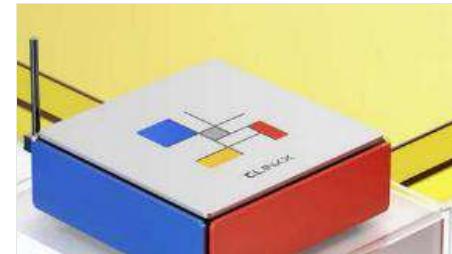
Insight - When choosing a personal computer, customers are faced with a wide array of options for form-factor before they even consider specifications. Form-factor options include laptops, full-size desktops, mini-PCs. Customers that opt for Mini-PCs often do so because of the compact, portable design, the low cost of entry, and the greater performance when compared to a laptop. However, one drawback that prevents more consumers from choosing mini-PCs are their short lifespans and non-upgradeable parts.



Modular Mini Computer Models
The Khadas Mind Mini PC Works as a Desktop, Laptop and More



Powerful User-Upgradable Mini PCs
The ACEMAGIC AD08



Modular Customizable Mini PCs
The Clink-X xCraft Comes as a DIY Kit That Requires Building

8.6
Score

Popularity



Activity



Freshness



Co-creation



Prosumerism

Personalization

3 Featured, 32 Examples

52,239 Total Clicks

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AI Photography



AI tools that generate professional product photography are gaining popularity

Trend - AI companies are creating photography-mimicking tools that generate professional product photos for eCommerce and marketing materials. These photos are positioned as more affordable options to professional photography, without compromising on quality or quantity.

Insight - Newer startups, particularly those with minimal funding, often search for ways to cut operation costs wherever possible. One area that is particularly expensive for most startups is advertising, with everything from strategizing to reachouts to generating marketing materials costing a large sum. In order to cut-down on some of these costs, startups are seeking AI-powered tools that automate and streamline these processes. AI companies are responding with marketing photo generating tools.



7.8
Score

Popularity



Activity



Freshness



Hybridization
Instant
Entrepreneurship
Artificial Intelligence

4 Featured, 36 Examples
20,681 Total Clicks
URL: [Hunt.to/553810](https://hunt.to/553810)

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AI Photo Generators
Hippist AI Creates Stunning, Custom Product Photography in Minutes



eCommerce AI Photos
PhotoHero Provides Free Images and Editing Abilities



AI Fashion Photography
Adstronaut AI Creates Stunning eCommerce Images for Fashion Brands

AI Emotion



AI systems are being developed to recognize and respond to human emotions

Trend - Companies are integrating emotion recognition capabilities into their AI systems, allowing machines to detect and respond to human emotional states through facial expressions, voice patterns, and physiological signals. This technology is being implemented across various sectors, from healthcare diagnostics to customer service platforms.

Insight - The increasing digitization of daily interactions has created a desire among consumers for more humanized technological experiences. While automation offers efficiency, many individuals find purely algorithmic interactions unsatisfying and impersonal. This tension has created demand for AI systems that can recognize and respond to emotional nuances, particularly in sectors where empathy is crucial – from healthcare to customer service. For consumers, emotionally intelligent AI represents a bridge between convenience and human connection.



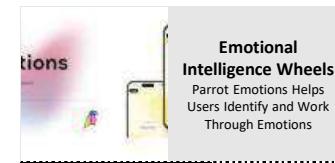
Emotion-Sensing Eyewear
Emteq Labs 'Sense' Offers AI-Powered Real-Time Analysis



Furry AI-Powered Companions
Moflin is Casio's New AI Solution for Companionship



Human-Like Automotive Assistants
The Mercedes MBUX Virtual Assistant Has Four Emotional Profiles



Emotional Intelligence Wheels
Parrot Emotions Helps Users Identify and Work Through Emotions



Personalized Empathetic AI Assistants
Compassionate AI Empowers Users with Context-Aware Learning

6.5
Score

Popularity



Catalyzation

Activity



Artificial Intelligence

Freshness



5 Featured, 45 Examples

63,435 Total Clicks

URL: [Hunt.to/548952](https://www.trendhunter.com/trends/548952)

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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.



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

7.1
Score

Popularity



Activity



Freshness



4 Featured, 34 Examples

28,543 Total Clicks

URL: [Hunt.to/536325](https://hunt.to/536325)

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AI Tarot



AI services that provide tarot card readings for users' situations are gaining popularity

Trend - Startups are using advanced AI algorithms to modernize the process of tarot card reading through advanced interpretation. These AI tools take into account necessary information from the user, as well as the implications of each tarot reading, to provide detailed readings and feedback.

Insight - While one consumer may doubt the legitimacy of spiritual readings, such as tarot cards or fortune telling, another consumer may be heavily invested in this field. Consumers interested in spiritual readings often do so either for peace of mind, for guidance when they are unsure of what to do, or for mere recommendations in complex situations. However, tarot readings are often expensive, and may not fit within these consumers' budgets. Brands are responding with AI-powered tarot card readers.



AI Tarot Insights
TaroTeller Uses AI to Modernize Tarot Readings and Interpretations



AI-Enhanced Tarot Companions
TarotRead AI Democratizes Access to Divine Guidance



AI Tarot Readings
Quin Combines Intuition with the Analytical Power of AI



AI-Powered Tarot Readings
Yes/No Tarot AI Delivers Instant Digital Divination Experiences

7.4
Score

Popularity



Activity



Freshness



Curation
Experience
Personalization

4 Featured, 26 Examples

27,484 Total Clicks

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AI Kiosk



Smart kiosks that provide recommendations and point-of-sale support are being deployed

Trend - Retailers are deploying in-store kiosks powered by artificial intelligence (AI). These AI kiosks interpret and make recommendations for consumers interacting with them, thus streamlining the retail process. The advent of AI kiosks also reduces the required staff and, thus, costs for retailers.

Insight - Smart technologies are arguably the largest contributor to the ever-increasing number of retailers with seamless, stress-free in-store experiences. Consumers who shop in-stores enjoy the benefits of assistance from employees, as well as the ability to demo items that they may not have known about prior to entering the store. To further improve these experiences for consumers, brands are launching smart kiosks that use AI to assist, make recommendations to, and process payments from, consumers.



AR Retail Kiosks
BIG Digital and DeepAR Bring Mobile & Desktop Try-Ons to Store Settings



AI-Powered Payment Systems
Mashgin Introduces a New AI-Powered Checkout System with Verifone



Intuitive Self-Service Order Kiosks
The GoTab Self-Ordering Kiosks Support Quick Service and More



Automated Hot Food Kiosks
Sodexo and Automated Retail Technologies Teamed Up for New Kiosks



Robotic Smoothie Kiosks
Thor's Skyr by Blendid Kiosks Serve Nutritious Skyr Smoothies On-Demand

7.5
Score

Popularity



Activity



Freshness



Experience

Artificial Intelligence

Personalization

5 Featured, 52 Examples

45,609 Total Clicks

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URL: [Hunt.to/541174](https://www.trendhunter.com/trends/ai-kiosk)

Dual Laptop



Laptops with two primary displays are gaining popularity for portable productivity

Trend - Hardware manufacturers are creating laptops with two built-in screens. The added screen enhances productivity when needed, which is valuable for remote or hybrid workers. The second built-in screen also subverts the need for additional displays or accessories, adding convenience and portability.

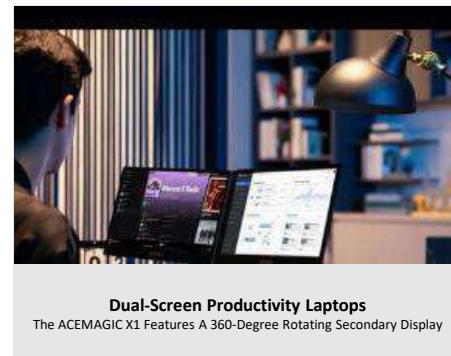
Insight - Remote and hybrid workers often turn to laptops as their primary devices. Often for simplicity and portability, such as the ability to work in coffee shops, laptops are preferred over desktops for these workers, despite the relative loss to productivity. Brands are now aiming to blend the productivity of desktops with the portability and convenience of laptops in order to better market to these consumers, leading to the creation of laptops with built-in secondary displays.



Multi-Position Dual-Display Laptops
The Lenovo Yoga Book 9i Has Two OLED Screens at CES 2024



Dual-Screen Laptops
ASUS Unveiled the ZenBook Duo at CES 2024



Dual-Screen Productivity Laptops
The ACEMAGIC X1 Features A 360-Degree Rotating Secondary Display

7.7
Score

Popularity



Activity



Freshness



Hybridization
Curation
Prosumerism

3 Featured, 35 Examples

31,673 Total Clicks

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AI Mundane



Millennials are turning to AI tools that automate simple day-to-day tasks

Trend - Tech startups are creating AI-powered apps and companion devices that serve to complete more downsized, simple tasks. These tools do not generate complex creative work or serve as replacements for professional tasks, and instead are used to make regular day-to-day life more efficient.

Insight - Some of the most impressive consumer use cases for generative AI tools relate to creative and professional fields. Tools that can generate lifelike images, videos, stories, or automate workplace tasks took the internet by storm due to their impressive promise. However many consumers believe these creative fields should primarily remain human-created. Brands are catering to these consumers by releasing downsized AI tools that save time in other areas to enable more focus on creative, tasks.



Stop searching, start finding with Keylight AI.

Document Search Assistants
Keylight AI is a Powerful Search Tool to Organize and Edit Documents

5.1
Score

Popularity



Activity



Freshness



Experience



Catalyzation



Artificial Intelligence

4 Featured, 45 Examples

18,484 Total Clicks

URL: Hunt.to/545559

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Simple AI Assistants

The Rabbit R1 Offers a Non-Distracting Digital Alternative



Task Management Simplifiers

TodoPal Helps People Stay One Step Ahead of the Curve



Household Chore Organizers

SimpleChore is a Household Management Tool with Recipe Integration

The 2026 Trend Report

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- 5** Marketing Insights
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- 8** Lifestyle Insights
- 9** Sustainability Insights
- 10** Appendix

Automotive Decor



Furniture collections are launching with designs inspired by luxury automotives

Trend - Designer furniture brands, sometimes in collaboration with automotive brands, are launching furniture collections inspired by popular luxury vehicles. These furniture collections are designed to blend the quality of luxury furniture with the familiarity of vehicle design notes for car fans.

Insight - When higher-income consumers consider interior design products, they consider various factors, including quality, brand recognition, status symbolism, personal connection, and aesthetics. While there are near-limitless options for interior design, there is a distinct lack of high-end branded pieces inspired by hobbies or adjacent industries. For consumers with an interest in luxury cars, furniture brands are now enabling these consumers to further express themselves with co-branded collections.



Automotive Brand Decor Collections

The Bugatti Home Collection Was Unveiled for Milan Design Week



Automobile-Focused Home Designs

Ralph Lauren Home Unveils Modern Driver Collection



Supercar-Inspired Lounge Chairs

The Racing & Emotion Prova MO-53 Lounge Chair is Ferrari-Inspired



Automotive-Inspired Sculptural Furniture

SANAYI313 Launches the Lounge Collection of Furniture

5.9
Score

Popularity
Activity
Freshness



Hybridization
Prosumerism
Personalization

4 Featured, 44 Examples
66,367 Total Clicks
URL: [Hunt.to/542011](https://www.trendhunter.com/trends/542011)

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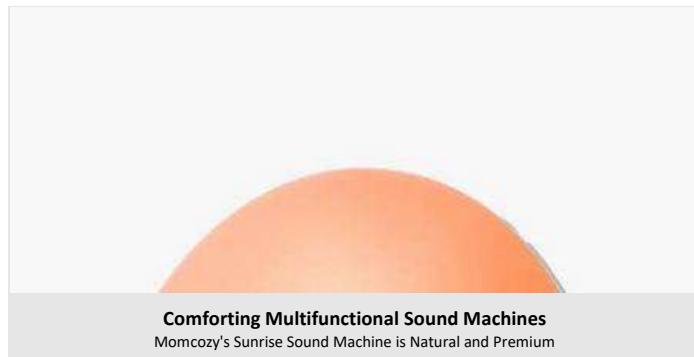
Ambient Speaker



Home speakers are being upgraded with lightning effects to improve comfort

Trend - Home electronics manufacturers are creating speakers with colored lighting effects. These lighting effects are designed to replicate times of day, such as bright orange colors in the morning, or soft gray colors at night, which is shown to improve sleep quality, morning comfort, and happiness.

Insight - Many consumers fall into repetitive habits in their daily lives, with not every habit being beneficial to ones health. Long work hours make it difficult for individuals to find time for social lives while still maintaining healthy sleep habits, causing insomnia or seasonal depression. These consumers are willing to invest in natural products that make sleeping easier, leading to brands releasing speakers with ambient lighting effects designed to replicate the sun and restore circadian rhythm.



7.7
Score

Popularity



Activity



Freshness



Multisensation
Curation
Experience

2 Featured, 45 Examples
51,713 Total Clicks
URL: [Hunt.to/538414](https://www.trendhunter.com/trends/ambient-speaker)

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Rumpled Romance

TRENDHUNTER
CREATE THE FUTURE

Ultrafeminine style evolves with intentionally imperfect, carefree elements

Trend - A more casual, carefree evolution of the ultrafeminine aesthetic is gaining momentum, characterized by intentionally imperfect styling and relaxed glamour. This "rumpled romance" look incorporates nostalgic elements from turn-of-millennium pop culture with contemporary casual wear, featuring haphazardly tied ribbons, statement bows on everyday apparel, and accessory-heavy styling.

Insight - Today's fashion-conscious consumers are increasingly attracted to style movements that blend sentimental references with contemporary interpretations, enabling personal expression through lighthearted styling choices. Where previous iterations of ultrafeminine aesthetics demanded meticulous presentation, many are embracing more approachable, effortless variations that feel genuine and within reach.



