

2021 TREND REPORT



Robot Retail



Dining Protection



Fast-Food Reusables



Distant Playground



Pandemic Homemaking



Check out the TOP 100 Trends coming your way in tech, lifestyle, dining, and more. Backed by data, gathered by Trend Hunter. This will be your back pocket go-to for conquering chaos and innovating ahead.

Top Insights



Upcycled Root *Brands are tapping the potential of cannabis or hemp root in skincare products*

Trend - Brands interested in entering and advancing in the cannabis market are looking for untapped ingredient potential. Cannabis root and hemp root, which have been used in Traditional Chinese Medicine, are gaining popularity for their health benefits, as well as their sustainability—for they are often upcycled. Insight - Given the popularity of the health and wellness movement in North America, contemporary consumers are looking for solutions that will support their body and alleviate any strain and stress. Whether it is a physical or mental problem, individuals are emphasizing holistic solutions in this space. Driven by general curiosity, they are looking for innovative and interesting ingredients that have a historic or cultural background.



In-Game Concert *In-game concerts have become popular as people seek at-home entertainment options*

Trend - Gaming experiences are now including concerts by real-world celebrity musicians, who are currently restricted in their ability to perform for people live. These in-game experiences include animated versions of the artists and live viewings. Insight - Consumers are finding more creative ways to entertain themselves without leaving the house, as people around the world are restricted in the recreational options they have outside the home. They're turning to brands that understand their unique circumstances, and are able to support or entertain them as they move forward with their changed lifestyles.



Fast-Food Reusables *QSR establishments are increasingly offering their food in reusable containers*

Trend - Looking for ways to be more environmentally responsible, fast-food restaurants are launching or taking part in sustainable initiatives that enable them to deliver menu items in reusable containers to consumers. Insight - Conscious consumers are increasingly wary of the existing and looming consequences of climate change. As a result, many are striving to make bigger efforts in reducing their carbon footprint and being less wasteful in their day-to-day. As part of this, individuals are motivated to demand better from the companies whose business they support, and when they advocate for more sustainable choices in marketing, packaging, and production, they feel better and with purpose.



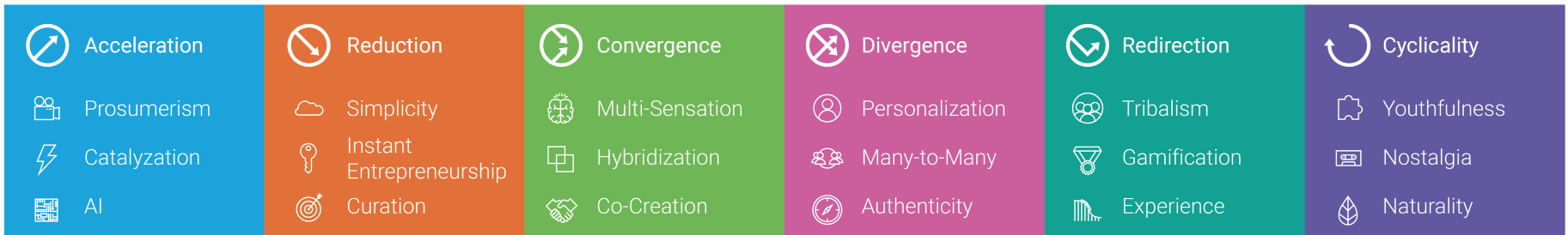
Appointment Retail *Appointment-only retail shopping ensures safe in-person shopping experiences*

Trend - Though businesses around the world have reopened for in-person shopping, revamped health protocols are common and often required of them. One of the ways in which stores are maintaining distance and managing employee and customer health is by only letting those who have made appointments prior enter stores. Insight - Consumers who understand the ongoing risks to their health, and the health of their loved ones, are still anxious about taking part in the activities that were once second nature to them. Businesses and institutions that acknowledge and address this collective anxiety with safety precautions are, to most people, doing what's expected of them for the sake of public health.

Getting the most out of the 2021 Trend Report

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

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



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

Consumer Insights

Overlooked Opportunities & Examples

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

Upcycled Root

Brands are tapping the potential of cannabis or hemp root in skincare products

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Science-Centric Cannabis Beauty Brands

Fifth & Roots Boasts Fresh and "Vibe-Worthy" Skincare



Cannabis Root-Infused Lifestyle Products

CanadaBis Capital Inc. Introduces the Stigma Roots' Debut



Hemp Root Oils

Yield Growth's Wright & Well is Enjoying Increasing Popularity on the Market



Upcycled Cannabis Root Skincare

emptyri is an Clean and Innovative Cannabis Skincare Company

6.3
Score

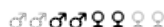
Popularity



Activity



Freshness



Naturality



Catalyzation

4 Featured, 19 Examples

9,113 Total Clicks

URL: [Hunt.to/439705](https://hunt.to/439705)

Upcycled Root

Brands are tapping the potential of cannabis or hemp root in skincare products

What upcycled ingredient can your brand
utilize in its product range?

Overlooked Opportunity 1: Workshop Question

In-Game Concert

In-game concerts have become popular as people seek at-home entertainment options

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In-Game Rap Concerts

Anderson .Paak is Set to Take Fortnite's Party Royale Spotlight Soundstage



In-Game Music Performances

Fortnite Astronomical Gathered Players Virtually to See Travis Scott



In-Game Reggaeton Halloween Parties

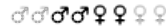
J Balvin is Set to Perform on Fortnite's Main Stage



In-Game Concert Broadcasts

Dominic Fike Will Perform His Debut LP at Fortnite's In-Game Stage

6.1 Score



Experience

4 Featured, 21 Examples

15,667 Total Clicks

URL: [Hunt.to/439384](https://hunt.to/439384)

In-Game Concert

In-game concerts have become popular as people seek at-home entertainment options

How is your brand adapting to consumers'
constantly changing lifestyles?

Fast-Food Reusables

QSR establishments are increasingly offering their food in reusable containers

Trend - Looking for ways to be more environmentally responsible, fast-food restaurants are launching or taking part in sustainable initiatives that enable them to deliver menu items in reusable containers to consumers.

Insight - Conscious consumers are increasingly wary of the existing and looming consequences of climate change. As a result, many are striving to make bigger efforts in reducing their carbon footprint and being less wasteful in their day-to-day. As part of this, individuals are motivated to demand better from the companies whose business they support, and when they advocate for more sustainable choices in marketing, packaging, and production, they feel better and with purpose.



Reusable Fast Food Packaging

PriestmanGoode Utilizes Cocoa Bean Shells in New Innovative Project



Returnable Fast Food Cups

McDonald's is Testing Fast Food Coffee Cups That Can Be Dropped Off



Reusable QSR Packaging

Burger King's Reusable Packaging is Being Tested at Select Locations



Festive Eco Takeaway Cups

One of the Starbucks Holiday Cups is a Limited-Edition Reusable Red Cup

8.7
Score

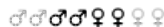
Popularity



Activity



Freshness



Experience

Naturality

Catalyzation

4 Featured, 36 Examples

46,730 Total Clicks

URL: [Hunt.to/439351](https://hunt.to/439351)

Fast-Food Reusables

QSR establishments are increasingly offering their food in reusable containers

How can your brand ensure a more
sustainable packaging initiative?

Appointment Retail


Appointment-only retail shopping ensures safe in-person shopping experiences

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Distancing Grocery Pop-Ups
Pop Up Grocer Introduced Private Appointments for Solo Shopping



Express Tech Retail Stores
Apple's Express Retail Update Plans to Navigate Physical Stores



Electronic Store Reopening Plans
Best Buy Takes the Correct Safety Measures When Opening Its Doors



Sports Store Appointment Systems
Ellis Brigham Offers a Scheduling System to Navigate Traffic

7.1
Score



Experience
Catalyzation

4 Featured, 29 Examples
27,612 Total Clicks
URL: Hunt.to/439334

Appointment Retail

Appointment-only retail shopping ensures safe in-person shopping experiences

How could your brand better address
consumer anxiety?

Gen Z consumers aim to develop skills outside of the traditional school system

How could your brand appeal to Gen Z's
sense of creativity and personal expression?

Modern Beekeeping

Innovations in the beekeeping space help preserve and sustain colonies

Trend - As beekeeping remains a crucial aspect of sustaining a healthy ecosystem, brands are offering innovative ways in which to keep colonies healthy and keep an eye on potential threats. Everything from colony monitoring systems to lab-made honey without bees at all are being used to protect the species.

Insight - For knowledgeable consumers, an understanding that the environment is under threat comes with the expectation that brands prioritize eco-friendly production, consumption and conservation. Eco-friendly consumers are no longer satisfied with making all the responsible choices themselves, and expect that brands step up in their contributions to the environment.