Book-Themed Home Decor Collections
June St. George Debuts the Eloise Collection



Adorable Pimple Patch Designs
dearcloud™ Combines Effective Skincare with Playful Designs



Hyper-Feminine Hairbrushes
Wet Brush + Goody x LoveShackFancy Made a Limited-Edition Collection



Romance-Inspired Functional Socks
MoveActive Debuts the True Romance Collection

8.4
Score

Popularity



Multisensation

4 Featured, 36 Examples

30,475 Total Clicks

URL: [Hunt.to/568575](https://www.trendhunter.com/trends/rumpled-romance)

Activity



Freshness



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Micro Luxury

TRENDHUNTER
CREATE THE FUTURE

Consumers are investing in affordable luxury products as a cost-benefit analysis

Trend - Luxury home furnishing brands are releasing more affordable product lines to appeal to a wider range of consumers. These products blend the aesthetics and build quality of luxury brands with more affordable materials to offer products with few compromises, thus appealing to younger consumers.

Insight - The average Millennial and Gen Z consumers may not have the amount of disposable income required to invest in luxury products in all aspects of their life. However, many such consumers are embracing the 'Micro Luxury' trend, investing in select luxury products that they can afford in areas of life they prioritize. These consumers invest in higher-end furnishings, appliances, or artworks that emulate luxury living on a budget, curbing the need for constant purchases, and leading to money saved.



Art Deco Recliner Seating
The Atlanta Recliner Seating Fuses Art Deco Glamour with Modern Living



Luxuriously Modern Coffee Tables
The Adrien Coffee Table by Lemieux Et Cie is Stunning



Premium White Oak Furniture
Restoration Hardware Debuts Byron Reed Collection



Multifaceted Luxury Linens
Pom Pom at Home Debuts Versatile Bedding for Diverse Aesthetics



Modular Bubble-Like Sofas
Stella McCartney x B&B Italia Just Dropped the Camaleonda Sofa Collab

6.8
Score

Popularity



Activity



Freshness



Hybridization
Experience
Catalyzation

5 Featured, 53 Examples

107,800 Total Clicks

URL: [Hunt.to/545903](https://www.trendhunter.com/trends/micro-luxury)

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Eco Thermostat

TRENDHUNTER
CREATE THE FUTURE

Smart home brands are releasing smart thermostats designed to reduce energy used

Trend - Brands in the smart home and AI spaces are creating smart thermostats, often powered by advanced AI, designed to reduce energy consumption in the home. These thermostats automatically adjust heating or cooling to stay within a set temperature range while consuming the least energy possible.

Insight - One of the most promising effects stemming from the introduction of artificial intelligence in nearly every sector is increased efficiency. AI can be used to allocate resources more efficiently, such as reducing waste in the restaurant and CPG fields. This is one of the most desirable effects of AI for eco-conscious consumers, who are now looking to co-opt these tools for their own kitchens and homes. Brands are responding with smart home tools that reduce unnecessary wasted energy or resources.



7.0
Score

Popularity



Activity



Freshness



Naturality



Catalyzation



Artificial Intelligence

4 Featured, 27 Examples

21,825 Total Clicks

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80s Opulence

TRENDHUNTER
CREATE THE FUTURE

Gen Z revives 80s corporate aesthetics office culture during productivity boom

Trend - As economic instability and remote work reshape the workplace landscape, younger generations are paradoxically romanticizing corporate culture. Gen Z, who largely missed traditional office experiences, is embracing productivity aesthetics inspired by 80s Wall Street opulence, characterized by a fascination with corner offices, business attire, and stimulant-driven workdays.

Insight - Having grown up during periods of economic uncertainty (Great Recession, pandemic), younger generations are developing a surprising nostalgia for an era of perceived prosperity and workplace stability they never experienced firsthand. These consumers are attracted to the glamorized portrayal of corporate success from films like "American Psycho" and "Wall Street," creating a countermovement to the work-life balance narrative championed by millennials.



Executive Workwear Collections
12th Tribe Partners with Corporate Natalie for Modern Office Attire



History-Inspired Apparel Collections
The Scorpion & The Frog Is Denim Tears Thoughtful Collection



Winter Getaway Candles
The Royal Pine Deluxe Candle by Vacation Reminds of an 80s Ski Chalet



Shimmering Sun Care Oils



Intricately Jeweled Bags



Chic Corporate-Inspired Capsules

6.5
Score

Popularity



Activity



Freshness



Nostalgia

6 Featured, 51 Examples

43,209 Total Clicks

URL: [Hunt.to/562121](https://www.trendhunter.com/trends/80s-opulence)

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Printed Home



Housing development companies are turning to 3D-printing for efficiency

Trend - Housing development companies are more heavily investing in 3D-printing solutions. 3D printing offers more energy and cost-efficient methods of producing houses, while also making it easier to make compact houses, or develop houses in remote locations.

Insight - Housing development companies produce mass amounts of homes in a wide range of locations. These companies are interested in prioritizing cost and energy-efficiency. Combining these desires with the need to reduce construction time, minimize waste, and offer design flexibility, these companies are being led to embracing 3D printing solutions. In awareness of this, 3D-printing companies are creating sustainable yet reliable materials for housing-related tasks.



Energy-Efficient 3D-Printed Homes
Haus.me Introduces Premium Accessory Dwelling Units (ADUs)



Affordable 3D-Printed Houses
Serendix's Fujitsubo is Remarkable in the Realm of Affordable Housing



3D-Printed Mobile Homes
LEMKI Robotix Created a 3D-Printed Home with iScale3D



Modern 3D-Printed Model Homes



Inaugural 3D-Printed Social Housing



3D-Printed Sturdy Homes

7.3
Score

Popularity



Activity



Freshness



Co-creation
Hybridization
Catalyzation

6 Featured, 47 Examples

75,740 Total Clicks

URL: [Hunt.to/553811](https://www.trendhunter.com/trends/3d-printed-homes)

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Revived Analog



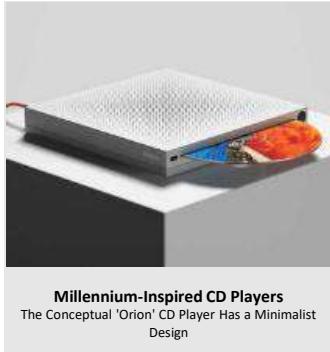
Audio hardware brands are releasing nostalgia-inspired CD players

Trend - Audio hardware brands are now looking to the 90s and 2000s for tech inspiration, rather than the 70s-inspired record players, leading to the revived popularity of both desktop and portable CD players. These devices blend 90s nostalgia with modern features.

Insight - Nostalgia is an evergreen motivator for consumers making purchase decisions. This is due to many consumers seeking comfort, familiarity, and safety rather than taking risks. Combining this motivator with the fact that millennials and Gen Z consumers are now reaching their 30s and 40s, there is a growing market for nostalgic products that harken to the 90s and 200s. In order to market to and appease this subset of consumers, brands are releasing retro-inspired CD players with modernized features.



Contemporary Portable CD Players
The Fiio DM13 is a Portable Music Player Joining the CP13



Millennium-Inspired CD Players
The Conceptual 'Orion' CD Player Has a Minimalist Design



Refreshed Modern CD Players
Teenage Engineering Designs the New CD Player Concept



Nostalgic Retro Music Capsules
KICKBACK Blends Retro Design with the DIY Mixtape Kit



Retro-Inspired Music Systems
The Victrola Century 6-in-1 Record Player Works with Most Sources

8.5
Score

Popularity



Activity



Freshness



Hybridization
Experience
Nostalgia

5 Featured, 45 Examples

37,152 Total Clicks

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The 2026 Trend Report

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- 8** Lifestyle Insights
- 9** Sustainability Insights
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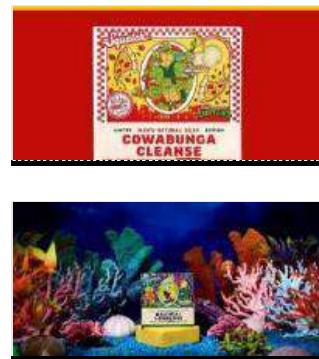
Cartoon Care

TRENDHUNTER
CREATE THE FUTURE

Personal care brands are partnering with cartoons to boost product adoption

Trend - Self-care brands are partnering with popular cartoon properties to increase the appeal of their products with younger consumers. The collaboration also functions as advertising for the cartoon brand, leading to a mutually-beneficial partnership.

Insight - Young children are often disinterested by personal care. Certain children do not enjoy bath time, and do not yet understand the importance of brushing their teeth or washing their face. Parents of these children seek ways to make personal care more engaging and fun for their kids in order to build good habits early. One such method these parents seek out is co-branding, searching for products with branding familiar to their kids, leading to personal care brands partnering with cartoons.



Cartoon Anniversary Soap Bars
Dr. Squatch Drops the SpongeBob SquarePants 'Nautical Nonsense' Soap

7.7
Score

Popularity



Activity



Freshness



Multisensation
Experience
Naturality

4 Featured, 30 Examples

32,586 Total Clicks

URL: [Hunt.to/553809](https://www.trendhunter.com/trends/cartoon-care)

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Gamified Beauty

TRENDHUNTER
CREATE THE FUTURE

Cosmetics brands are partnering with video games to further engage consumers

Trend - Cosmetics brands are partnering with video game developers to create co-branded beauty products and in-game beauty-themed experiences. These collaborations introduce exclusive makeup collections inspired by gaming franchises, while also integrating virtual beauty options into gaming environments.

Insight - Gamers and beauty enthusiasts alike are embracing self-expression through personal style, both physically and virtually. The increasing influence of digital culture, along with the rise of customizable avatars in gaming, has fueled demand for beauty-themed collaborations. Additionally, the pressures for brands to diversify marketing strategies and connect with younger, digitally native audiences have encouraged this fusion of gaming and cosmetics even within the cosmetics industry.



Game-Themed Beauty Kits
Charlotte Tilbury x Genshin Impact Shares Exclusive In-Game Rewards



Video Game-Inspired Makeup Ranges
The Pat McGrath Labs x Candy Crush Saga Range is Limited Edition



Gamified Kindness Challenges
e.l.f. x Beekman 1802 on Roblox Kicked Off on World Kindness Day



Wintry Beauty Metaverses
Essence's Kingdom of Essentia Engages Players on Roblox

7.8
Score

Popularity



Activity



Freshness



Hybridization
Gamification
Experience

4 Featured, 30 Examples

19,072 Total Clicks

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Peptide Pout



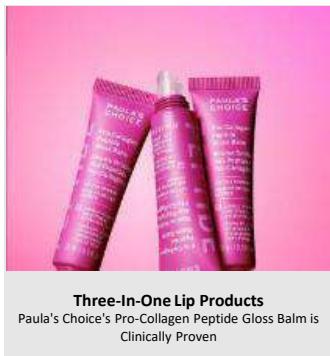
Brands are launching anti-aging lip care products with skincare-grade peptides

Trend - The skincare-makeup hybrid movement continues to evolve as peptide technology migrates from facial skincare into the lip care category. Brands are formulating lip balms and treatments with peptide complexes that promise more than just hydration, offering anti-aging benefits, collagen stimulation, and enhanced lip volume without invasive procedures.

Insight - Contemporary consumers are increasingly knowledgeable about skincare ingredients and their specific benefits, creating demand for more sophisticated formulations across all beauty categories. This ingredient literacy has led to higher expectations even for seemingly simple products like lip balms. As the "skinification" of beauty continues, individuals are seeking products that address both immediate concerns (dryness, chapping) and long-term issues (fine lines, loss of volume).



Donut-Inspired Lip Serums
Laneige Launched Four Decadent Glaze Craze
Tinted Lip Serums



Three-In-One Lip Products
Paula's Choice's Pro-Collagen Peptide Gloss Balm is
Clinically Proven



Peptide-Infused Lip Balms
Revolution Beauty's Juicy Peptide Lip Balms
Combine Lip Care & Color



Mood-Boosting Lip Treatments

Hydrating Peptide Lip Oils

Pigmentation Repair Lip Balms

7.2
Score

Popularity

Activity

Freshness



Youthfulness

6 Featured, 45 Examples

25,697 Total Clicks

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Skincare Wand



LED light therapy devices bring professional-grade skincare treatments into the home

Trend - The beauty industry's latest darling isn't another miracle cream or serum - it's a high-tech wand that harnesses the power of LED light therapy. These sophisticated devices are transforming bathroom counters into mini med-spas, using specific light wavelengths to boost collagen and calm inflammation.

Insight - Today's beauty enthusiasts aren't just looking for products - they're seeking the confidence of clinical-grade results in their own bathrooms. This shift stems from a growing sophistication among consumers who understand that consistent, science-backed treatments often trump occasional professional visits. The rapid adoption of beauty tech signals a broader cultural shift: consumers are becoming their own aestheticians, armed with tools that blur the line between professional treatment and daily skincare ritual.



8.7
Score



Curation



Tech-Enhanced Depuffing Wands
Therabody is Launching the TheraFace Depuffing Wand



6-in-1 Beauty Therapy Wands
The GLO24K Compactly Delivers Cutting-Edge Skincare Technologies



LED Light Therapy Wands
The LumaGlow Red & Blue is UV-Free for Safe Facial Skincare

4 Featured, 51 Examples

63,628 Total Clicks

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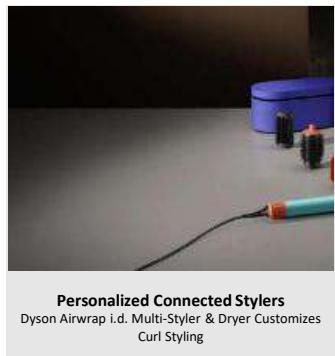
Hair Tool Convergence



Heat styling tools combine multiple functions into all-in-one devices

Trend - Haircare brands are launching multi-functional heat styling tools that combine blow-drying capabilities with straightening, curling, or styling features. These all-in-one devices aim to streamline the hair styling process while reducing overall heat exposure.

Insight - Time-pressed consumers are increasingly seeking efficient solutions that help them maintain their personal care routines without compromising on results. This drive for efficiency extends beyond just saving time – it also reflects a growing awareness of the damaging effects of repeated heat styling and a desire to minimize exposure to high temperatures. By combining multiple functions into single devices, brands are appealing to consumers who want to simplify their routines while still achieving salon-quality results at home.