Beehive-Monitoring Sensors

ApisProtect Uses Machine Learning to Help Beehives Thrive



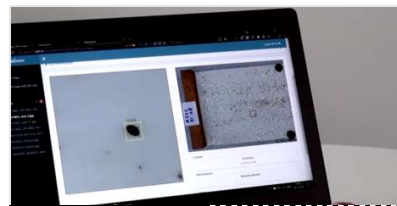
Beehive Colony Support Systems

The 'BEEP base' Helps Maximize Hive Health



Lab-Made Honey Products

MeliBio Makes Bee-Free Honey Without Relying on Commercial Beekeeping



AI Bee-Saving Algorithms

Alain Bugnon and Signal Processing Laboratory 5 are Saving the Bees with AI

4.4
Score

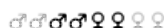
Popularity




Activity



Freshness



 Catalyzation

4 Featured, 31 Examples

60,508 Total Clicks

URL: [Hunt.to/439050](https://hunt.to/439050)

Innovations in the beekeeping space help preserve and sustain colonies

How is your brand prioritizing
environmental protection and
conservation?

Virtual Marketplace

Marketplaces are now taking place virtually to keep people safe

Trend - Now that at-home shopping is people's only completely safe option, ecommerce is booming. Marketplaces are now included in this shift, with everything from farmers' to christmas markets now taking place virtually.

Insight - As safety precautions become the norm in retail and public spaces, consumers still want to experience the normalcy that they've lost in recent months. Though their previous shopping and recreational habits look different now, having adapted alternatives is easier on consumers than having no alternatives at all.



Digital Sweets-Focused Festivals

Dessert Goals Restructures Its Event Due to the COVID-19 Outbreak



Virtual Christmas Markets

The World's Biggest Virtual Christmas Market Will Run in November



Virtual Farmers' Market Apps

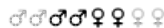
Chipotle's Online Marketplace Supports Supplies & Farmers



Virtual Art Marketplaces

Hallmark's Hallmarket Shares Artwork by Hallmark Employees and Retirees

8.1
Score



Catalyzation

4 Featured, 36 Examples

27,205 Total Clicks

URL: Hunt.to/438836

Marketplaces are now taking place virtually to keep people safe

How will your brand continue to adapt as
the pandemic goes on?

Shopping Locker

Contactless lockers enhance the safety of shopping experiences

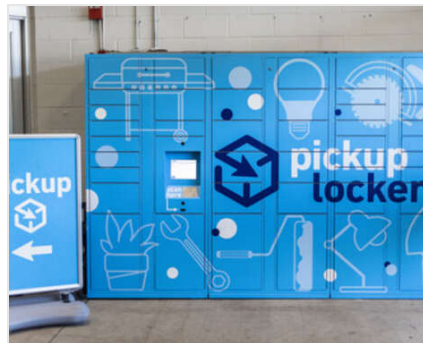
Trend - Lockers in the retail industry are being rolled out as businesses look for ways to keep both customers and employees safe amidst the ongoing pandemic. Everything from food pickup to in-store returns are now being exchanged via lockers to reduce instances of person-to-person contact.

Insight - Consumers around the world are being more careful with how they spend their time and money, and limiting their contact with others outside the home. However, certain responsibilities and needs require some contact with the outside world. Brands that show they prioritize safe customer interactions are more likely to get business from cautious consumers.



Smart Shopping Lockers

Luxer One's Smart Retail Lockers Support No-Contact Experiences



Contactless Pickup Lockers

The Lowe's Pickup Lockers Are a Direct Response to COVID-19



Safety-Focused Customer Traffic Apps

A New Lowe's Employee App Monitors In-Store Traffic



Touchless Fast Food Restaurants

The New Burger King Restaurant Design Supports the New Normal

8.4 Score



Catalyzation

4 Featured, 32 Examples

20,708 Total Clicks

URL: [Hunt.to/438508](https://hunt.to/438508)

Shopping Locker

Contactless lockers enhance the safety of shopping experiences

How is your brand prioritizing safety as it
conducts its day-to-day business?

Luxe Lounging

High-quality loungewear sets cater to the acceleration of comfort wear

Trend - Comfort clothing has become enormously popular as people remain restricted in the outdoor activities they can take part in, and brands are responding with luxurious loungewear sets that allow for both comfort and style.

Insight - There are a number of reasons consumers are currently prioritizing comfort in their day-to-day lives. The primary reason is that with more professional and recreational activities now taking place in the home, consumers are less inclined to impress others in fashionable clothing. Another important one is that with the ongoing stress that consumers have dealt with considering the disruptions to their lives, uncertainty about the future and economic hardship--comfort clothing gives consumers one less thing to worry about as they try to manage their new lives.



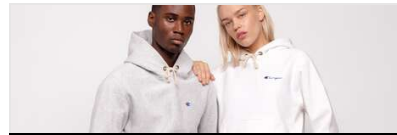
Popcorn Knit Loungewear

MESHKI Offers Elevated Loungewear Sets for Fall and Winter



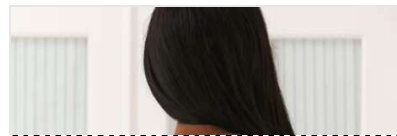
70s-Inspired Terrycloth Fashion

'Terry' Added a Millennial Pink Color Range to Its Loungewear Line



Premium Loungewear Essentials

Champion's Premium Loungewear Follows Its Gamer Collection



Sophisticated Comfort-Focused Apparel

Lounge Underwear Recently Unveiled a New "Cozy" Collection



Dual-Collection Loungewear Drops

Fear of God ESSENTIALS Dropped Loungewear Staples for the Season

6.9
Score

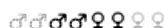
Popularity



Activity



Freshness



Authenticity

5 Featured, 37 Examples

22,744 Total Clicks

URL: Hunt.to/438117

Luxe Lounging

High-quality loungewear sets cater to the acceleration of comfort wear

How is your brand easing customers' lives
as they balance changes and disruptions?

Live-Coaching

Home gym systems include live classes and coaching options

Trend - Made famous by Peloton and becoming increasingly popular because people have been indoors more often this year, live fitness classes and coaching in gym systems are becoming increasingly dynamic in the at-home options they offer. These include everything from stationary bikes with live classes to freestanding gym units with coaching options.

Insight - Consumers around the world have grown accustomed to spending more time inside their homes this year, and the ongoing pandemic has forced them to be more adaptable when it comes to important aspects of their lifestyles like fitness. As a result, health-conscious consumers are increasingly investing in high-quality home exercise systems that are able to replicate in results what they once achieved at the gym.



Connected Stationary Bikes

Amazon's Prime Bike is an Alternative to Other Connected Bikes



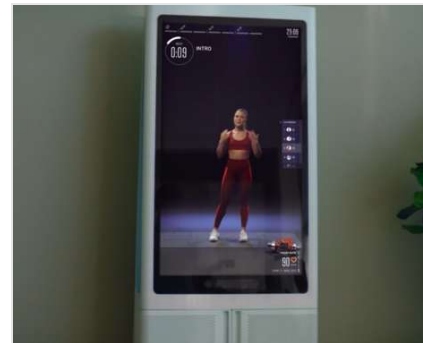
Virtual Workout Exercise Bikes

The Echelon Connect EX1 Connects Users to Live or On-Demand Classes



24-Hour Live Fitness Portals

Find Fit People TV Offers Live-Streamed Fitness Classes and More



Coaching At-Home Gyms

Tempo's At-Home Fitness System Shares Guidance from Elite Trainers

6.4
Score

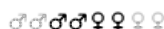
Popularity



Activity



Freshness



🎯 Curation

⚡ Catalyzation

4 Featured, 36 Examples

146,515 Total Clicks

URL: Hunt.to/438028

Home gym systems include live classes and coaching options

How is your brand prioritizing high quality,
at-home versions of its product/service?

Restaurant-Branded

Restaurants are increasingly releasing private-label products

Trend - Private label products from restaurants are on the rise as popular establishments look for ways to maintain revenue in light of in-person dining restrictions. These businesses are releasing a range of items--everything from branded seasonings to assorted grocery pick-ups.

Insight - Consumers around the world are limited in their dining options--with many places still restricting the number of people allowed in establishments, as well as having physical distancing rules in-effect. For those who are still taking the ongoing pandemic seriously, in-person dining is simply not an option even with safety precautions in place. These consumers expect that brands find creative ways to come to them in their own homes, in order to keep their business.