Personalized Connected Stylers
Dyson Airwrap i.d. Multi-Styler & Dryer Customizes
Curl Styling



Multi-Functional Hair Styling Tools
The Shark FlexStyle® Styling & Drying System is
Useful



Versatile Hair Styling Tools
The Shark® FlexFusion™ Air & Ceramic System is
Performance-Driven

Ultra-Multi-Functional Hair Styling Tools
Sally Beauty Debuts Ion Luxe Eight-In-One Airstyler Pro



All-in-One Hair Stylers
Bondiboo Releases Its Everlast Airstyler the All-in-One
Hair Styler

7.5
Score

Popularity



Activity



Freshness



Curation



Catalyzation

5 Featured, 32 Examples

27,590 Total Clicks

URL: [Hunt.to/553695](https://hunt.to/553695)

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Masculine Eyecare

TRENDHUNTER
CREATE THE FUTURE

Skincare brands redefine self-care with eye masks tailored for men.

Trend - Skincare brands are launching masculine eye masks designed specifically for male consumers. These products are crafted to address common concerns such as puffiness, dark circles, and signs of fatigue while featuring packaging and branding that appeal to a male aesthetic to normalize male skincare.

Insight - Male consumers are increasingly embracing grooming and skincare as part of their self-care habits, driven by a desire to look and feel confident. However, traditional skincare products often fail to resonate with men due to a lack of targeted marketing. The pressures of modern life, including work and stress, have heightened the need for solutions that deliver quick, visible results. By introducing masculine eye masks, skincare brands address these desires while breaking gender stereotypes.



Masculine LED Skincare Masks
The Lumin Luminator Tackles Puffiness, Fine Lines and More

Minimalist Masculine Skincare Sets
The Jaxon Lane Anti-Aging Skincare Routine is Gifting-Ready

Masculine Under-Eye Gel Masks
Jaxon Lane Bro Mask Eye Gels Have 3% Niacinamide

Masculine Eye Moisturizers
The Cardon Dark Circles Eye Rescue Reduces Puffiness and More

6.7
Score

Popularity



Activity



Freshness



Curation



Tribalism



Youthfulness

4 Featured, 32 Examples

14,541 Total Clicks

URL: Hunt.to/565044

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Sensory Sunscreen

TRENDHUNTER
CREATE THE FUTURE

Personal care brands are releasing specialized sensory sunscreens

Trend - Brands are creating sensory sunscreens designed to enhance the user experience through luxurious textures, pleasant fragrances, and easy absorption. These formulations go beyond basic UV protection, offering benefits like hydration and a silky finish to elevate sun care routines.

Insight - Consumers are seeking sun protection that integrates seamlessly into their skincare rituals, combining efficacy with aesthetic appeal. The desire for products that deliver a premium experience, alongside functional benefits, reflects a growing emphasis on self-care and mindfulness. Additionally, pressures to differentiate in a crowded market, while addressing concerns about skin damage and sun exposure, have driven brands to innovate with sensory features.



Peach-Inspired Mineral Sunscreens
NATIVE's Sunscreens are Offered in Summery Fragrances



UV Protection Developments
L'Oréal Research & Innovation Japan Unveils Self-Repairing UV Tech



Watermelon-Infused Daily Sunscreens
Glow Recipe Launches the 'Watermelon Glow Dew Shield SPF 30'



Sunscreen-Toting Sunglasses



Green Tea-Inspired Sunscreens
TONYMOLY Debuts an Antioxidant-Rich Sun Care Product



Sensory-Focused Sunscreen Products
Melan Debuts the SPF 30 Sunscreen Lotion with Rosemary + Basil



Airy Sunscreen Foams
Sun Dreams by Pacifica Beauty is Illuminating & Skincare-Infused



Scented Body Sunscreens

8.5
Score

Popularity



Multisensation
Experience
Naturality

Activity



Freshness



9 Featured, 76 Examples
40,474 Total Clicks
URL: [Hunt.to/567327](https://www.trendhunter.com/trends/sensory-sunscreen)

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Skin Scent

TRENDHUNTER
CREATE THE FUTURE

Brands craft perfumes that blend with the wearer's unique body chemistry

Trend - Perfume brands are increasingly experimenting with skin scents—minimalist fragrances designed to complement human skin. These formulations enhance the wearer's natural scent, creating a personalized olfactory experience that is uniquely tailored to the individual's body chemistry.

Insight - Many consumers want to find their "signature scent" but struggle to find one amid a market dominated by overpowering and commonly worn fragrances. In response, brands are harnessing scientific innovation to create unconventional fragrances rooted in minimalism, aligning with recent consumer trends. This approach meets consumer demand for a more subtle yet personalized fragrance experience, fostering stronger brand loyalty and reducing production costs commonly incurred by complex formulations.



Shape-Shifting Fragrances
Me by Snif Enhances the Unique Chemistry of the Wearer's Skin



Sultry Skin Fragrances
Soft Spot by Phlur Explores the Duality of Softness and Strength with Scent



Natural Scent-Paired Perfumes
Skylar Nude Skin Eau de Parfum Blends with One's Natural Scent

Artfully Scientific Perfumes
Scentologica's Immortal Potion Takes a Technological Approach to Scent

7.5
Score

Popularity



Activity



Freshness



Simplicity



Experience



Personalization

4 Featured, 34 Examples

27,163 Total Clicks

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Mindful Skincare

TRENDHUNTER
CREATE THE FUTURE

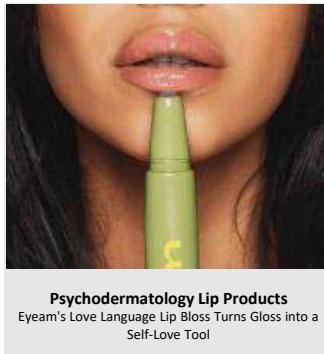
Skincare products are increasingly sold with journals for self-reflection

Trend - The concept of psychodermatology has gained traction in the skincare industry, resulting in products that address skin health and mental well-being. This has led to the inclusion of journals alongside skincare products, helping address potential psychological factors contributing to skin concerns.

Insight - Consumers who embrace holistic health practices are often fascinated by the mind-body connection and its effects on skin health. Recognizing this trend, skincare brands are prioritizing the creation of integrated wellness solutions that allow users to seamlessly incorporate these practices into their daily routines. Businesses that cater to the demand for holistic wellness products can appeal to consumers who value products that address both physical and mental well-being.



Mind-Body Care Kits
The Sensual Self Kit Joins selfmade's Psychodermatology Collection



Psychodermatology Lip Products
Eyleam's Love Language Lip Gloss Turns Gloss into a Self-Love Tool



Curated Neurobeauty Sets
selfmade's Neurobeauty Bundle Brings Ease to the Skin and Mind



Mindful-Shopping Campaigns
The Ordinary's 'Slovember' Campaign Promotes Intentional Shopping

8.0
Score

Popularity



Activity



Freshness



Hybridization
Experience
Catalyzation

4 Featured, 32 Examples

40,884 Total Clicks

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Vagus Stimulation

TRENDHUNTER
CREATE THE FUTURE

Medical devices are being designed to stimulate the vagus nerve for pain relief

Trend - Devices are being created to stimulate the vagus nerve—which runs from the brainstem through the neck into the chest and abdomen—either through implantation under the skin or external use. This stimulation helps regulate various bodily functions, including mood, inflammation, and pain perception.

Insight - As chronic and acute pain conditions have become more widely recognized, there is a growing demand for non-pharmaceutical interventions. The creation of different therapies embodies the cultural shift toward holistic and integrative health, with consumers prioritizing natural approaches to pain relief. Businesses that cater to this demand for innovative, non-invasive health solutions can capitalize on the growing consumer preference for technology-driven wellness and pain management strategies.



Noninvasive Headache Relief Devices
The gammaCore Sapphire Stimulates the Vagus Nerve



Performance-Driven Health Gadget Lines
Kineon Debuts Heal+ & Calm+ in a New Crowdfunding Campaign



Mini Nerve Stimulation Devices
The Hoolest VeRelief Collection Nerve Stimulators are Relaxing



Next-Generation Diabetes-Managing Innovations
ReShape Lifeciences is Enhancing Its DBSN™ System

7.2
Score

Popularity



Activity



Freshness



Experience



Naturality



Catalyzation

4 Featured, 45 Examples

59,623 Total Clicks

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- 8** Lifestyle Insights
- 9** Sustainability Insights
- 10** Appendix



Seamless Engagement



Pop-ups that require minimal time to engage consumers are gaining traction

Trend - Brands are creating passive pop-ups, such as billboards or signposts, that beget consumers to engage with only a brief action. These are more engaging than regular billboards while not requiring much time from consumers. Additionally, brands do not need to staff these pop-ups, thus reducing costs.

Insight - The average person living in a major city faces hundreds of advertisements a day. To this extent, most simply filter out regular ads, leading to brands not leaving a lasting impression. While some brands try to launch full-scale pop-up events that invite consumers to explore a detailed activation, not all consumers have spare time for such activities, leading to brands finding a middle ground for pop-ups that beget enough interaction to leave an impression, but do not intrude on daily schedules.



Hug-Activated Marketing Machines
UNIQLO France and The Pull Launch the Hug to Unlock Ad



Illusory Fry Billboards
KFC is Promoting Its Fing Fing Cajun Chips with a Clever Billboard



Record-Breaking AR Mirrors
Maybelline New York & FFFACE.ME Debuted a Large Interactive Experience



Deserted Island Billboards
Silk & Spice Set Up a Billboard for Fans to Go and Find

6.2
Score

Popularity
Activity
Freshness



Multisensation
Gamification
Experience

4 Featured, 45 Examples
60,880 Total Clicks
URL: Hunt.to/540980

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Vibe Marketing



Brands shift from demographic targeting to emotional resonance

Trend - Brands are shifting away from traditional demographic targeting and trend forecasting toward emotion-led "vibe marketing" that emphasizes mood, feeling and cultural resonance. This approach spans multiple sensory touchpoints, from visual aesthetics to music, and prioritizes creating an emotional atmosphere over direct product messaging.

Insight - As consumers grow increasingly resistant to traditional marketing tactics, they're gravitating toward brands that can authentically tap into and cultivate specific emotional frequencies. This shift reflects a broader cultural move away from fact-based decision making toward intuitive, feeling-based choices. While previous generations of marketing relied on clear demographic targeting and concrete benefits, today's consumers seek brands that understand and reflect their emotional wavelength.



Friendly Hydration Beverages
Unwell Hydration Makes Wellness Approachable with Different Moods



Psychodermatology Lip Products
Eyleam's Love Language Lip Balm Turns Gloss into a Self-Love Tool



Mood-Enhancing Deodorants
Soft & Dri Aluminum-Free Deodorant Now Comes in Three New Scents



Mood-Enhancing Fragrance Collections
adidas Partners with Coty to Launch Vibe Perfumes

8.1
Score

Popularity



Activity



Freshness



Naturality

Authenticity

4 Featured, 36 Examples

28,391 Total Clicks

URL: [Hunt.to/554821](https://www.trendhunter.com/trends/vibe-marketing)

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Postcard Pop-Up



Brands are hosting personalized postcard-making events for consumers to gift

Trend - Postcard-making workshops are becoming a popular feature at pop-up events, offering guests a creative, hands-on way to connect with the brand. These interactive sessions allow participants to create a tangible, personalized product that delivers a message and introduces a new brand to the recipient.

Insight - Consumers seeking unique shopping experiences are increasingly drawn to events that facilitate personal connections with brands and encourage sharing the experience with loved ones. In response, brands are designing pop-ups that allow consumers to create personalized keepsakes for those in their lives and invite these individuals to experience the brand. By focusing on consumers' desire for shareable moments, brands can attract an audience that values community throughout the product journey.



Parisian Airport Pop-Ups
Moët Hennessy's Paris Concept Event Featured
Travel Exclusives



Customized Valentine's Cards
Angel's Envy is Sharing Personalized Cards for
Valentine's Day



Creative Play Pop-Ups
The Sharpie Studio Offered Opportunities for Creativity at
SXSW



Immersive Digital Experiences
Kraft and Nexus Studios Join on the Immersive Mayoverse

7.1
Score

Popularity



Activity



Freshness



Co-creation
Experience
Personalization

4 Featured, 36 Examples

124,648 Total Clicks

URL: [Hunt.to/540902](https://hunt.to/540902)

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Paired Playlist

TRENDHUNTER
CREATE THE FUTURE

Brands increasingly pair their product launches with curated playlists

Trend - Brands are enhancing product launches and customer experiences by curating playlists that capture the essence of an item's vibe, purpose, or aesthetic. Designed to be played while using the product, these soundtracks engage multiple senses, creating more immersive and memorable consumer experiences.

Insight - Modern consumers are drawn to products that engage all their senses, allowing them to experience the product's unique character with a fully immersive experience. These individuals gravitate toward multi-sensory products to enhance their environment, helping them relax through visual, auditory, and tactile stimulation. Brands that embrace this trend by pairing products with complementary sensory elements can appeal to those looking to elevate everyday items into something more experiential.



Sriracha-Inspired Music Campaigns
Lee Kum Kee Presents a Saucy Summers Playlist and Music Collabs



Playlist-Paired Candle Launches
Nose Best Offers Candles with Their Own Playlists and Cocktails



Passenger Skincare Kits
The Teddi Mellencamp x Bliss Passenger Princess Kit Shares To-Go Skincare



Playlist-Paired Puzzles
Piecework Puzzles Come with Curated Songs to Match the Vibe

6.8
Score

Popularity



Activity



Freshness



• Multisensation
• Curation
• Experience

4 Featured, 36 Examples

33,238 Total Clicks

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Kitty Confection

TRENDHUNTER
CREATE THE FUTURE

Hello Kitty is increasingly used for marketing desserts and confectionery items

Trend - Sanrio's Hello Kitty is venturing into the snacking space through a number of innovative brand collaborations. From candies to ice cream, these treats combine the character's charm with delectable flavors, allowing fans to express their love for the cartoon cat in a delicious and adorable way.