Restaurant-Inspired Seasonings

The Momofuku Seasoned Salts Come in Three Flavor Options



Restaurant-Branded Spirits Collections

The Hooters Spirits Line is Launching in the United States



Restaurant-Branded Grocery Pick-Ups

Local Public Eatery is Now Offering to Sell Grocery Staples



Restaurant-Branded Home Goods

The #ChilisMyHouse Starter Pack is Filled with Some Great Swag

6.1
Score

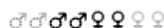
Popularity



Activity



Freshness



Target Curation

4 Featured, 36 Examples

44,068 Total Clicks

URL: Hunt.to/437999

Restaurant-Branded

Restaurants are increasingly releasing private-label products

How is your brand adapting to changed
consumer behaviours?

Everyday Ergonomic

Ergonomic furniture options are no longer just limited to workplace furniture

Trend - Furniture that's designed to optimize users' health is on the rise as people work from home, sometimes without designated offices or office spaces. This rise of ergonomic furniture is not specific to workplace seating and setups, and includes everything from couches to comfortable individual seating options.

Insight - With COVID-19 making it so that more people are working and receiving educations from their homes, consumers are looking for ways to optimize their homes to best suit their new lifestyles. They're seeking out adaptable pieces that allow them simple transitions from professional to recreational, in order to best prioritize a work-life balance under unusual work circumstances.



Biophilic Furniture Collections

The 'Sage' Furniture Collection is by David Rockwell for Benchmark



Chunky Multifunctional Seating Solutions

The 'Roly Poly' Armchair Offers a Snug, Ergonomic Support



Comfortable Seating Collections

The Envisioned Comfort Collection is Design-Forward & High-End



Ergonomic Cross-Legged Seats

The Lunule Chair Allows for Multiple Seated Positions

7.6
Score

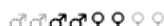
Popularity



Activity



Freshness



Hybridization

4 Featured, 35 Examples

80,438 Total Clicks

URL: Hunt.to/437943

Ergonomic furniture options are no longer just limited to workplace furniture

How could your brand help optimize its
customers new lifestyles?

Model-Free Runway

The debuting of fashion collections is adapted by limiting the use of models

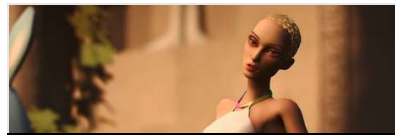
Trend - Having to limit the use of models on runways has made fashion brands more creative in how they're presenting their new collections. Everything from puppets to animated models to cut-out images of models are now being used to present clothing items by high-end designers.

Insight - Consumer behaviours have completely transformed around the world in every income bracket, and brands are having to adapt to their new habits in order to remain relevant in a post-COVID world. People are now drawn to brands that prioritize both safety and creativity in the way they sell their products.



Streetwear-Wearing Virtual Characters

The Sims Invites Fashion Expression with Streetwear Options



Sci-Fi Virtual Runways

GCDs Unveils its 'Out of this World' Virtual Runway Arcade



Boxed Runway Shows

JW Anderson's 'Show in a Box' Debuts the SS21 Collection



Puppet Show Runways

Jeremy Scott Opted to Put on a Puppet Show Runway for Moschino

8.1
Score

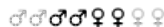
Popularity



Activity



Freshness



Experience

4 Featured, 28 Examples

41,183 Total Clicks

URL: [Hunt.to/437895](https://hunt.to/437895)

Model-Free Runway

The debuting of fashion collections is adapted by limiting the use of models

How will your brand continue to adapt to
changed consumer habits amidst the
ongoing pandemic?

Grocery Pop-Up

Pop-up grocery stores are offering people convenience and specialty items

Trend - Pop-up grocers are more common as people seek out experimental or specialty food items, and as people's need for convenient grocery options expands. These stores are in a variety of settings, including everything from hospitals to communities.

Insight - Now that people are traveling less and trying to remain at home as much as possible, even amidst lifted restrictions, people are prioritizing convenience shopping rather than taking their time. Thus, the prioritization of shopping either online or within one's immediate community is on the rise.



Millennial-Friendly Pop-Up Grocery Stores

Pop Up Grocer Will Launch a Brooklyn Location in October



Pop-Up Grocery Shops

Pop Up Grocer Shares Specialty Products from Innovative Brands



Distancing Grocery Pop-Ups

Pop Up Grocer Introduced Private Appointments for Solo Shopping



Hospital Convenience Pop-Ups

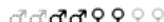
7-Eleven and Children's Health's Store Supports Healthcare Workers


8.8
Score

Popularity 

Activity 

Freshness 



 Curation

4 Featured, 35 Examples

75,165 Total Clicks

URL: [Hunt.to/437116](https://hunt.to/437116)

Grocery Pop-Up

Pop-up grocery stores are offering people convenience and specialty items

How is your brand prioritizing convenience
and experience simultaneously for its
customers?

Seamless Mask

Face covering are integrated into clothing items for ease of use

Trend - Clothing brands are integrating face masks and coverings into their items in order to protect users from viruses and bacteria, as well as protect others from the users. These mask-equipped items come in everthing from shirts to antimicrobial jackets.

Insight - Though people around the world have become accustomed to wearing masks to limit the spread of COVID-19, in some regions the practice is less of a habit than in others. For consumers who tend to be more forgetful, or who just want ease-of-access, health precautions that are integrated into their clothing allow them to go about their days while still remaining safe.



Face-Covering Antimicrobial Jackets

The 'PerX' Performance Jacket Has a Waterproof Design



Mask-Integrated Hoodies

G95's Biohoodie Boasts Built-In Filtration Technology



Face Covering-Equipped Tees

The SafeTee T-Shirts Keep a Face Mask on Hand at All Times



Self-Sanitizing Jackets

The JUST 5 Multi-Functional Jacket Features HeiQ Viroblock Technology

8.8 Score



Catalyzation

4 Featured, 36 Examples

106,540 Total Clicks

URL: Hunt.to/436918

Seamless Mask

Face covering are integrated into clothing items for ease of use

How could your brand better ease people
into safety and health measures that are
unusual to them?

eSports Nutrition

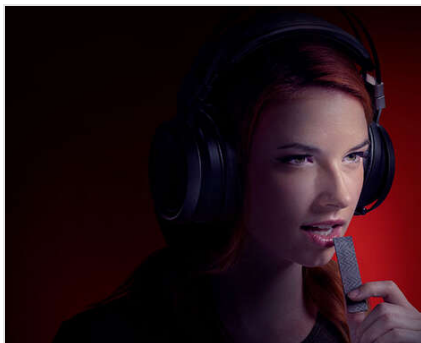
Food brands are entering the eSports industry with more nutritious options

Trend - Performance beverages are common in the eSports space and now, food brands are engaging the industry with food and snack options that target the gaming community. These products claim that they offer cognitive boosts that enhance performance.

Insight - Millennial and Gen Z consumers who are part of the eSports community are interested in improving their performance and excelling in the space. Comparing it to other athletic activities, individuals are deducing that a healthy diet, rest, and general self-care practices can be beneficial in enhancing their mental and physical states, enabling them to have stronger cognition, better focus, and reflexes. As a result, many turn their attention to wellness-minded products.



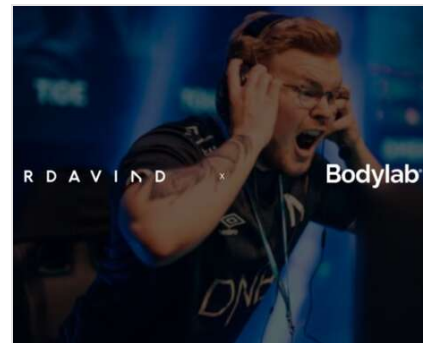
eSports Performance Burger Campaigns
KFC Launched a Mockumentary That Targets Gamers



eSports Chewing Gums
The Razer RESPAWN By 5 Gum Offers a Mental Performance Boost



eSports Health Supplements
The Genius Gamer Elite Gaming Nootropic Supplement is Energizing



Nutrition-Focused eSports Collaborations
Nordavind & Bodylab's Partnership Emphasizes Performance

9.0
Score



Tribalism
 Catalyzation

4 Featured, 45 Examples
32,429 Total Clicks
URL: [Hunt.to/436732](https://hunt.to/436732)

Food brands are entering the eSports industry with more nutritious options

How might your brand target the eSports
consumer through health and wellness?

Uplevelled Glass

The already-sustainable nature of glass packaging is enhanced

Trend - Understanding that they're already the more sustainable packaging alternatives, glass packaging brands are nonetheless prioritizing more sustainable production as eco-friendly packaging alternatives become more of a priority for consumers. Brands in this space are predominantly creating bottles that reduce carbon emissions or are made from recycled materials.

Insight - Consumers' shopping habits as of late have depended heavily on ecommerce, where the overuse and waste of packaging is rampant. Feeling the guilt related to consuming in this way due to its impact on the environment, some consumers are opting to explore brands that prioritize efficiency and environmental protection.



Safety-Focused Glass Packaging

Verescence and What Matters Launch 100% Recyclable Bottles



Sustainable Glass Packaging Platforms

The Close the Glass Loop Platform Aims to Improve Recycling



Climate-Neutral Wine Bottles

The Wiegand-Glas Ecobottle is Made from 93% Recycled Glass



Emission-Cutting Glass Production

The 'Furnace of the Future' Aims to Cut Co2 Emissions by 50%



Carbon-Efficient Gin Packaging

Croxsons' Glass Packaging for Eden Mill's Love Gin is Eco-Friendly

7.8
Score



Naturality

5 Featured, 24 Examples

18,439 Total Clicks

URL: Hunt.to/436220

Upleveled Glass

The already-sustainable nature of glass packaging is enhanced

How is your brand prioritizing
environmentally friendly production?

Dark Stores

Retail shops are emphasizing micro-fulfillment solutions amid COVID-19

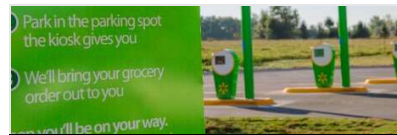
Trend - "Dark stores" are miniature warehouse-adjacent spaces, whose sole purpose is to pack online orders for pick-up or delivery. Many retailers are turning their brick-and-mortar locations into micro-fulfillment hubs, in order to satisfy demand during COVID-19. As a result, customers are not allowed inside.

Insight - During the COVID-19 pandemic, consumers have increasingly turned to e-commerce as a means to get products they need or want. The increase in online spending can be attributed to the fact that the experience offers them a convenient and safer alternative than going in-store. Often plagued by impatience—from dealing with an online interface to getting the product fast or in time for an occasion—individuals are emphasizing the need for efficiency in this space that allows for a seamless experience.



Online-Only Healthy Supermarkets

Whole Foods Market Opened a Delivery-Only Location in Brooklyn



Dark Grocery Stores

The Walmart Pickup Point is Only Meant to Fulfill Online Orders



Commercial Micro-Fulfillment Solutions

Dematic Helps Retailers in Addressing Consumer Demand



Dedicated Fulfillment Hubs

Bed, Bath & Beyond Introduces Regional Fulfillment Centers

7.1
Score



- Hybridization
- Simplicity
- Catalyzation

4 Featured, 35 Examples

21,102 Total Clicks

URL: [Hunt.to/436098](https://hunt.to/436098)

Dark Stores

Retail shops are emphasizing micro-fulfillment solutions amid COVID-19

How might your brand create a seamless
experience in the e-commerce sector?

Smart Testing

Tech companies are introducing solutions for safe and hygienic COVID-19 screening

Trend - While testing centers were built with rapid speed at the beginning of the pandemic, tech brands are now updating the procedures by introducing smart technology that increases the degree of safety for both patients, as well as the medical staff administering the test.

Insight - While in some spaces, individuals who get tested for COVID-19 do so because of a spike in cases in their region, elsewhere, people go to get screened in order to responsibly leave the city or country. In both of these instances, a demand is created for more efficient and safe testing as consumers look for ways to alleviate the associated anxieties. With the knowledge that technology is capable of providing various benefits in this space, individuals look to high-tech environments to feel a sense of calm and security.



Autonomous Test Transportation

The Mayo Clinic is Using Autonomous Vehicles to Move COVID-19 Tests



Citizen Care Pods

This Care Pod Combines High-Tech and a Modular Design to Ensure Safety



Portable Virus Testing Machines

Abbott's Device Can Provide COVID-19 Test Results in Five Minutes



Robot Facility Mapping

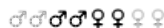
Ford Will Use Two Spot Robots From Boston Dynamics to Map a Facility

5.9
Score

Popularity

Activity

Freshness



Catalyzation

Artificial Intelligence

4 Featured, 36 Examples

51,073 Total Clicks

URL: [Hunt.to/436045](https://hunt.to/436045)

Tech companies are introducing solutions for safe and hygienic COVID-19 screening

How might your brand utilize technology to
ensure consumer safety during the
pandemic?

Skin Hunger

Designers are proposing solutions that address the absence of physical touch

Trend - The term "skin hunger" is a phenomenon popularized during the COVID-19 pandemic and it's prompted by the lack of physical touch for long periods of time. In turn, designers are showcasing various concepts and products that simulate hugging or other actions that bring comfort.

Insight - Many are vehemently practicing social distancing during the COVID-19 pandemic and as time goes on, the feelings of loneliness due to the lack of physical contact intensify. In order to not become too distressed, consumers are looking for safe and responsible ways to mitigate this. As a result, many opt-in for viable alternatives that allow them to feel less lonely, and when this need is met, individuals are more comfortable and content.



Intimacy-Introducing Hugging Machines

Lucy McRae Explores the Connotations of Mechanical Touch



Physical Experience-Mimicking Devices

RCA Students Debut Two Experiential Devices During COVID-19



Hug-Simulating Vests

Elena Lasaitė's Emotional First Aid Kit Helps People Experience a Hug



Deep Touch-Mimicking Weighted Blankets

The BlanQuil Basic Weighted Blanket Helps Alleviate Stress

7.8
Score

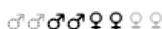
Popularity



Activity



Freshness



Multisensation

Experience

4 Featured, 36 Examples

93,198 Total Clicks

URL: [Hunt.to/435663](https://hunt.to/435663)

Designers are proposing solutions that address the absence of physical touch

How might your brand create a more
comforting environment for consumers
through your product/service experience?

Biodegradable Microbeads

Cosmetic brands are launching alternatives to plastic microbeads

Trend - Microbeads have been banned in many countries due to their negative environmental effects, specifically since they adsorb toxins and transfer them up the marine food chain. As a result, brands in the cosmetic space have launched a variety of biodegradable alternatives made from renewable resources like jojoba beads.

Insight - The fight against climate change has increased in recent years as scientists from around the world join forces to warn society and pressure politicians. As a result, consumers are increasingly aware of the dangers that their everyday products present. To combat these eco-anxieties, consumers seek products that highlight their sustainability, specifically as it relates to high-profile products that have been deemed as "dangerous" by scientists and activists.



Micronized Biodegradable Polymer Fillers

The ECOFIL from ECKAR is Made from Renewable Resources



Powder-to-Foam Exfoliators

My Clarins' RE-MOVE Formula Creates a Light Lather with Water



Biodegradable Face Exfoliants

Naturbeads Ltd is a New Eco-friendly Microbead Manufacture

5.3
Score

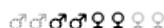
Popularity



Activity



Freshness



Naturality

3 Featured, 36 Examples

32,617 Total Clicks

URL: [Hunt.to/435585](https://hunt.to/435585)

Biodegradable Microbeads

Cosmetic brands are launching alternatives to plastic microbeads

How can your brand better meet the
expectations of eco-friendly consumers?

E-Transport

Vehicles that run on electric are more common in public transportation solutions

Trend - The re-examining of public life as it relates to climate change has resulted in businesses creating electric public transportation options that reduce carbon emissions and make for a cleaner environment.

Insight - In urban areas, many people rely on public transport to get around. While it's a climate-friendlier option than driving one's own vehicle, the vastness of public transportation in various cities means that it still has a significant impact on air pollution. Aware of this, people in cities as well as those you lead city infrastructure aim to reduce the local environmental impact that traveling and commuting can have.



Chic Micro-Transport Designs

Micro Releases Four Electric Vehicles, Part of Its Near-Future Vision



Solar-Powered Hyperloop Systems

MAD Produces Concepts for Eco-Forward Transportation Solutions



Fully Electric Eco Buses

This Hyundai Double-Decker Bus Carries Up to 70 Passengers



Zero-Emissions Public Transport
Arrival Launches a Eco-Conscious Bus for Public Use



Electric Bus Deployments
Recently, the BYD Delivered a Fleet of Electric Buses to Barbados

6.1
Score



Catalyzation

5 Featured, 40 Examples

62,411 Total Clicks

URL: [Hunt.to/435420](https://hunt.to/435420)

Vehicles that run on electric are more common in public transportation solutions

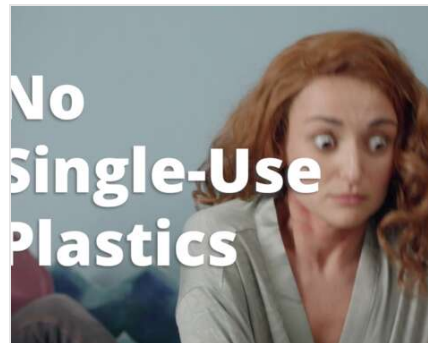
How is your brand prioritizing the reduction
of environmental harm?