Insight - Consumers of all ages are naturally drawn to products that evoke feelings of nostalgia and playfulness, often as a way to escape the routines of everyday life. The universal charm and adorable aesthetics of Hello Kitty make her an ideal choice for treat branding that resonates with both adults and children. These products offer more than just flavor—they create a genuine emotional connection, allowing consumers to indulge in a sense of whimsy and youthful joy through everyday purchases.



Collaboration Graham Crackers
Goldfish Hello Kitty Strawberry Shortcake Flavored
Grahams are Tasty



Celebratory Cartoon Candy Bars
This New Japanese KitKat Flavor Showcases Sanrio
Characters



Iconic Cartoon Ice Creams
The Van Leeuwen Hello Kitty Ice Cream is a One-
Day-Only Release



Cartoon Kitty Cookie Confections
The Hello Kitty Assorted Cookie Tin is Made in
Japan

6.1
Score

Popularity



Activity



Freshness



Tribalism
Nostalgia
Youthfulness



4 Featured, 36 Examples
31,623 Total Clicks
URL: Hunt.to/552754

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Collaboration Candle



Legacy food brands invest in candle collaborations to leverage novelty

Trend - Established food brands are partnering with candle companies to venture into the home goods space. Offering decadent scents and premium ingredients, these collaborations aim to inject the brand's identity into everyday life, providing consumers with a new way to experience its products.

Insight - Consumers often seek novelty in their purchases, gravitating to exclusivity and the opportunity to engage with brands in a fresh, unique way. Brands are responding by teaming up with leaders in adjacent industries, leveraging their shared reputations to attract consumers drawn to their designs or signature scents. Leveraging partnerships allows brands to expand into unconventional sectors, connecting them with consumers who may not typically interact with their products in the grocery store.



Food-Inspired Candle Collections
The Campbell's® Releases Its Report Alongside
Cheeky Candles



Summer Treat-Inspired Candle Collections
Goose Creek Has Teamed Up with Popsicle® and Good Humor®



QSR Coffee-Based Fragrant Candles
Homesick x Dunkin' Donuts Offer Espresso-Infused Products



Snack Cake-Scented Candles
Little Debbie x Goose Creek Candles Come in 12 Variations

7.3
Score

Popularity



Activity



Freshness



Co-creation



Hybridization



Experience

4 Featured, 30 Examples

20,605 Total Clicks

URL: Hunt.to/551737

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Hyperlocal Evolution



Brands strengthen community connections through enhanced physical experiences

Trend - As consumers flock to physical retail spaces, both established and emerging brands are reimagining their local presence through enhanced experiential offerings. This shift extends beyond traditional retail to include direct-to-consumer brands creating innovative physical touchpoints.

Insight - Contemporary consumers are seeking more than just transactional relationships with brands - they want meaningful connections and experiences that add value to their purchasing journey. This desire for authenticity and community engagement has created opportunities for businesses to establish deeper local roots, whether through permanent locations or temporary activations. The success of these initiatives stems from consumers' post-pandemic appetite for tangible brand interactions that can't be replicated in digital spaces.



Exclusive Upscale Holiday-Edition Pop-Ups
The Magical House of Chanel Opens its Doors at Harrods



Immersive Fragrance Retail Locations
The Perfume Shop Experiential Store is Located in Stockport



Tranquil Retail Environments
NEOM Wellbeing Has Launched Its First U.S. Storefront in New York



In-Store Dating Experiences
IKEA and Breeze Partnered for Valentine's Day Date Experiences

8.3
Score

Popularity



Activity



Freshness



Experience

4 Featured, 36 Examples

33,159 Total Clicks

URL: [Hunt.to/559296](https://www.trendhunter.com/trends/hyperlocal-evolution)

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Visual Aid



Brands are designing packaging to be accessible for consumers with visual impairments

Trend - Brands are creating packaging designs with smart solutions for consumers with visual impairments. These solutions include scannable codes or symbols that interact with smart applications to provide either easier-to-read or audio-based information, more effectively supporting shoppers.

Insight - Consumers with visual impairments often face struggles when shopping in-person. Whether faced with overstimulating aisles in the grocery store, or difficult to read labels with fine text on products, these consumers find it difficult to obtain comprehensive information on products, such as ingredients lists. In order to better support these consumers, packaging brands are partnering with technology companies to create smart labels that convey information in alternative, more accessible, ways.



Accessibility-Focused Packaging Designs
Müller Debuts Accessible Packaging Designs



Scannable Infant Products
SMA Nutrition Introduced NaviLens Codes into its Product Packaging



AI-Assisted Cooking Partnerships
Unilever and Be My Eyes Partnered to Support Shoppers

7.4
Score

Popularity



Activity



Freshness



Artificial Intelligence
Personalization
Authenticity

3 Featured, 42 Examples
39,181 Total Clicks
URL: [Hunt.to/543222](https://www.trendhunter.com/trends/543222)

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Sensory Retail



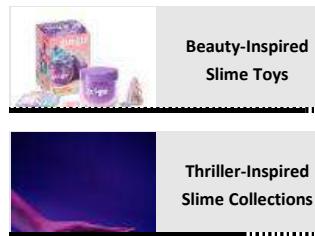
Immersive slime experiences transform play into multi-location experiential retail

Trend - What began as an online DIY phenomenon during the pandemic has evolved into a thriving sensory retail industry. Businesses like The Sloomoo Institute are expanding beyond digital spaces to create immersive in-person experiences centered around slime play, with physical locations in multiple cities and plans for global expansion.

Insight - Young consumers increasingly seek tactile experiences that complement their digital lives. Having grown up with online sensory content, Gen Z craves physical spaces that turn virtual trends into hands-on play. By employing young creators discovered online, these businesses create authentic community spaces that transform simple sensory play into premium experiential retail.



Gourmet Burgers-Inspired Slime Kits
Trill Burgers Collaborates with Sloomoo Institute



Beauty-Inspired
Slime Toys



Vibrant Slime
Collections



Thriller-Inspired
Slime Collections



Ice Cream-Inspired
Slime Toys



Candy-Inspired
Slime Experiences



Candy-Scented
Sensory Toys

8.2
Score

Popularity



Activity



Freshness



Experience

7 Featured, 50 Examples

40,062 Total Clicks

URL: Hunt.to/566129

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Gamified Storefront



Brands are gamifying brick and mortar stores for the retailainment trend

Trend - Brick-and-mortar storefronts are adding elements of gamification and entertainment to improve the in-store shopping experience. These 'retailainment' initiatives add immersive experiences and interactive elements to increase consumer engagement and pull the focus away from simply spending money.

Insight - It is undeniable that the convenience and accessibility of online shopping leads to more consumers opting to simply shop online each year. While some who prefer in-store shopping value being able to physically touch, or try, an item before purchasing it, others are attracted to the social aspect of in-store retail. These features alone do not add enough value to pull online shoppers back to physical stores. This is leading to 'retailainment,' brands debuting immersive in-store experiences.



Multi-Sensory Flagship Stores
KATE Shibuya Offers Immersive Digital and Physical Experiences



Digital Snowball Competitions
The LEGO Snow Throw Pits NYC and London Stores Against One Another



Leisure Activity Grocery Stores
The FreshTake Concept Grocery Store Blends Experiences



Interactive Cosmetics Retail Stores
Watsons Upgrades its Stores for Gen Z and Gen Alpha Consumers



Gamified Custom Kidswear
Supermix Studio Empowers Kids to Create Their Own Apparel & Accessories

7.1
Score

Popularity



Activity



Freshness



• Multisensation
• Gamification
• Experience

5 Featured, 62 Examples

166,638 Total Clicks

URL: Hunt.to/541162

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Retail Lounge



Retailers are launching experiential events to enhance connections to consumers

Trend - Retailers in various industries, such as department stores, luxury brands, and more, are launching in-store lounges and experiential events. These events are designed to enhance the comfort of shoppers while deepening the connection between the shoppers and the brand.

Insight - While many consumers made a strong shift toward online shopping over the past decade, in large part accelerated by the pandemic, there are still cases to be made for in-store shopping. Some consumers prefer to be able to touch a product before purchasing it, while others value the inherent socialization of in-store shopping, and prefer to interact with others and immerse themselves in the retail environment. Capitalizing off of this feeling, retailers are opening experiential lounges in-stores.



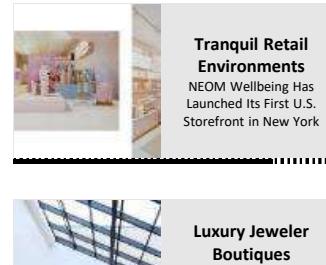
Experiential Intimates Spaces
Knix Opens Immersive Retail Location at Premium Shopping Centre



Zen-Inspired Experiential Retail Concepts
One Golden Thread Opens Its Innovative Space



Immersive Lifestyle Stores
Gelato Pique Has Inaugurated Its Standalone Store in South Korea



Tranquil Retail Environments
NEOM Wellbeing Has Launched Its First U.S. Storefront in New York



Luxury Jeweler Boutiques
Château D'ivoire Renovated Its Downtown Montreal Location & It's Stunning

8.0
Score

Popularity



Activity



Freshness



Tribalism

Experience

Authenticity

5 Featured, 44 Examples

32,875 Total Clicks

URL: [Hunt.to/550924](https://www.trendhunter.com/trends/550924)

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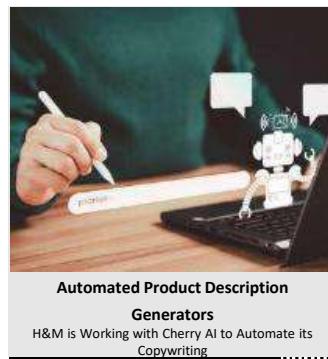
Automated eCommerce



Brands are leveraging AI tools to simplify online storefront creation

Trend - Brands with online storefronts are turning to AI-powered tools to streamline the creation and maintenance of these websites. AI tools are being used to write copy, generate photos, recommend products to customers, and generate promotional content. These tools aim to reduce operational costs.

Insight - Each year, more consumers are gravitating toward shopping online rather than in-stores. In part due to the pandemic, this shift caused retailers to place more focus on optimizing their e-commerce storefront experiences. Retailers want to ensure their websites are as frictionless as possible leading to converted sales. To appeal to these retailers, and to offer a potential solution that does not raise operational costs, AI companies and new startups are launching generative tools for storefronts.



Automated eCommerce Marketing Tools
Klaviyo Simplifies the Campaign Creation and Reachout Process

AI-Powered eCommerce Photo Editor
iFoto Produces Studio-Quality Images With a Single Click

Product Description Generator
This Tool Helps Businesses Thrive in the eCommerce Space

6.6
Score

Popularity



Activity



Freshness



Hybridization



Experience



Artificial Intelligence

5 Featured, 43 Examples

37,804 Total Clicks

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Smart Grocery



Meal kit companies are using AI to optimize customers' grocery purchases

Trend - Meal kit brands are launching various forms of smart meal kits. These kits use artificial intelligence algorithms to ensure both that no ingredients are leftover, and that consumers only purchase products that they know they will eat. This helps reduce the stress and cost of grocery shopping.

Insight - With the rising price of groceries and the increasingly busy nature of working adults in North America, many find it difficult to find time to grocery shop properly without overspending. These consumers are often drawn to premade meal services. However, many of these services have limitations related to variety, and often only provide enough ingredients for their prepared meals. For those looking to grocery shop beyond a curated list of dinners, brands are launching AI grocer tools.

Ultra-Personalized Meal Kits
Ollie AI Provides Savings on Groceries through Extensive Curation

AI-Curated DIY Meal Kits
EasierChef is an AI-Optimized Meal Kit Service for Savings

Smart Home Meal Kits
Novus.AI Offers a Curated Meal Kit Powered by Generative AI

AI-Curated Recipe Kits
KITI.AI Creates Custom Ready-to-Order Meal Kits from Community Posts

6.6
Score

Popularity



Activity



Freshness



4 Featured, 18 Examples

6,982 Total Clicks

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URL: [Hunt.to/551446](https://hunt.to/551446)

Artistic Retail

TRENDHUNTER
CREATE THE FUTURE

Retail companies team up with artists for immersive in-person events.

Trend - Retail companies are increasingly collaborating with artists to host in-person events and activations. These initiatives aim to create immersive and engaging experiences that draw consumers to physical retail stores. By integrating art installations, retailers seek to offer unique experiences.

Insight - Consumers are seeking unique and memorable experiences that can't be replicated online. The desire for social interaction, cultural engagement, and experiential shopping is driving this trend. Additionally, the pressure on retailers to revive foot traffic in physical stores has led to innovative strategies that blend art and commerce. These artistic collaborations cater to consumers' craving for enrichment and entertainment, while also enhancing brand loyalty and encouraging in-store visits.



Illusionary Ice-Hotel Beauty Pop-Ups
Lancôme Hosted an Exclusive Rose Ice-Hotel Activation



Artist-Centric Networking Events
Adidas x SNIPES Unveil The NYC Superstar & Empower Artists



Localized Retail Experiences
UNIQLO Sherway Blends Japanese Tradition with Toronto Culture



Premium Peach Vodkas
Sprinter Launches Single-Flavor Pack in Peach State Celebration

8.0
Score

Popularity



Activity



Freshness



Co-creation
Hybridization
Experience

4 Featured, 36 Examples

30,849 Total Clicks

URL: Hunt.to/562261

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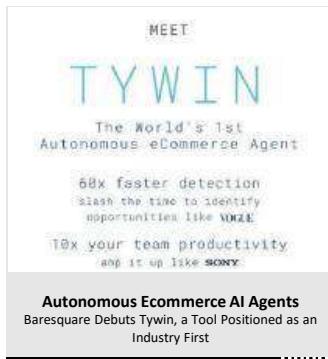
eCommerce Assistant



Online retailers are using generative AI to create natural-sounding assistants

Trend - Brands with online storefronts are launching assistants powered by generative AI to improve experiences for customers. These assistants can interpret natural language, and have intimate knowledge of the business' product portfolio, enabling them to suggest well-suited products for consumers' needs.

Insight - One of the prevalent barriers that slow the adoption of online shopping is the lack of in-store assistants. Consumers accustomed to interacting with staff members to find the best product for their needs are less likely to shop online, as online shopping requires consumers to do their research and make all decisions themselves. In order to reduce this barrier, and make online shopping feel more natural for such consumers, brands are launching AI-powered online assistants with 24/7 availability.



7.5
Score

Popularity



Activity



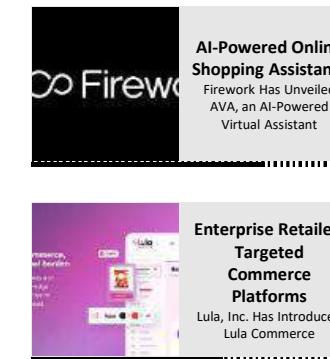
Freshness



GenAI Shopping Assistants
Shopping Muse Supports Michael Kors US Website
Visitors



Informed AI Storefront Assistants
Bosch Worked with Zoovu to Assist its Online
Customers



**Enterprise Retailer-
Targeted
Commerce
Platforms**
Lula, Inc. Has Introduced
Lula Commerce

5 Featured, 36 Examples

21,429 Total Clicks

URL: [Hunt.to/541825](https://hunt.to/541825)

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The 2026 Trend Report



- 1** Overview & Megatrends
- 2** Tech Insights
- 3** Design Insights
- 4** Fashion & Beauty Insights
- 5** Marketing Insights
- 6** Retail Insights
- 7** Food & Beverage Insights
- 8** Lifestyle Insights
- 9** Sustainability Insights
- 10** Appendix

Numbing Burger

TRENDHUNTER
CREATE THE FUTURE

Restaurants are launching burgers with sichuan peppercorn spices

Trend - Restaurants are blending Chinese sichuan peppercorn spices and oils, often referred to as numbing spice because of its effects, with the popular American burger to offer unique flavors and experiences. These burgers could be beef, chicken, or vegetarian, to appeal to all fans of the fast-food item.

Insight - Fast food and street food restaurants are highly experimental. Popular fast food brands release limited-time products nearly weekly in order to see what unique flavor combinations will become the next big trend. As a result, fast food consumers have become drawn to new menu items, even if they only try each new item a single time. To appeal to these consumers and offer a unique cultural flavor profile, burger restaurants are incorporating Sichuan peppercorn numbing spices.



Sichuan Fried Chicken Burgers
Hello Oriental's Fried Chicken Burger Features Sichuan Chilli



Collaborative Numbing Spice Burgers
Junk Smash Burgers and 3 Fois Released 'The Smash Sichuan'



Vegetarian Peppercorn Oil Burgers
Bingz Burger's 'Healthy Veggie' Includes Numbing Spice

5.4
Score

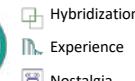
Popularity



Activity



Freshness



Hybridization



Experience



Nostalgia



4 Featured, 31 Examples

8,116 Total Clicks

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Indoor Smoker

TRENDHUNTER
CREATE THE FUTURE

Grill brands are releasing compact indoor smokers for year-round enjoyment

Trend - Barbecue and grilling brands are releasing indoor smoker grills with air filters for safe use. These grills are designed to offer the benefits of smoker grills, but with year-round accessibility, as they do not require outdoor ventilation. These grills are often compact countertop varieties.

Insight - Consumers with outdoor grills or barbecues often use these devices not only for the flavor of meat they produce, but also for the community-drive, social aspects of barbecues. Amongst these consumers, preferences vary greatly between charcoal grills, electric grills, and more. However, one common complaint amongst all users is the seasonality of grills, with them only being usable during warmer months. Brands are adhering to these desires with safe indoor smoker grills.



AI-Powered Cutting-Edge Grill Designs
The SEERGRILLS® Perfecta™ Was Showcased During CES 2024



Smart Indoor Smoker Grills
GE Profile's Smart Indoor Smoker is Quick and Convenient



Hybrid Outdoor Smokers
The ASMOKE Skylights Wood Pellet Grill Smoker Has Self Cleaning Features

8.7
Score

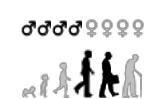
Popularity



Activity



Freshness



Multisensation

Hybridization

Experience

3 Featured, 33 Examples

60,867 Total Clicks

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Adult Lunchbox



Food brands market school-style lunch kits towards busy adults

Trend - Brands are reinventing lunch kits for adults, advertising them as a convenient choice for those with packed schedules. Featuring a mix of crackers, fruits, and cheeses, these pre-packaged meals take the hassle out of morning prep, offering a stress-free way to enjoy a well-balanced bite on the go.

Insight - For busy consumers, meal preparation often takes a backseat to demanding schedules, leading many to opt for quick, convenient alternatives at the expense of nutrition. In response, brands are crafting multi-food boxes to help consumers save time and diversify their food intake, offering the same quality ingredients in a charcuterie-style format. Businesses catering to the demand for portability and minimal preparation can appeal to consumers who do not have the time or resources to plan meals.



LUNCH LOCATOR **LUNCHLY** **ABOUT** **US vs**

CREATED BY THE CREATORS

Youtuber Lunchbox Collabs
Mrbeast, Logan Paul and KSI's 'Lunchly' Aims to Make School Lunches Fun

7.4
Score

Popularity



Activity



Freshness



Hybridization
Simplicity
Experience



All-Day Breakfast Boxes
Belgian Boys' Breakfast All Day Pairs Mini Waffles with Babybel Cheese



Cookie-Paired Cheese Snacks
Sargento Fun Balanced Breaks Come in Three Options



Elevated Meat Lunch Kits
Greenfield Natural Meat Co. Offers Nutrient-Rich Lunch Kits

4 Featured, 35 Examples

18,204 Total Clicks

URL: Hunt.to/560913

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Snackable Chicken

TRENDHUNTER
CREATE THE FUTURE

CPG Brands are launching chicken-based seasoned stick snacks

Trend - CPG brands are increasingly developing chicken-based seasoned stick snacks to offer portable, high-protein, and flavorful snacks. Crafted from real chicken and infused with robust seasonings, these sticks are designed to provide a quick nutritional boost without sacrificing taste.

Insight - Today's consumers are experiencing increasing pressure to balance health, time constraints, and flavor experiences. With fast-paced lifestyles and a growing emphasis on clean eating, there is a strong desire for snacks that contribute to daily nutritional goals—especially protein intake—without requiring extensive preparation. Additionally, the trend toward functional snacking has intensified as more individuals seek convenient solutions that support active, wellness-oriented routines.



Chicken-Based Protein Snacks
FATTY Buffalo Chicken Stick's Delivers Spicy Protein On-the-Go



Rotisserie Chicken Meat Snacks
New Primal Rotisserie-Seasoned Chicken Sticks are All-Natural



Tangy Chicken Snack Sticks
The Slim Jim x Buffalo Wild Wings Chicken Stick Comes in Two Flavors



Savory Meat Snack Products
Hungry Boar Snacks Come in Four Flavors Targeted Towards Adults



Fresh Ingredient Meat Snacks
Greenridge Naturals Ridge Packs Come in Three Options

8.0
Score

Popularity



Activity



Freshness



• Multisensation

• Curation

• Experience

5 Featured, 32 Examples

9,269 Total Clicks

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URL: Hunt.to/571976

Dubai Chocolate



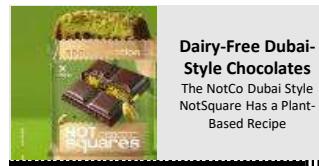
Brands capitalize on the Dubai chocolate trend by creating their own themed items

Trend - Tapping into the viral social media craze, brands are creating indulgent treats that blend crispy Knafeh, pistachio cream, and smooth chocolate. These products appeal to both locals and international food lovers, merging traditional Middle Eastern ingredients with globally loved dessert options.

Insight - Consumers are naturally drawn to viral social media trends, driven by a fear of missing out and a curiosity for new and unconventional flavors. In response, brands are leveraging this buzz to launch their own takes on the dessert, catering to trend-conscious customers eager to stay ahead of the curve. By tapping into social media marketing tactics, these brands attract new audiences who seek products that reflect the latest food trends, ensuring they remain relevant in an ever-evolving market.



Limited-Time Chocolate Sundaes
Ghirardelli Chocolate Debuts the Dubai Chocolate Sundae Experience



Dairy-Free Dubai-Style Chocolates
The NotCo Dubai Style NotSquare Has a Plant-Based Recipe



Traditional Dessert-Inspired Chocolates
This Pistachio Knafeh Chocolate Bar Boasts a Rich Filling



Recreated Pistachio-Filled Bars
Morrisons Stocks its Own Version of the Dubai Chocolate Cake Bar



Dubai Chocolate Ice Creams
Baskin-Robbins Dubai Chocolate Menu is Arriving in the Middle East

8.7
Score

Popularity



Activity



Freshness



Hybridization
Experience
Prosumerism

5 Featured, 37 Examples

17,179 Total Clicks

URL: [Hunt.to/562728](https://www.trendhunter.com/trends/dubai-chocolate)

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Delicate Pouch

TRENDHUNTER
CREATE THE FUTURE

Low-ABV beverages are adapted for pouch-style consumption

Trend - Alcohol brands are increasingly opting for pouches to package their cocktails and low-ABV offerings. These pouches, often made from flexible, durable materials like plastic or foil, typically feature resealable spouts or caps for convenient consumption.

Insight - At large gatherings, consumers often gravitate towards cocktails and light alcoholic beverages to enjoy throughout the evening. However, crowded settings can bring challenges like drink tampering and accidental spills. In response, brands in the low-ABV space embrace pouch-style packaging, offering tamper-resistant, spill-proof solutions that enhance safety and convenience. Businesses that align with this demand can resonate with consumers who value secure and responsible drinking experiences.



Proprietary Pouch Cocktail Packaging

Jinx Drinx Have a Sealed-In Straw to Prevent Tampering

6.1
Score

Popularity



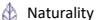
Activity



Freshness



Experience



Naturality



Catalyzation

4 Featured, 52 Examples

39,129 Total Clicks

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De-Stresser Beverage

TRENDHUNTER
CREATE THE FUTURE

Brands are replacing stress-generating ingredients with calming alternatives

Trend - Food & beverage brands are creating drinks designed to alleviate stress. This is achieved by swapping out stressing ingredients, such as processed sugars and caffeine, with stress-relieving alternatives, such as magnesium and lion's mane, generating healthier energy for consumers.

Insight - It is clear that many adults in the western world live high-stress lives. Between balancing work with personal lives while trying to maintain personal health, time is stretched thin. However, many adults are unaware of how impactful a diet is on both their mental and physical health, with sugars and processed goods raising heartrates and causing increased average stress levels. In order to help regulate the stresses and sleep schedules of these adults, brands are offering de-stressing beverages.

A product shot of a Smoothie King Sleepy Girizz Smoothie. The smoothie is in a clear plastic cup with a straw. The background is a blue sky with white clouds. Text at the top reads: "Viral Mocktail-Inspired Smoothies" and "The Smoothie King Sleepy Girizz Smoothie Has Tart Cherry".
A product shot of two containers of Floatmilk Adaptogenic Alt Milks. The containers are white with blue labels. The background is a white surface. Text at the top reads: "Adaptogenic Alt Milks" and "Floatmilk's Original Oatmilk +Adaptogens Won a World Dairy Innovation Award".
A product shot of three containers of Amal's Sparkling Hibiscus Flower Water. The containers are colorful (blue, red, and orange) and have a floral pattern. The background is a white surface. Text at the top reads: "Sparkling Hibiscus Flower Water" and "Amal's Drinks are Rich in Flavor & Health Benefits".

7.6
Score

Popularity



Activity



Freshness



Curation



Catalyzation



Authenticity



5 Featured, 45 Examples

31,284 Total Clicks

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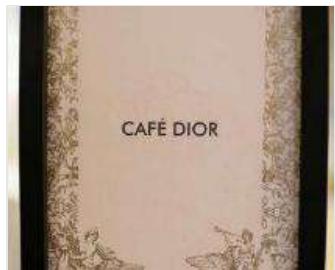
Fashion Cafe



Luxury fashion labels are opening in-store cafes to foster in-person connection

Trend - Luxury fashion labels across Europe and Asia are opening dedicated restaurants and cafes. These are designed to transform the boutiques from simple shopping ventures, to full-blown experiences. The experiential retail helps build consumer connections to one another and the brand.

Insight - In major cities across East Asia, in-person retail is once again thriving. Consumers in these regions have a wealth of options when going shopping, leading to them becoming more preferential in their destinations, seeking out unique retailers rather than simply shopping for necessities. This is a way of prioritizing feelings and experiences rather than simple errands. In order to appeal to this type of consumer, fashion labels are making their boutiques more appealing with dedicated cafes.



Luxury Fashion Label Cafes
Dior Opened a Dedicated Cafe at its Shanghai Boutique



Luxury Retailer Restaurants
Louis Vuitton Added 'LV The Place' to its Bangkok Location



Luxury NYC-Inspired Cafes
Fashion Label Coach Opened a Restaurant and Coffee Shop in Jakarta



Conversation-Encouraging Retail Spaces
PlayLab Inc Creates a Flagship Store for MadHappy

6.5
Score

Popularity



Activity



Freshness



Tribalism
Experience
Authenticity

4 Featured, 33 Examples

22,791 Total Clicks

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Camp Coffee

TRENDHUNTER
CREATE THE FUTURE

Portable espresso makers are being made with durable designs for outdoor activities

Trend - Brands are making portable espresso makers designed for camping and travel applications. These are durable with long-lasting batteries, often including secondary features such as lights or app connectivity. Portable espresso makers target the traveling on-the-go or outdoorsy adult demographic.

Insight - Many adults today live with busy schedules and only a select amount of free time. As a result, these consumers look to save time and effort in their day wherever possible. For some, this means meal planning and scheduling, while others turn to smart apps and digital solutions to save time and money. Appliance brands and startups are appealing to these consumers, often through crowdfunding, by launching a compact espresso makers designed for portability and reliability.