Milkman Model

Brands are helping reduce waste with circular delivery services

Trend - Brands are launching circular delivery systems that take inspiration from the traditional "milkman model" in an effort to save materials and reduce waste. These deliveries include hygiene products, food, and alcohol. This is especially useful as the act of recycling not only uses resources but is also highly ineffective since most recyclables ultimately end up in landfills due to improper sorting.

Insight - Consumers have become more informed about the dangers of single-use plastic as it relates to the environment and wildlife. This has prompted the "zero waste" movement where consumers work to avoid using plastic wherever possible and instead purchase in bulk or with reusable containers. Brands are catering to these consumers with initiatives that reduce the environmental footprint of consumers, and consumers are flocking to brands that take on this responsibility, rather than place it on the consumer.



Circular Personal Care Systems

Era Zero Waste Applies the Milkman Model to Personal Care Products



Circular Vodka Deliveries

Jack Rabbit Hill's MEII Vodka Delivery Program Helps to Reuse Bottles



Circular Shopping Platforms

TerraCycle 'Loop' is the First Circular Shopping System



Toronto Soap Delivery Brands

Saponetti Offers Eco-Friendly and Hypoallergenic Soaps

7.2
Score



Naturality
Catalization

4 Featured, 36 Examples
68,620 Total Clicks
URL: [Hunt.to/435352](https://hunt.to/435352)

Brands are helping reduce waste with circular delivery services

How your brand alleviate environmental
concerns for consumers by assuming the
responsibility?

Mycelium Made

Mycelium-based packaging offers an eco-friendly alternative to plastic

Trend - Packaging derived from mushrooms is making waves as brands look to offer or use more environmentally friendly alternatives to wasteful plastic and cardboard packaging. Mycelium-based packaging materials are biodegradable and have significantly lower carbon emissions than their plastic counterparts.

Insight - As consumers begin to take climate change more seriously, they're examining their own impact and the micro and macro ways that they can make changes to reduce it. Eco-conscious consumers are changing everything from the transportation they use to the everyday items they buy in order to reduce their impact and alleviate some of the consumption guilt they feel.



Mushroom-Based Skincare Packaging

Wildsmith Skin's Product Duo Comes in a Compostable Box



Custom Mycelium Packaging Solutions

The Ecovative Mushroom Packaging is 100% Home-Compostable



Biodegradable Fungal-Based Packaging

The Haeckels Mycelium Packaging Performs like Plastic




Mushroom-Based Candle Packaging

Shrine's Candle Box Packaging is 100% Compostable

8.2
Score



 Naturality

4 Featured, 36 Examples

38,760 Total Clicks

URL: Hunt.to/435274

Mycelium Made

Mycelium-based packaging offers an eco-friendly alternative to plastic

How is your brand prioritizing eco-friendly
alternatives or production?

Millennial Move

Millennials are increasingly moving out of cities amid the COVID-19 pandemic

Trend - Developments and products, and campaigns that involve escapist or non-city living are being targeted with Millennial preferences in mind. These come as this generation begins moving back to suburbs, rural areas or vacation-like destinations due to the circumstances surrounding COVID-19.

Insight - The last several months have brought about mass changes around the world, and one of those is the moves that North American Millennials in-particular are making away from city living. Whether it's to do with high living costs or no longer worrying about inconvenient commutes due to the influx of remote work, many Millennials cannot justify living in expensive, populated areas when they can no longer afford to amidst reduced wages and job losses. Within this migration, this generation is seeking products and services that cater to their specific preferences.



Expandable Modular Homes

Module's Home Designs are Designed to Adapt and Grow



Remote Worker Stays

Barbados Offers One Year Visa for Remote Workers



Step-Through Frame Electric Bikes

The Daymak Maxie Large Fat Tire Foldable Electric Bike is Comfy



Rural-Urban Community Concepts

The Orbit: Innisfil is a Vision for the City of the Future

8.1
Score

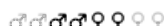
Popularity



Activity



Freshness



Simplicity

Catalyzation

4 Featured, 36 Examples

88,930 Total Clicks

URL: [Hunt.to/435067](https://hunt.to/435067)

Millennials are increasingly moving out of cities amid the COVID-19 pandemic

How is your brand accommodating the
urgent, emerging needs of different
demographics amidst the ongoing
pandemic?

Antibacterial Travel

Travel products are designed with antibacterial materials and functions

Trend - Items designed for on-the-go use are incorporating antibacterial properties as heightened hygiene remains an ongoing part of consumers' routines. With COVID-19 still being a threat to public health, everything from copper-threaded facemasks to disinfecting backpacks are being used to limit exposure to the virus.

Insight - As most of the world carefully reopens businesses and tries to resume life as normally as possible, there still exists a public health threat that both institutions and consumers are well aware of. While consumers are aware that they can't remain in quarantine limbo forever, they're also more cognizant of their personal hygiene habits than ever before. Thus, they're turning to brands that take these issues just as seriously as they do.



Antiviral Smart Textile Masks

Myant Launched a Mask Knitted from Copper and Silver Yarns



Gear-Sanitizing Backpacks

The 'Hygiene20' Smart Sanitizing Backpack Has a UV-C Light Inside



Antibacterial Copper-Infused Face Masks

The 'CSC01 COPPER SHIELD' Face Mask Kills Germs on Contact



Folding Travel-Friendly Car Seats

The 'Taxie' Child Car Seat Offers Impressive Protection

8.5
Score

Popularity



Activity



Freshness



Hybridization

Catalyzation

4 Featured, 36 Examples

143,858 Total Clicks

URL: Hunt.to/434616

Travel products are designed with antibacterial materials and functions

How is your brand accommodating its
customers' new habits?

Low-Alcohol Bar

Bars that prioritize low or non-alcoholic beverages appeal to Gen Z consumers

Trend - Known to drink less than their predecessors, Gen Z is being targeted by brands that are focused on low-alcohol experiences. Instead of the traditional alcohol-fueled bar experience, emerging spaces are offering bars that have low-alcohol or non-alcohol cocktails.

Insight - Gen Z consumers of legal drinking age are known to drink less than Millennials, who already drink less than preceding generations. Thus, their social experiences are less centered around alcohol, but the traditional modes of socializing are still relevant—including going out to consume food and drinks. Brands that are able to prioritize a more health conscious approach to socialization while fusing tradition are appealing to Gen Z consumers.



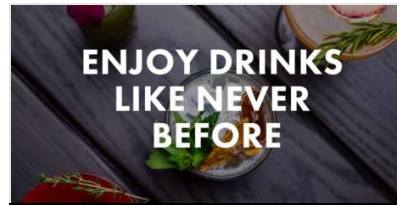
Alcohol-Free Bars

The BrewDog AF Bar Supports "Drink All You Can Jan"



Low-Alcohol Pubs

The Clean Vic by Sainsbury's Serves Only Low- and No-Alcohol Drinks



Vegan Non-Alcoholic Bars

SourTooth Shares a Japanese Speakeasy & Bohemian Nightlife Experience





Low-Alcohol Bars

London's Shaman Helps People Partake in "Healthy Hedonism"

7.2
Score



 Tribalism
 Experience

4 Featured, 34 Examples
25,800 Total Clicks
URL: [Hunt.to/434432](https://hunt.to/434432)

Low-Alcohol Bar

Bars that prioritize low or non-alcoholic beverages appeal to Gen Z consumers

How is your brand drawing in Gen Z
customers?

Brands are launching comfort-focused and performance-driven home attire

Trend - Brands are debuting comfortable fashion items, designed to support consumers when they are at home. The silhouettes are not only packed with performance-driven features—from quick-drying fabrics to flexible constructions—but they are also made to be stylish.

Insight - The balance between aesthetics and functionality is a driving force of consumer purchasing decisions and individuals who are embracing the work-from-home lifestyle, or those who generally prefer to spend more time indoors, are creating a demand for comfortable and stylish products. When these needs are met, consumers feel better supported in the home environment, allowing them to concentrate better on tasks or be more relaxed—which is especially important to those spending increased amounts of time indoors.