Portable Espresso Coffee Brewers
The BrewPin Coffee Machine Uses the Moka Pot Brewing Method



Portable Espresso Makers
BREVOY's Portable Espresso Maker Enhances the On-the-Go Experience



Campsite Espresso Makers
The Staresso Plus Portable Espresso Machine Achieves 20-Bars of Pressure



Couple-Friendly Portable Espresso Makers

Adjustable Portable Espresso Makers

3-in-1 Portable Espresso Brewers

7.2
Score

Popularity



Activity



Freshness



Hybridization
Curation
Simplicity

6 Featured, 46 Examples

60,987 Total Clicks

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Influencer Menu



Restaurants are collaborating with internet influencers to craft viral menus

Trend - Restaurants are partnering with social media-viral chefs and foodie influencers to create menus that resonate with younger audiences. These menus take inspiration from popular recipes and transform them in unique ways to differentiate themselves from competitors.

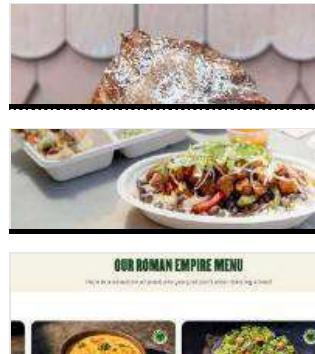
Insight - Short-form video platforms have contributed to a rise in consumer foodie culture. Algorithms have made it easy for unique, tasteful recipes to gain worldwide attention at a rapid rate. As a result of this, both professional and hobbyist chefs have taken to these platforms to share their takes on recipes, with many quickly gaining virality. In order to capitalize off of the popularity of these videos, restaurants are partnering with these creators to develop curated viral menus for patrons.



Plant-Based Breakfast Menus
Alpro and a Michelin-Trained Chef Collaborated on Inspiring Eats



Viral Mocktail-Inspired Smoothies
The Smoothie King Sleepy Girlzz Smoothie Has Tart Cherry



Cookie Dough Croissants
Amorette's Patisserie Serves a Creative Cookie Dough-Croissant Hybrid



Viral Grilled Cheese Burritos
Chipotle Teamed Up with a TikTok Creator to Share a Tasty Menu Hack



Social Media-Inspired Bakery Menus
The Panera Roman Empire Menu Follows the Viral TikTok Hashtag

6.3
Score



Co-creation
Hybridization
Experience

5 Featured, 45 Examples
25,468 Total Clicks
URL: [Hunt.to/537772](https://hunt.to/537772)

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Freeze-Dried Organic

TRENDHUNTER
CREATE THE FUTURE

CPG brands are using freeze-drying to preserve organic snacks more naturally

Trend - Brands are using freeze-drying to better preserve the freshness and flavor of foods without extra additives or preservatives. This results in all-natural, organic products with authentic flavors. These snacks are positioned as better-for-you treats with extended shelf lives.

Insight - Modern consumers are faced with ever-expanding choices when it comes to choosing snack foods. The prevalence of products in the space leads consumers to prioritize those that meet their personal needs, which often pertain to health goals, financial savings, or convenience. Brands in the CPG space can differentiate themselves by offering products that adhere to all three of these goals, rather than focusing on only certain areas. In order to achieve this, brands are turning to freeze-drying.



Freeze-Dried Yogurt Bites
OATME Superfood's Probiotic Yogurt Snacks are Ready to Grab and Go



All-Natural Freeze-Dried Fruits
New Forest Fruit Snacks Rolled Out a New Strawberry Flavor



Freeze-Dried Ice Cream Bites
Coco Fro Makes Snackable, Plant-Based "Space Ice Cream"



Wholesome Accessible Kids Foods
Good & Gather Baby and Toddler Foods are Well-Priced

6.9
Score

Popularity



Activity



Freshness



Hybridization
Simplicity
Experience

4 Featured, 32 Examples

25,239 Total Clicks

URL: [Hunt.to/536671](https://www.trendhunter.com/trends/536671)

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Collaborative Soda

TRENDHUNTER
CREATE THE FUTURE

Soda brands are partnering with brands in adjacent industries to boost exposure

Trend - Popular soda brands are collaborating with other brands in the restaurant, CPG, and drinking spaces to create co-branded products. These collaborative products blend the iconic flavors and brand recognition of both products for the mutual benefit of both companies.

Insight - While there is a large variety of options when shopping for food, many consumers in the Western World fall into habits, sticking to brands and products that they are familiar with. This is due to the consumers not wanting to take risks, caused by either minimal free time, or simply because they want to continue with the safe option. To appeal to these consumers, brands across the food industry are releasing collaborative products that lend the credibility of both brands to the product.



7.6
Score

Popularity



Activity



Freshness



Co-creation



4 Featured, 36 Examples

23,618 Total Clicks

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Revitalized Picnic



Brands are launching products designed to enhance picnic convenience

Trend - Brands are launching sophisticated picnic kits and complementary products aimed at enhancing the outdoor dining experience. These offerings include modular food carriers, insulated storage solutions, cutlery sets, and interactive recipes designed with user-friendly functionality in mind.

Insight - Consumers today are reimagining leisure and dining, seeking experiences that bridge comfort, health, and connection with new experience. The demands of remote work, digital detox, and a desire to break free from indoor routines have driven a resurgence in outdoor activities, including picnicking. Alongside this lifestyle shift, there is a growing emphasis on sustainability and practical design—factors that challenge the traditional, often cumbersome picnic setups, leading to catered products.



All-in-One Ultralight Mats



Lifestyle-Imbued Jewelry Collections



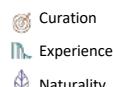
Plant-Based Picnic Packs



Communal Outdoor Cooking Tables

The AroundFire Portable Grill Table is Easy to Bring Anywhere

6.4
Score



4 Featured, 45 Examples

161,335 Total Clicks

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Compact Camping



Camping brands are releasing lightweight, easily-compacted tents for convenience

Trend - Brands in the camping product space are releasing tents designed to be ultra-lightweight and portable, without compromising on stability or safety. These tents can be easily compacted and worn as a backpack for hiking, and quickly set-up for overnight camping when needed.

Insight - One of the largest considerations for campers is payload weight. Campers often bring technology, such as foldable grills or water purifiers that enables them to cut down on the weight of their supplies. The more serious the camper, and the longer the camping trip, the more important cutting down on weight is. In order to appeal to the more invested camping consumers, brands are releasing ultra-lightweight tents designed to be tightly compacted.



Featherlight Camping Tents
The Hyperlite Mountain Gear Mid 1 Tent Has Carbon Fiber and Dyneema



Ultralight Four-Season Tents
The RÖMR Elite2 Has a Hybrid, Four-Season Design



Lightweight Backpacking Tents
Thecatal's Wind Anchor Creates an Ultralight Camping Experience



Ultralight Camping Tents
Camping Brand Durston Released the 'X-Dome 1+' as a Pro-Grade Tent

7.9
Score

Popularity



Activity



Freshness



Hybridization
Curation
Experience

4 Featured, 36 Examples

142,577 Total Clicks

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Sweet Bun

TRENDHUNTER
CREATE THE FUTURE

QSR brands opt for sweet, dessert-focused buns for their classic burger items

Trend - Quick-service restaurants are increasingly opting for sweet, dessert-style burger buns instead of traditional plain bread. These buns, made from pastries or infused with dessert fillings, offer a unique sweetness that complements the savory flavors of the burger patty and toppings.

Insight - Many consumers desire novelty in their food choices and struggle to find it in traditional restaurant menus or popular chains. In response, QSR brands are embracing unique meal concepts that satisfy the desire for new foods and flavors while attracting those intrigued by the unusual and unexpected. By tapping into the growing appetite for adventurous dining experiences, they can attract a wider audience, increase brand visibility, and establish themselves as innovators within the F&B space.



6.5
Score

Popularity



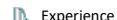
Activity



Freshness



Hybridization



Experience



Authenticity



Chocolate-Stuffed Burgers

The WORKS Craft Burgers & Beer Made a S'mores Burger for Canada Day



Beignet Bun Burgers

Walk-On's Sports Bistro Just Revealed New Beignet Cheeseburger Sliders



Americanized Australian Burger Chains

Hello Harry Offers Up American-Style Burgers and Desserts

4 Featured, 44 Examples

36,082 Total Clicks

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Chili-Lime Sweet

TRENDHUNTER
CREATE THE FUTURE

Brands utilize Tajín to create treats that offer a fusion of spicy and sweet

Trend - Brands are now utilizing Tajín, a popular Mexican seasoning blend made from chili peppers, lime, and salt, to enhance fruits, candies, and snacks. When applied to treats, Tajín provides a unique flavor profile that combines the seasoning's characteristic spice and acidity with sweetness.

Insight - Latin-American consumers often grow up enjoying Tajín on fruits and snacks but struggle to find this unique combination of flavors in their local grocery stores and restaurants. These consumers gravitate toward products that offer familiar, culturally resonant ingredients in accessible formats, allowing them to satisfy specific cravings. Businesses catering to the demand for culturally influenced flavorings can attract consumers looking for nostalgia and familiarity in their food items.



6.2
Score

Popularity



Activity



Freshness



Hybridization



Experience



Nostalgia

4 Featured, 30 Examples

19,181 Total Clicks

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GLP-1 Response



Food brands are adjusting portion sizes as weight management drugs gain popularity

Trend - As GLP-1 weight management drugs gain popularity, food companies are responding by adjusting the ingredients and portions in their products. Particularly in the CPG market, retailers are offering smaller products richer in proteins and fibers, as there are more in-line with consumer needs.

Insight - GLP-1 weight management drugs in North America are causing dramatic shifts in the food and beverage industry. As the percentage of adults using these drugs continues to rise, consumers across North America are adjusting their consumption habits in turn. These consumers are becoming less likely to purchase unhealthy dessert foods, and are becoming more drawn to smaller meals with densely packed nutrients. As a result, CPG brands and restaurants are adjusting recipes to appeal to these consumers.



Portion-Adjusted CPG Snacks
Conagra is Altering its Products in Response to GLP-1 Popularity



Weight Management Food Ranges
The Nestlé Vital Pursuit Range is for Those on GLP-1



GLP-1-Tailored Store Sections
GNC is Adding a New Section to 2,300 of its U.S Store Locations



Food Brand Revitalization Initiatives
Atkins is Reanalyzing its Business for GLP-1 Users

7.7
Score

Popularity



Activity



Freshness



Co-creation

Curation

Catalyzation

4 Featured, 21 Examples

12,801 Total Clicks

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- 8** **Lifestyle Insights**
- 9** Sustainability Insights
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GLP-1 Community



Apps and websites are launching social features designed to support GLP-1 users

Trend - As GLP-1 gains popularity in the western world as a weight management solution, brands are launching apps and services designed to support the GLP-1 community. These apps offer support through social forums, fitness and diet planning, and enable direct connections to healthcare providers if needed.

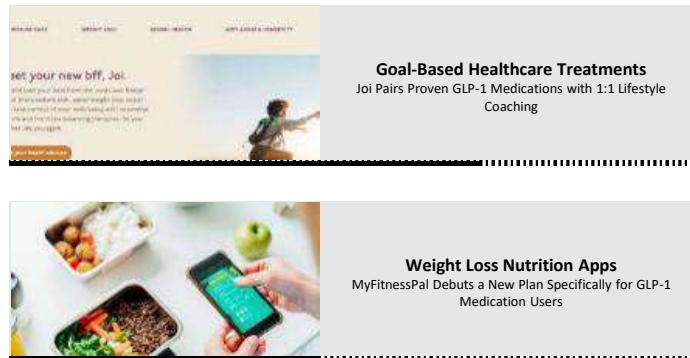
Insight - The number of adult consumers in North America and Europe that use GLP-1 supplements continues to grow at a rapid rate each month. These consumers are drawn to GLP-1 for its easy-to-use, ingestible format and its high efficacy rate. However, some GLP-1 users become complacent, relying on the supplement instead of balancing it with a healthy lifestyle, while others run into unforeseen medical side effects. Businesses are now launching apps and websites to support the needs of GLP-1 users.



Sustainable Weight Care Communities
Yolohealth Provides AI Meal Ideas and Unites GLP-1 Users



GLP-1 Nutrition Support Platforms
Nestlé Health Sciences Launched the GLP-1 Nutrition Website



Goal-Based Healthcare Treatments
Joi Pairs Proven GLP-1 Medications with 1:1 Lifestyle Coaching



Weight Loss Nutrition Apps
MyFitnessPal Debuts a New Plan Specifically for GLP-1 Medication Users

6.5
Score

Popularity



Activity



Freshness



Tribalism
Catalyzation
Personalization

4 Featured, 24 Examples

11,664 Total Clicks

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Screen-Free Play

TRENDHUNTER
CREATE THE FUTURE

Tech-savvy parents seek screen-free alternatives for child development

Trend - Children's toys boast screen-free designs that maintain the engaging aspects of modern technology while encouraging imagination and active play. These products combine the appeal of contemporary gadgets with traditional play patterns, offering interactive features without the drawbacks of screen time. The category spans everything from meditation devices to storytelling tools and educational toys.

Insight - Modern parents, many of whom grew up during the digital revolution, are experiencing growing anxiety about technology's impact on child development. Unlike previous generations who might have completely rejected tech for children, these parents seek a middle ground that balances digital innovation with healthy development. This has created demand for products that feel contemporary and relevant to children growing up in a tech-saturated world, while still fostering imagination, physical activity, and emotional well-being.



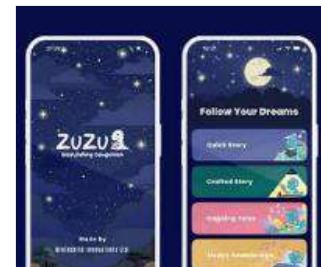
Interactive Early Education Toys
Tokidos PlayCubes Have a Screen-Free Design



Multi-Sensory Play Experiences
Plush Toy 'MeditATE' Promotes Kids' Mindfulness



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



Transformative Bedtime Storytelling
Zuzu Offers Customizable, Screen-Free Bedtime Stories

6.2
Score

Popularity



Activity



Freshness



Simplicity

4 Featured, 35 Examples

55,396 Total Clicks

URL: [Hunt.to/554844](https://www.trendhunter.com/trends/screen-free-play)

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Calming Plushy



Brands are releasing weighted plushies with adorable designs to comfort youth

Trend - Lifestyle brands are releasing soft plushies with weighted fillings to make them more huggable and cuddlable. These plushies are designed to appeal to children and to calm children with anxiety or during stressful situations. The plushies are often given familiar designs to enhance comfort.