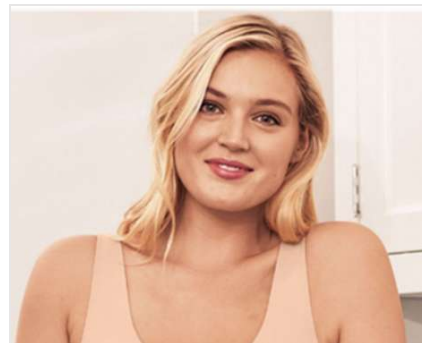
Self Isolation Hoodies

Vollebak's Relaxation Hoodie Was Created for Isolated Living



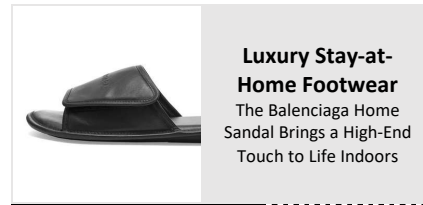
Hybrid Homebody Housecoats

The Offhours Homecoat is Designed Like a Wearable Comforter



Comfort-Focused Functional Intimates

Wacoal's Ultimate Comfort Series is Perfect For At-Home Work



Luxury Stay-at-Home Footwear

The Balenciaga Home Sandal Brings a High-End Touch to Life Indoors



Comfy Quick-Dry Bathrobes

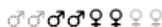
The Casamera Bathrobe Has a Fluffy, Breathable Construction

6.8
Score

Popularity

Activity

Freshness



Curation

Catalyzation

5 Featured, 45 Examples

115,619 Total Clicks

URL: Hunt.to/434394

Brands are launching comfort-focused and performance-driven home attire

How might your brand increase consumer
comfort?

Smart Hygiene

Artificial intelligence-powered hygiene products are on the rise

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

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



Self-Diagnostic Skincare Tools

The AI-Powered Digital Beauty Advisor Offers Unique Recommendations



AI-Integrated Toothbrush Launches

Colgate Created a Smart Toothbrush with an Accompanying App



Customized Smart Skincare

Atypical Cosmetics Uses AI to Create Personalized Skincare Solutions



Handheld Skincare Vacuums

The LONOVE Vacuum Pore Cleaner Prevents Pimples from Developing

7.8
Score

Popularity



Activity



Freshness



Artificial Intelligence

4 Featured, 44 Examples

237,374 Total Clicks

URL: [Hunt.to/434276](https://hunt.to/434276)

Artificial intelligence-powered hygiene products are on the rise

How could your brand use smart tech to
enhance trust in its product/service?

Bio Furnishings

Biodegradable furnishings set a new precedent for interior design

Trend - Environmentally friendly, biodegradable home and retail furnishings are on the rise as designers and consumers look to reduce their environmental foot print. Everything from beds and carpets to restaurant furniture are being adapted with biodegradable materials.

Insight - When it comes to environmental consciousness, consumers are increasingly aware that changing minor aspects of their daily routines won't make an enormous impact on the bigger picture. The larger goal is to shift production and create more regulations for the companies responsible for environmental damage. While they push for this, they still feel a sense of responsibility and look for more ways to alter their habits to minimize their own personal impact--whether that's reducing their use of straws or finding eco-friendly investment pieces.



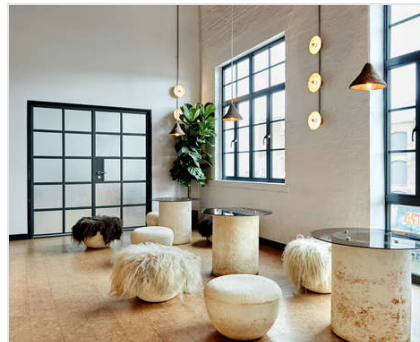
All-Cardboard Cafes

The 'Cardboard' Cafe in Mumbai is Constructed with an Eco-Friendly Material



Eco-Friendly Biodegradable Beds

The Horizontal Button Bed is Made with Replaceable Parts



Zero-Waste Restaurants

The Silo Restaurant in East London Features a Sustainable Menu and Interior



Eco-Conscious Rug Collections

The LOOMY Rugs are Handwoven and Made with Sustainable Materials

8.3
Score

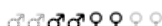
Popularity



Activity



Freshness



Naturality



4 Featured, 36 Examples

92,829 Total Clicks

URL: Hunt.to/433971

Biodegradable furnishings set a new precedent for interior design

How is your brand holding itself
accountable when it comes to its impact on
the environment?

Un-Isolated Senior

Brands are launching initiatives to connect seniors during the pandemic

Trend - Brands are launching products and services aimed at keeping seniors connected and engaged amid the COVID-19 restrictions. These range from playful QSR entertainment to retiree-specific radio station recommendations.

Insight - The COVID-19 pandemic has been a very difficult lifestyle adjustment for people of all ages, and older generations have the added risk of being more likely to be affected by the virus. Although economies around the world are reopening, many social distancing restrictions are still in place and are causing a prolonged period of isolation for this demographic. Countering the collective psychological impact of the ongoing pandemic is just as important as containing the virus itself.



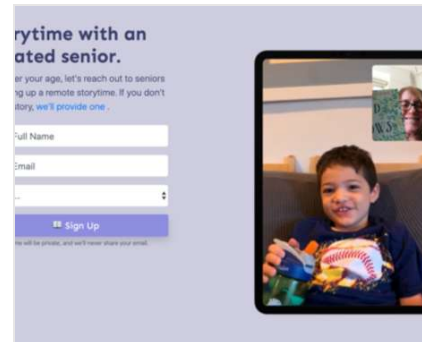
Charitable Luxury Car Events

Porsche Cars Canada Entertained Residents at Long-Care Facility



Senior-Focused QSR Meals

McDonald's Sweden Launches Happy Meal Senior During COVID-19 Lockdown



Remote Storytelling Platforms

Goodnight Zoom Connects Isolated Seniors with Children



Retiree-Specific Radio DJs

Radio Recliner Connects Retirees to the Airwaves to Stay Connected

6.7
Score

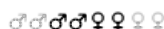
Popularity



Activity



Freshness



Personalization

Authenticity

4 Featured, 35 Examples

18,224 Total Clicks

URL: [Hunt.to/433962](https://hunt.to/433962)

Brands are launching initiatives to connect seniors during the pandemic

How can your brand authentically support
vulnerable populations in challenging
times?

Serum Hybrid

Cosmetic products are adapted with serum-like formulations

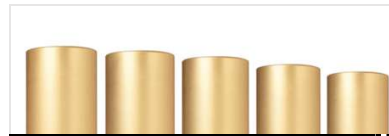
Trend - Makeup items are coming in serum-based formulas to enhance both the appearance of the face, as well as the benefits the products are intended to have. These cosmetic serum hybrids include everything from liquid blush to highlighting pens.

Insight - When it comes to personal care, many consumers opt for streamlined routines that offer them maximum benefits with minimal effort. These individuals turn to hybrid products that ensure their routine remains simple and efficient--all for the purpose of saving time as they go about their busy lives.



Serum Blush Cosmetics

EM Cosmetics' Unique Blush Fuses Skincare and Makeup



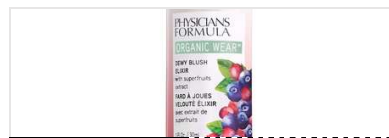
Protective Tinted Serums

The Sérums De Teint Protector & Perfector is Ultra-Sheer



Brightening Beauty Pens

The Miracle Eye Wand Brightening Duo Has Serum & Highlighter



Superfruit Blush Elixirs

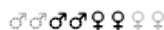
Physicians Formula's Skincare-Like Liquid Blush Nourishes & Hydrates

4.7
Score

Popularity

Activity

Freshness



Hybridization

4 Featured, 36 Examples

27,464 Total Clicks

URL: Hunt.to/433852

Serum Hybrid

Cosmetic products are adapted with serum-like formulations

How is your brand prioritizing consumers
who want to streamline their routines?

Social Recommendation

Apps are connecting consumers by allowing them to share recommendations

Trend - Brands in the technology space are launching apps that allow close-knit social circles, comprised of family and friends, to share their recommendations on movies, restaurants, and more. These platforms aim to replace the anonymous review systems many may have relied on in the past.

Insight - In favor of the element of human touch, consumers are more likely to turn to traditional word of mouth recommendations over curated, artificial intelligent suggestions, or online reviews. Consumers are craving authentic, unbiased recommendations and are no longer naive to fake reviews and other marketing ploys. As a result, these consumers are looking for ways to easily rely on the advice of their social circles and are looking at brands to provided streamlined solutions.

Social Recommendation Platforms
Bingie Emphasizes Word-of-mouth Recommendations for Movie & Shows

Social Content Suggestion Apps
The 'RaterFox' App Offers Content Recommendations from Real People

Friendly Recommendation Apps
The 'Friendspire' App Helps Users Get Input from Friends on Topics

P2P Social Shopping Apps
LetsBab Lets Consumers Share and Shop Brands Via Messenger

Recommendation-Based Video Steaming Services
HBO Launches Free 'Recommended by Humans' Tool

6.0
Score



5 Featured, 54 Examples
36,962 Total Clicks
URL: [Hunt.to/433365](https://hunt.to/433365)

Social Recommendation

Apps are connecting consumers by allowing them to share recommendations

How can your brand leverage the influence
of friends and family to reach consumers?