Insight - Many new parents find difficulties in time management when it comes to balancing raising a child with a career and personal obligations. These parents continually search for tips, tricks, and solutions, such as meal prepping or AI-powered baby monitors, to challenges related to raising children. However, many of these solutions deal with tangible time-related challenges, rather than emotional ones. In order to assist parents in these areas, brands are releasing weighted calming plushies.



Dish-Inspired Plushie Pop-Ups
Jellycat's 'Fish & Chips' Pop-Up is a Uniquely British Experience



Anxiety Soothing Toys
Hugimals Anti-Anxiety Plushie's are Comforting



Dense Cuddlable Plushies
The Sleepy Blobfish Plushie Provides Children Comfort when Held

7.1
Score

Popularity



Activity



Freshness



Curation

Experience

Catalyzation

3 Featured, 50 Examples

106,685 Total Clicks

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Desktop Filtration

TRENDHUNTER
CREATE THE FUTURE

Revolutionizing hydration with on-demand, clean water at your desk or counter.

Trend - Brands are introducing compact desktop water filtration systems that bring advanced purification technology right to users' workspaces. These devices employ methods such as activated carbon, reverse osmosis, or nanofiltration to efficiently remove impurities from tap water.

Insight - Increasing awareness of contaminants in tap water, coupled with rising health and environmental concerns, has created a strong market for personal water purification solutions. Consumers are looking for products that allow them to ensure the water they drink is both safe and sustainably sourced, without the waste of bottled water. At the same time, the shift toward remote work and home offices has intensified the need for on-desk solutions that merge seamlessly with modern workspaces.



Water Filtration System Launches
JIMMY Launches the R9 Countertop RO Water Purifier



Dual Filtration Tumblers
LifeStraw's 'Go Series Water Filter Tumbler' Reduces Chlorine and Odors



In-Room Filtration Systems
The L7 Hotel Chicago Replaces Bottled Water with Reusable Alternatives



Chemical-Free Cleaning Filtration Systems
The Trio MAXX Ensures Water Meets Purity Standards

8.4
Score

Popularity



Activity



Freshness



Hybridization
Experience
Naturality

4 Featured, 25 Examples

8,496 Total Clicks

URL: [Hunt.to/569885](https://www.trendhunter.com/trends/desktop-filtration)

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Dating Collaboration

TRENDHUNTER
CREATE THE FUTURE

Dating apps are partnering with common date locations to enhance experiences

Trend - Dating apps are partnering with brick and mortar installations to enhance user bonding over shared experiences. These collabs include coffee shops, gyms, and other entertainment venues. These collaborations provide jumping-off points for dates, leading to more success stories.

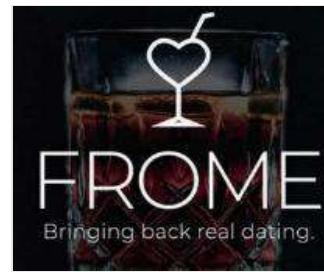
Insight - The process of online dating is one that becomes tiring for many users. Users grow tired of dates that go nowhere, users that ghost others, or dates that are uninspired and generic. This causes some users to get dating fatigue, and not want to use the apps anymore without changes made to the process. In response, dating app brands are trying to address some of these concerns by partnering with retail establishments to offer recommended first date locations and dating-related promotions.



Dating App Coffeeshops
Bumble Partners with GoodNews for Le Café Bumble in Paris



Dating App Cafe Collaborations
La La Land Kind Cafe & Bumble are Serving Up the Bumble Honey Latte



Restaurant-Collaborating Dating Apps
FROME Launched with a List of L.A Food Location Partnerships



Gym-Focused Dating App Badges
adidas and Bumble Launch a Gym Interest Badge on the Dating App

8.2
Score

Popularity



Activity



Freshness



Hybridization
Curation
Experience

4 Featured, 34 Examples

22,000 Total Clicks

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Pet Wearable



Pet care brands advance canine wellness with smart tracking technology

Trend - Pet care brands are launching health-monitoring wearables for dogs, equipped with features such as activity tracking, heart rate monitoring, sleep analysis, and early illness detection. These devices provide real-time insights into a pet's well-being, helping owners detect potential concerns early.

Insight - As pet owners become more invested in their pets' health, demand has surged for technology that offers deeper insights into canine wellness. The rise in pet longevity awareness, concerns about undetected health issues, and the growing preference for preventative care have accelerated interest in smart wearables. Additionally, the pressures to create innovative, practical solutions within the pet care industry have driven brands to develop intelligent health monitoring devices.



AI Canine Health Collars
The Conceptual Cottontons AI LifeTrack Collar by YeongKyu Yoo is Advanced



AI-Powered Pet Collars
Personifi AI's Shazam Band Turns Moods and Movements into Words



Pet Health Trackers
Queva Tracks Your Dog's Health and Behavior for Better Care

9.2
Score

Popularity



Activity



Freshness



Hybridization
Experience
Artificial Intelligence

3 Featured, 35 Examples

26,322 Total Clicks

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URL: Hunt.to/568307

Sparkling Cannabis



THC Brands are launching low-dose sparkling waters for comfortable buzzes

Trend - Cannabis brands are rolling out low-dose THC-infused sparkling waters designed to offer a subtle cannabis experience in a refreshing beverage format. These drinks combine crisp, sparkling water with carefully measured amounts of THC, offering low-dose alternatives to traditional products.

Insight - Modern consumers are increasingly driving demand for products that support a mindful, moderate approach to substance consumption. Against the backdrop of a shifting cannabis landscape—with growing acceptance and regulatory clarity—many users are looking for ways to enjoy the benefits of THC without experiencing significant intoxication or adverse effects. This pressure for controlled, wellness-based consumption has led brands to innovate by crafting low-dose sparkling water beverages.



Social Low-Calorie Cannabis Seltzers
Cornbread Hemp THC Seltzers Start Working in 15-Minutes



Low-Dose Cannabis Refreshments
The Wyld THC Sparkling Waters Have Hemp-Derived Ingredients



Actor-Backed Cannabis Drinks
Houseplant THC-Infused Sparkling Waters Come in Four Flavors



THC-Infused Sparkling Waters
Houseplant Sparkling Water Features a Low Dose of THC in Every Can



Cannabis-Infused Sparkling Water Lines
Resident Culture Brewing Co. Expands Cúmulo

7.9
Score

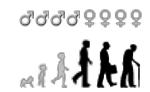
Popularity



Activity



Freshness



Multisensation
Curation
Experience

5 Featured, 28 Examples

12,975 Total Clicks

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Hybrid Repellent



Brands are crafting multifunctional mosquito repellents for casual outdoor use

Trend - Outdoor gadget brands are integrating mosquito-repelling features into less traditional devices. These multifunctional devices, such as lights, speakers, or air purifiers, repel unwanted insects from camping areas, ensuring consumers can enjoy their outdoor activities uninhibited.

Insight - Consumers who spend a lot of time outside, such as those who frequently enjoy camping, barbecues, or even simply spending time on their patio, know the struggles associated with unwanted insects, such as mosquitos or bees. However, many of these consumers are not willing to invest in a device specifically to repel the insects, as this may not fit in their budgets. In response to this, brands are integrating mosquito-repelling technologies into outdoor gadgets that would be purchased regardless.



Seven-in-One Camper Lanterns
The LOVORK Modular Camping Lantern Has a Multifunctional Form



Handheld Wearable Mosquito Repellers
The EVO REPEL Mosquito Repeller Lantern is Rechargeable



4-in-1 Mosquito Repellants
The MoziGuard is an Outdoor Mosquito Repeller with a 20Hr Battery



Mosquito-Repelling Miniature Diffusers
VIBIS Design Creates the New VesperGuard Diffuser

7.4
Score

Popularity



Activity



Freshness



Multisensation
Curation
Experience

4 Featured, 43 Examples
60,556 Total Clicks
URL: [Hunt.to/539872](https://www.trendhunter.com/trends/hybrid-repellent)

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Home Cafe



Consumers increasingly transform their homes into cafe spaces for social enrichment

Trend - Consumers are recreating the café experience within their homes, complete with artisanal drinks, cozy aesthetics, and seating areas. Fueled by the home cafe trend on social media, these spaces aim to recreate the emotional and physical experience of a café using similar tools and sensory details.

Insight - Amid rising café prices, consumers are seeking affordable ways to enjoy the café experience without sacrificing beverage quality or connection. Many are turning to home café setups by investing in tools, décor, and ingredients that replicate the ambiance of their favorite coffee spots, creating opportunities to gather and connect in a familiar space. Businesses that align with this demand can position themselves as facilitators of memorable moments — even outside of the retail atmosphere.



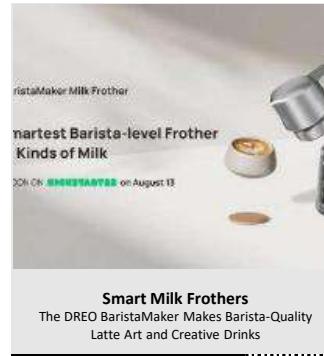
Collaboration Brass-Hued Kitchen Appliances

The Williams-Sonoma Breville Brass Collection is Chic



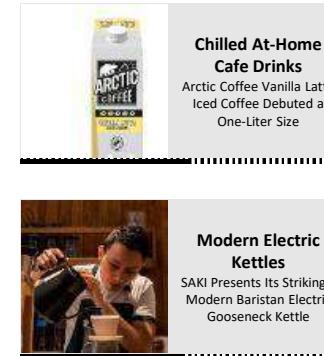
Minimalist Magnetic Coffee Scales

The Laybird Coffee 'MagAttach' is Adaptable and Easy to Use



Smart Milk Frothers

The DREO BaristaMaker Makes Barista-Quality Latte Art and Creative Drinks



Modern Electric Kettles

SAKI Presents Its Strikingly Modern Barista Electric Gooseneck Kettle

7.2
Score

Popularity



Activity



Freshness



Experience



Prosumerism



Authenticity

5 Featured, 42 Examples

35,303 Total Clicks

URL: [Hunt.to/573268](https://www.trendhunter.com/trends/home-cafe)

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Vehicular Mattress



Inflatable mattresses are designed to integrate seamlessly with automobiles

Trend - Brands are increasingly designing foam and inflatable mattresses to fit the interior of modern vehicles. These mattresses aim to transform the vehicle's cargo area or backseat into a comfortable sleeping space, providing a convenient and portable alternative to tents or traditional bedding.

Insight - Frequent travelers and itinerant workers often struggle to find affordable sleeping arrangements during extended trips, particularly when seeking options that don't incur nightly fees. These individuals often rely on integrated car accessories that provide a comfortable sleeping solution without the hassle of setup or assembly. As more people prioritize convenience in their travel experiences, relevant businesses can attract customers seeking solutions that fit their mobile lifestyles.



Modern Vehicle Mattress Designs
The Luno AIR+FOAM Pro Vehicle Mattress is Comfort-Focused



Electric Vehicle Camping Mattresses
The Snuzu Mattress Fits Neatly Inside a Tesla Model Y or 3



Multi-Person Car Mattresses
HEYTRIP Introduces its Two-Person Inflatable SUV Car Bed

5.7
Score

Popularity



Activity

Freshness



Hybridization
Simplicity
Catalyzation

3 Featured, 33 Examples

43,074 Total Clicks

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AI Reduction



New AI tools are launching with a focus on reducing food waste in the home

Trend - New AI tools are designed to reduce and optimize food consumption habits in the home. These tools analyze food waste patterns, grocery lists, and cooked meals, and create recommendations on how to optimize these habits. This involves purchasing different amounts of foods, altering recipes, and more.

Insight - While AI tools are continually gaining popularity in professional creative fields, such as editing photos, documents, and films, many consumers are looking to see how AI could improve and optimize their daily personal lives instead. Combining this with rising environmental concerns and increasing costs of living, consumers are turning to AI tools that optimize home management. These tools help reduce energy consumption by turning off unused appliances and minimize food waste via planning.



AI-Powered Food Waste Solutions
wAlste Uses AI to Combat Food Waste in Several Ways



Recipe-Generating AI Tools
Hellmann's AI Tool Generates Recipes Based on Fridge Contents



AI Food Waste Reducers
The 'Orbisk' AI Solution Monitors Kitchen Waste to Optimize Recipes



AI-Powered Food Waste Reduction
SnapSnack Uses AI To Turn Ingredients Into Meals



Simplified Food Waste Reducers
'KITRO' is a University-Created Tool for Optimizing Food Usage

7.0
Score

Popularity



Activity



Freshness



5 Featured, 35 Examples

17,391 Total Clicks

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Artificial Intelligence

Personalization

Refillable Candle

TRENDHUNTER
CREATE THE FUTURE

Refill technology is increasingly used to replenish wax-based candle products

Trend - Candle products are embracing innovative refill technology to reduce packaging waste and improve cost-effectiveness. This eco-friendly approach allows consumers to replace only the wax or wick rather than buying a new candle, reducing the amount of waste sent to landfills.

Insight - Greater access to education on climate change and overconsumption has empowered consumers to understand better how their purchasing decisions affect the environment. In response, many are seeking products that enable them to make small, incremental adjustments to their lifestyles without giving up or replacing their favorite items. Businesses offering sustainable yet convenient solutions can attract eco-conscious shoppers who prioritize environmental impact and ease of use when purchasing.