Virtual Crowd

Companies are creating solutions to allow fans to attend live virtual events

Trend - Companies are creating technologically-integrated solutions that allow the public to attend live events, including professional sporting events, and live concerts. This was made possible through the use of video conference technology that can place people in the crowd, as well as virtual reality technology.

Insight - With ongoing uncertainties around what the future will look like when it comes to health and safety, many people are looking for escapist activities to engage in as a coping mechanism. Escapist content can be more effective if it mimics what viewers are used to watching, and it can bring viewers a degree of normalcy into their lives.



Virtual Music Festivals

Music Lives is a Three-Day Virtual Event on Oculus Venues



Virtual Crowd Beer Promotions

Michelob Ultra Launched Virtual Crowd Promotion with the NBA



Digital Fan Experiences

The NBA Will Rely on Microsoft Teams to Create Virtual Crowds at Games



Digitally Rendered Crowd Partnerships

Fox Sports Will Broadcast MLB Games with Digital Crowds

7.3
Score



Experience
Catalyzation

4 Featured, 36 Examples
27,077 Total Clicks
URL: Hunt.to/433226

Companies are creating solutions to allow fans to attend live virtual events

How can your company leverage escapism?

Design-Forward Signage

Creatives are delivering aesthetic-driven designs to encourage distancing

Trend - As countries are beginning to ease COVID-19 lockdown restrictions, designers are launching captivating and artistic signage to remind people to physically distance. These "installations," which are often used as guides, are prevalent in public spaces, as well as artistic institutions, where they encourage mindfulness while maintaining an aesthetic language.

Insight - Many contemporary consumers—especially younger demographics—are mindful of aesthetics, both in their personal lives, as well as the spaces that they frequent. Being a predominantly visual culture entails that consumers in this age engage and are captivated by objects that are appealing to the eye. As a result, individuals tend to pay more attention and respond better to cues that suit their aesthetic expectations or that of the space they are in.



Physical Distancing Designs

The Comune di Milano is Calling for Help from Architects & Designers



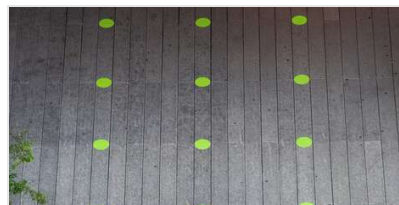
Design-Forward Social Distancing Signage

Sam Barron Debuts "Brick-and-Mortar" Signage



Social Distance-Encouraging Installations

Caret Studio's Gridded System Brings Awareness



Dotted Social Distancing Markers

Paula Scher Encourages Distancing with Painted Green Dots

7.2
Score



Curation
 Experience

4 Featured, 26 Examples

29,173 Total Clicks

URL: [Hunt.to/432984](https://hunt.to/432984)

Design-Forward Signage

Creatives are delivering aesthetic-driven designs to encourage distancing

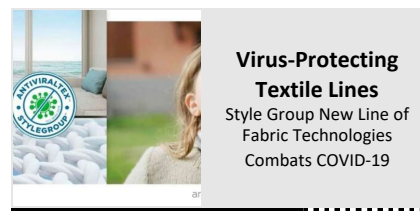
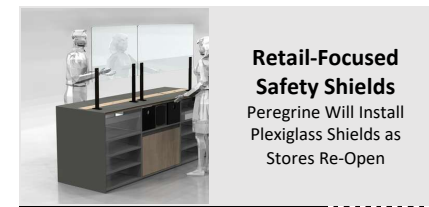
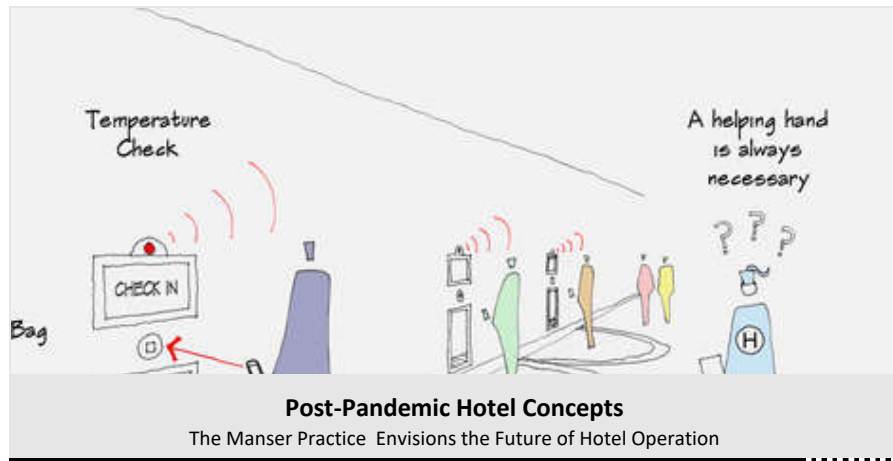
How might you enhance the aesthetic
presentation of COVID-19 signage for your
brand/institution?

Post Hospitality

The hospitality industry is making changes to accommodate post-pandemic health


Trend - The hospitality industry will take some time to fully recover from the economic hits it's taken as a result of the COVID-19 pandemic, but its gearing up for an uptick in demand anyway. New measures and products that prioritize safety and sanitization are increasingly important to businesses and customers in this space.


Insight - As consumers look to resume their normal lives pre-pandemic, the psychological impact from experiencing the worst of the pandemic will still affect their consumption behaviors. These individuals are turning to brands that prioritize safety as much as they do experience and service, so they can feel comfortable in the process of resuming everyday life.



7.6
Score



 Hybridization

 Catalyzation

5 Featured, 43 Examples

77,803 Total Clicks

URL: [Hunt.to/432925](https://hunt.to/432925)

The hospitality industry is making changes to accommodate post-pandemic health

How is your brand adjusting to post-
pandemic safety?

PPE Skincare

Beauty brands are launching products to combat acne caused by facial coverings

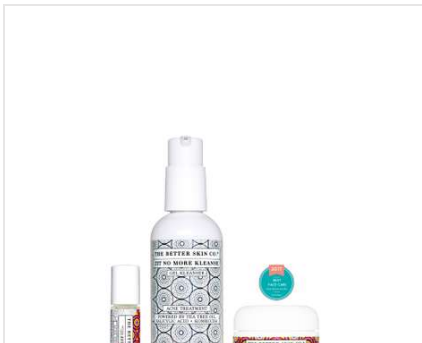
Trend - At a time when people are wearing masks to protect from COVID-19, many are exposing their faces to more irritation than usual. This has resulted in the issue of "maskne" for some consumers— which is acne along the cheeks and jawline. Brands in the beauty industry are supporting consumers with targeted products to reduce these breakouts.

Insight - The COVID-19 pandemic has fundamentally changed the way consumers interact with the world, requiring elevated hygiene practices. To adjust to the "new normal," consumers are accepting that lifestyle changes are necessary and are seeking new products and services to elevate this transition. As consumers continue to feel a sense of unease in the world, many are looking to manage the things within their control, specifically by focusing on their grooming and hygiene regimes.



Face Covering-Specific Skincare

KES NYC Launched a Collection of Beauty Products to Combat Maskne



Anti-Breakout Skincare Sets

The Better Skin Co. Treats 'Maskne' with a Three Product Combination



All-in-One Acne Serums

Peace Out Skincare's Acne Serum Helps with "Maskne"



All-in-One Skincare Gels

Murad's Clarifying Oil-Free Water Gel Soothes, Exfoliates & Refreshes

6.3
Score



Hybridization
Naturality

4 Featured, 34 Examples
66,790 Total Clicks
URL: [Hunt.to/432869](https://hunt.to/432869)

Beauty brands are launching products to combat acne caused by facial coverings

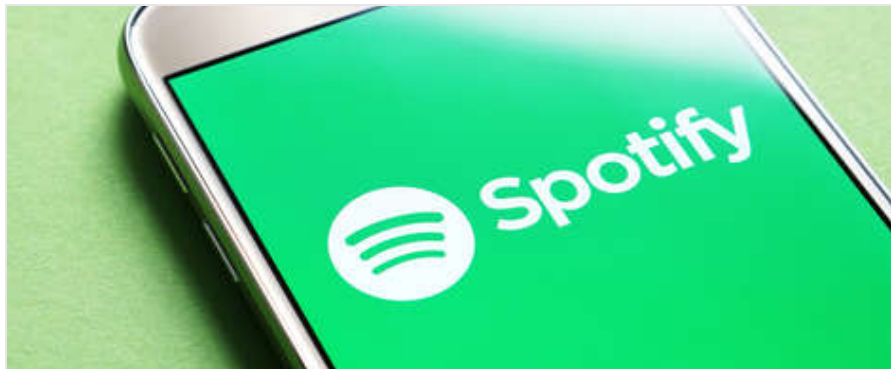
How can your brand support consumer
concerns amid and post-COVID?