Refillable Designer Candles
Diptyque Explores the World with its New Refillable Candle Capsule



Waste-Reducing Refillable Candles
The Voluspa Japonica Collection Now Comes in a Refillable Option



Zero-Waste Refillable Candles
Filz Makes Premium Plant-Based Candles That Refill in Seconds

7.0
Score

Popularity



Activity



Freshness



Simplicity
Naturality
Catalyzation

3 Featured, 32 Examples

36,752 Total Clicks

URL: [Hunt.to/544969](https://www.trendhunter.com/trends/544969)

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Environmental AI

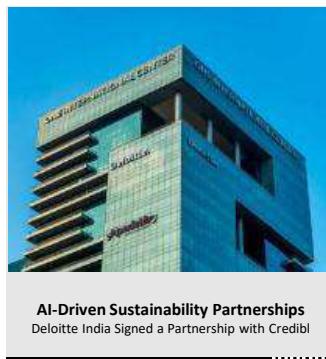


Brands are investing in research to reduce the environmental impact of AI use

Trend - Brands are channeling R&D efforts into creating AI data centers that deliver high-performance computing with a significantly reduced power footprint. These initiatives focus on the adoption of energy-efficient hardware, innovative cooling systems, and the integration of renewable energy sources.

Insight - The growing global demand for AI-powered services has led to an exponential rise in energy consumption within data centers—a trend that is increasingly unsustainable. This has led to external pressures from consumers and regulatory bodies pressuring brands to reconcile the surge in computational needs with a reduced environmental impact. The push for sustainable AI data centers emerges from the dual imperatives of curbing escalating operational costs and mitigating carbon footprints.

Open-Source AI Models
Numena's Gates Foundation-Backed AI Reduces Energy and Data Usage



AI-Driven Sustainability Partnerships
Deloitte India Signed a Partnership with Credible



Sustainable AI Hardware Platforms
The IEEE Study Leverages Silicon Photonics and Reduces Energy



Sustainable AI-Focused Coalitions
A New Sustainability Coalition Targets AI Use Impacts

Transformative Research Partnerships
VMware and NSF Partnered to Solicit Sustainable Innovation

6.8
Score

Popularity



Activity



Freshness



Naturality

Catalyzation

Artificial Intelligence

5 Featured, 0 Examples

617 Total Clicks

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URL: Hunt.to/572445

Bamboo Menstrual



Bamboo menstrual pads are gaining popularity to improve sustainability

Trend - Brands are developing menstrual pads made from bamboo fibers, offering eco-friendly alternatives to traditional pads. These products emphasize biodegradability, renewable sourcing, and natural comfort while addressing environmental concerns associated with conventional disposable pads.

Insight - Consumers are increasingly aware of the environmental impact of single-use hygiene products and are seeking alternatives that align with their eco-friendly lifestyle choices. Additionally, the desire for safer, skin-friendly materials has grown as awareness of chemical exposure in traditional products rises. The pressures of meeting these evolving consumer preferences, along with regulatory focus on sustainability, have driven brands to innovate with bamboo-based solutions.



Viral Organic Tampons
Vive for your V Restocks the Viral Tampons That Had a Waitlist



Plant-Based Menstrual Pads
Joni Stocks Its Sustainable and Organic Period Pads at Costco



Bamboo-Made Menstrual Products
The Cheeky Panda Pads Have a Bamboo Lining and Core



Plant-Based Menstrual Pads
Joni Period Products Expand into Canadian Costco Locations

7.2
Score

Popularity



Activity



Freshness



Naturality
Catalyzation
Authenticity

4 Featured, 19 Examples

7,197 Total Clicks

URL: Hunt.to/567326

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Portable Solar



Energy companies are creating compact solar-charged batteries for travel purposes

Trend - Brands in the portable power station industry are creating battery banks and charging solutions powered by solar energy. These are designed to be reliable and sustainable when compared to plug-in competitors, as they provide renewable energy solutions while fully disconnected from the grid.

Insight - As awareness of climate change and its impacts continues to rise, consumers are increasingly looking to brands to lead the way in sustainability. Recognizing that systemic changes are more effective than individual efforts alone, consumers are turning to companies that offer eco-friendly solutions. In the realm of portable power, this means seeking reliable, off-grid power sources that not only meet their energy needs but also align with their environmental values.



Off-Grid Solar Energy Units
The 'Iris' Portable Solar Tracker Has An All-in-One Design



Easily-Rechargeable Portable Chargers
The Solix 522 from Anker can Use Four Charging Solutions



Trolley-Style Power Stations
The UGREEN PowerRoam 2200 Has a 2,048Wh Capacity



Performance-Driven Portable Power Station
Growatt Introduces the Infinity 2000



Solar-Powered Heated Seats
The GoSun Solar Seat Offers Warmth on Cold Days

5.0
Score

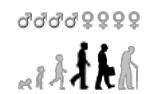
Popularity



Activity



Freshness



Hybridization
Naturality
Catalyzation

5 Featured, 35 Examples

47,110 Total Clicks

URL: [Hunt.to/547358](https://www.trendhunter.com/trends/portable-solar)

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Crochet Plushies



Social media fuels artisanal comfort objects that merge craft with wellness

Trend - A new wave of artisanal comfort objects is capturing attention online - crochet plushies that merge traditional Japanese craft with modern wellness culture. These handmade companions, ranging from whimsical animals to miniature food items, are more than just decorative pieces. While their intricate designs and tactile appeal drive viral social media content, their therapeutic benefits are creating deeper connections with a generation seeking tangible forms of comfort and mindfulness.

Insight - The surging popularity of handcrafted comfort objects reflects a deeper cultural shift toward physical items that soothe digital-age anxieties. In an era of virtual experiences and screen fatigue, consumers are gravitating toward items they can hold, touch, and display – objects that offer a bridge between aesthetic appeal and emotional wellbeing. This attraction to tactile comfort items signals an opportunity for brands to explore how physical products can be reimagined as tools for mental wellness, particularly for younger demographics seeking alternatives to purely digital solutions.



4.4
Score



2 Featured, 34 Examples
57,486 Total Clicks
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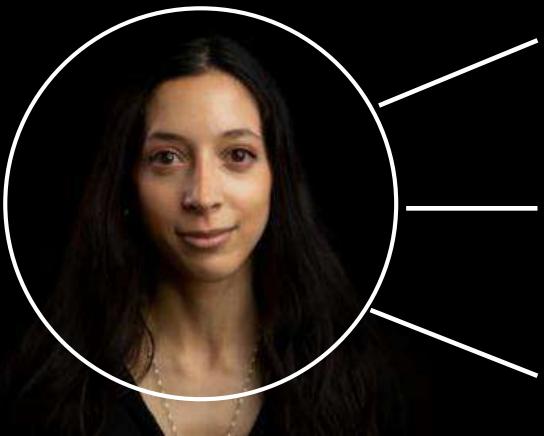
Appendix

Get More From Your Experience

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

Want More? Contact Us For Next Steps

Advisory@TrendHunter.com



Fast Custom Research

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

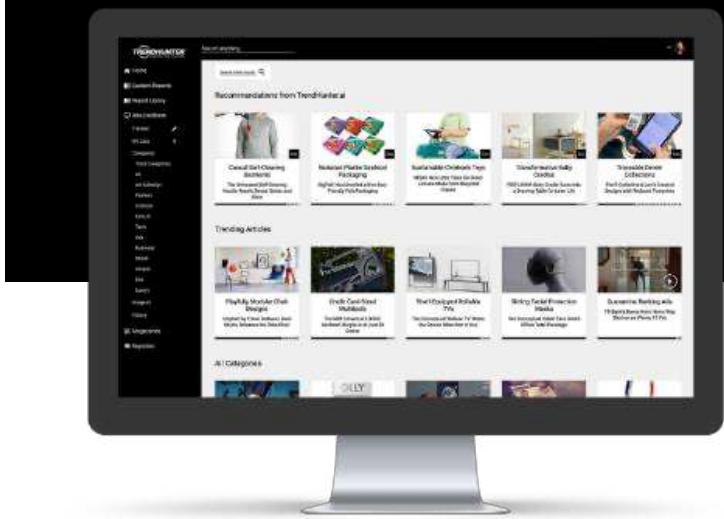
Keynotes & Workshops

- Trend Presentations
- Innovation Workshops
- Speaker Series

Events & Tools

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

Dive deeper, faster, with a custom version of the #1 Trend Platform



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

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- Megatrend Framework & Patterns
- 400,000 Innovations & Ideas
- 10,000+ Trackable Topics
- 5,000 Premium Consumer Insights

Trend Report Library

- 80+ Industry Trend Reports
- 2019 Master Trend Report
- Shareable Access to Custom Reports

Innovation Tools

- 6 Patterns of Innovation
- Exploiting Chaos Frameworks*
- Better & Faster Frameworks*

Innovation Training

- Keynote Videos – 3,000 total
- Courses – 300 on innovation topics

Advisor Access

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

Customization

- Topics & Tracking
- Lists & Sharing
- View Modes

Team Newsletters

- Track Custom Topics
- Links to Custom Reports
- Unlimited Recipients

Idea Discovery Tools

- Proprietary Idea Discovery System,
- Related Ideas & More

Enhance your innovation leadership with our Innovation Assessment and benchmarking



Assessment Reports

- Receive 5-10 pages of personalized content & advice how to realize your potential, faster
- Discover your unique strengths & how to accelerate them
- Identify your blind spots & where you adversely hinder your creativity
- Optimize interactions with your team
- Compare your skillset to the world's top innovators

Assessment Workshop

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



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

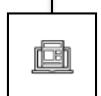
Schedule a call with an advisor

We'll become your ally in innovation



Monthly Topics Call

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



Fast, Custom Research in as Little as 24 Hours

i. High-Level Insights

Key opportunities, tied to megatrends w/ hyperlinked examples

ii. Market & Case Studies

Must-see examples, competitor dynamics and more

iii. Workshop Questions

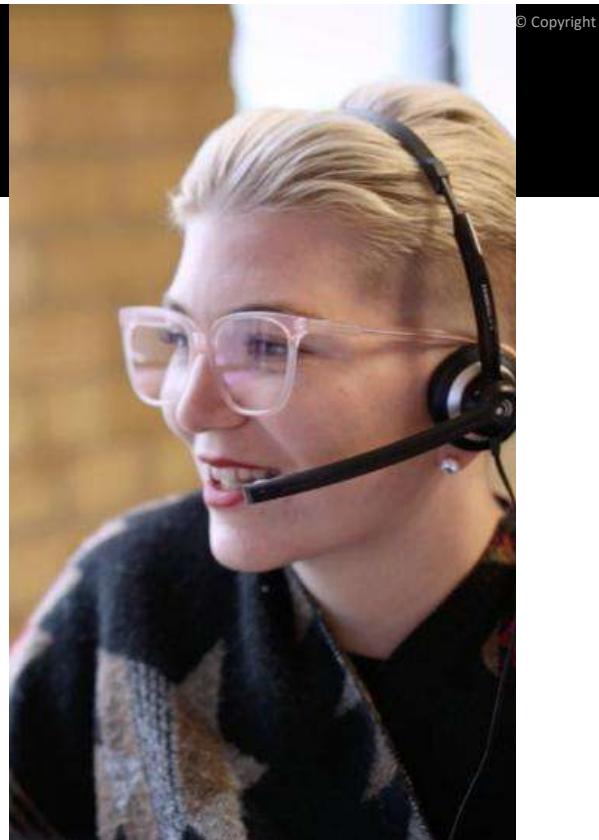
Thought-provoking questions to tie it all back to your brand



Report Walkthroughs & Facilitated Brainstorms



"I don't need to spend hours searching in Google anymore. Trend Hunter has a lot of insight that I wasn't able to find anywhere else!"



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Retail

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

Brand & Loyalty

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

Social Media

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

Lifestyle

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

Gen Z

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

Millennials

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

Tech

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

Marketing

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

Health & Wellness

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

Dining

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

Packaging

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

Style

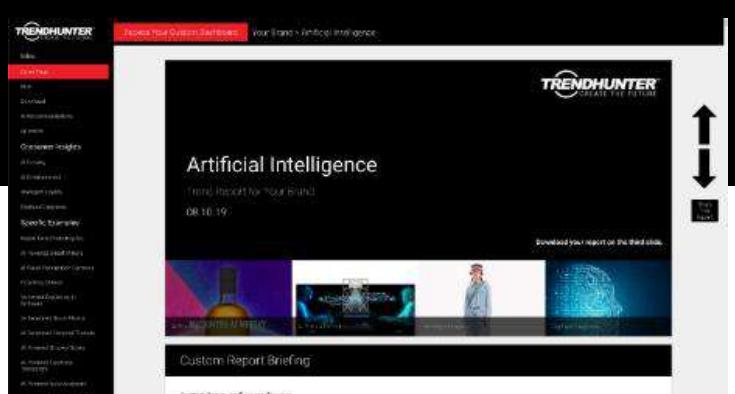
- Ethical Cosmetics
- Fashion Tech
- Skincare Innovation
- Personalization



"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

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The image shows a screenshot of the Trend Hunter website. At the top, there's a navigation bar with links like 'TREND HUNTER', 'HOME', 'ABOUT', 'CONTACT', 'LOG IN', and 'SIGN UP'. Below the navigation, a red banner says 'Discover your Customer Experience, Your Brand's Future & Emerging Trends'. The main content area has a dark background with the 'TREND HUNTER' logo at the top. The title 'Artificial Intelligence' is displayed, followed by the text 'Trend Insight for your Brand' and the date '08.10.19'. Below this, there are four small images: a globe, a person, a brain, and a digital interface. At the bottom, there's a section titled 'Custom Report Briefing' with the text 'Category Topic: Artificial Intelligence', 'Project for: [redacted]', and 'Presented by: [redacted]'. A vertical double-headed arrow icon is on the right side of the main content area.



A woman with long brown hair, wearing a white coat over a grey turtleneck, is gesturing with her hands while speaking to a man in a red shirt. They are in a room with other people in the background. In the foreground, there's a table with a laptop and a nameplate that says 'Mary'. The laptop screen shows the 'TREND HUNTER' logo and the word 'hoppier'. The nameplate also includes 'Panasonic' and 'THE FUTURE FESTIVAL'.

"Traditionally we were only doing research in our category. Now, our Trend Hunter advisor does great custom reports showing us inspiring new trends [that impact us]... and what's going on in the world." – Manager, Product Planning and Strategy

Thank you.

For any questions, please reach out.

Advisory@trendhunter.com