Subscription Sharing

Brands in the tech space are making it easy to share subscription passwords

Trend - Brands in the technology space are creating platforms to help users easily share subscription passwords in a safe and controlled way. These range from web extensions to password-managing apps and enable users to share content on streaming profiles.

Insight - As consumers spend more time consuming content on a plethora of streaming services, many view these streaming services as a shared commodity rather than a proprietary resource. Specifically, Millennial and Gen Z consumers that have grown up with unprecedented access to free streaming and mass file-sharing. As a result, brands are jumping into this sharing economy with platforms that serve the consumer's desire to safely share access to digital goods.



Two-Person Music Streaming

Spotify Will Launch Its Premium Duo Feature in 14 New Countries



Subscription Sharing Platforms

DoNotPay Now Offers a Subscription Sharing Extension

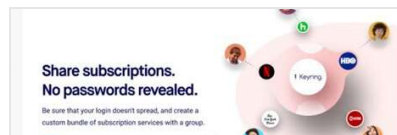


Digital Security for Everyone

Everything on your iPhone. It's time to get the most out of your iPhone. It's time to get the most out of your iPhone. It's time to get the most out of your iPhone.

Password Manager Apps

The Passlock App Securely Stores Your Passwords and Personal Information



Share subscriptions. No passwords revealed.

Be sure that your login doesn't spread, and create a custom bundle of subscription services with a group.

Subscription-Sharing Web Extensions

Keyring Lets Users Share Subscriptions Without Passwords

5.0 Score



Hybridization
Curation
Simplicity

4 Featured, 36 Examples
13,877 Total Clicks
URL: [Hunt.to/432837](https://hunt.to/432837)

Subscription Sharing

Brands in the tech space are making it easy to share subscription passwords

How can your brand leverage the sharing
economy to entice consumers?

Robot Retail

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

Trend - Autonomous devices in retail spaces that ensure limited contact between employees and customers are on the rise. Though these technologies have been used sporadically, they're in accelerated development due to the implications of retail openings amidst the ongoing pandemic.

Insight - As people and brands adjust to reopened economies, safety is still a primary concern. Understanding the continued health risks, people are venturing out of their homes and shopping as long as they know that the retailers they visit are taking their health, and the health of their employees, seriously.



Smart Shopping Carts

The Amazon Dash Cart Knows What Shoppers Purchase



Bookstore Assistance Robots

The 'AROUND B' Robot Carries Books for Browsing and Purchasing



No-Contact Robotic Restaurants

KFC Opened a No-Contact "Restaurant of the Future" in Russia



Contactless Delivery Robots

Starship Technologies is Releasing Its Delivery Robots to New Cities

9.1
Score

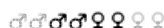
Popularity



Activity



Freshness



Catalyzation

4 Featured, 36 Examples

60,375 Total Clicks

URL: Hunt.to/432747

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

How can your brand go above and beyond
to protect customer and employee health?

Ageless Campaign

Clothing brands ensure adequate age representation in their campaigns

Trend - The fashion industry's long history of exclusion is slowly being addressed, and brands in this space are now increasingly addressing age discrimination or exclusion by including models of all ages in their campaigns.

Insight - Today's consumer now expects a more authentic form of marketing, in which the many facets of their appearances and identities are represented. Rather than appreciating the traditional, aspirational marketing that they were once accustomed to, consumers are now looking for real world applications and representation in the brands they choose to purchase from. These individuals are drawn to companies that understand and reflect the needs and identities of their target audiences.



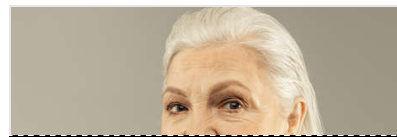
Mature Women-Celebrating Campaigns

Knix's New Lingerie Campaign Exclusively Features Women Over 50



All-Ages Bodysuit Campaigns

Inamorata Women's Bodysuit Collection is Modeled by a Diverse Group



Mature Modeling Agencies

Grey Model Agency Works with Mature Models Who Redefine the Industry



Age Diversity Underwear Ads

The Knix 'Age Doesn't Matter' Campaign Celebrates Beauty at Any Age

7.0
Score



Catalyzation
 Authenticity

4 Featured, 45 Examples
81,198 Total Clicks
URL: [Hunt.to/432672](https://hunt.to/432672)

Ageless Campaign

Clothing brands ensure adequate age representation in their campaigns

How could your brand better represent the
diversity of its target audiences?

Parental Support

Brands are launching specific platforms to support parents amid COVID-19

Trend - To support families amid COVID-19, brands have launched resources to help new parents cope with the challenges of the "new normal." These range from mental health platforms to virtual parenting communities and seek to alleviate some of the burdens of raising children in the midst of a pandemic.

Insight - The COVID-19 pandemic has been especially challenging for parents attempting to work, homeschool, and finish chores while dealing with their upturned lifestyles. These consumers are lacking the traditional, in-person support system many would lean on during this phase of their life, and with social distancing regulations still in place, many are looking to connect with others and receive guidance during a time that may feel especially isolating.



headspace

Parental Mental Health Promotions

WaterWipes is Gifting Parents a 3-Month Headspace Subscription



Family-Centric Educational Online Hubs

NatGeo@Home Responds to the Educational Impacts of COVID-19



Virtual Parenthood Hubs

WaterWipes' Early Days Club Supports New & Expecting Parents



Family-Specific Mental Health Platforms

TheFamilyHelpNetwork.ca Launched a Mental Health Campaign

5.3
Score

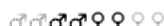
Popularity



Activity



Freshness



Tribalism

Prosumerism

4 Featured, 30 Examples

21,241 Total Clicks

URL: [Hunt.to/432538](https://hunt.to/432538)

Parental Support

Brands are launching specific platforms to support parents amid COVID-19

How can your brand support specific
consumer needs during crisis?

Non-Binary Tech

Brands in the technology space are launching gender-fluid characters

Trend - Technology brands ranging from video games to smartphones are now including non-binary characters for consumers to use as representation. These include AI assistants, video game avatars, and emojis.

Insight - Consumers are demanding representation at all levels and from all businesses they frequent. This is especially prevalent in younger demographics, including Gen Z and Millennial consumers, who are less conservative and have become more educated on inclusion and self-representation. As a result, they are unencumbered by the social restrictions of the past and are seeking the opportunity to represent themselves digitally with the same ease of their cis-gendered peers.



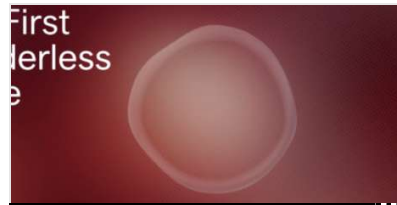
Gender Fluid Emojis

Google Expanded its Emoji Collection with 53 Non-Binary Characters



Gender-Neutral Video Games

Animal Crossing: New Horizons Features Gender-Neutral Characters



Non-Binary Tech Voices

Virtue Creates 'Q' — the First Genderless Voice for Smart Technology



Non-Binary Inclusive Emojis

Apple Expanded its Emoji Offerings to Include Non-Binary People

5.2
Score

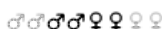
Popularity



Activity



Freshness



🎯 Curation

🌐 Tribalism

📊 Experience

4 Featured, 36 Examples

96,961 Total Clicks

URL: [Hunt.to/432158](https://hunt.to/432158)

Brands in the technology space are launching gender-fluid characters

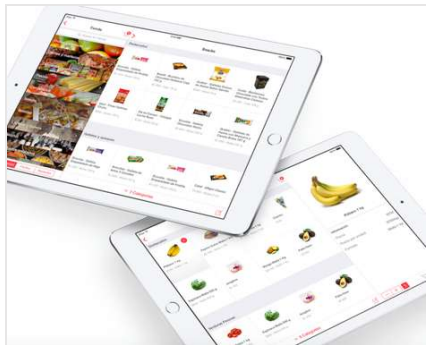
How can your brand offer better
representation?

Delivery Acquisitions

Food delivery services are acquiring other companies to expand reach

Trend - Food delivery companies are purchasing other companies in the same industry in order to increase reach. Purchasing these companies gives organizations new infrastructure that can be used to serve additional markets, without draining the resources of the original company.

Insight - During social distancing orders many food delivery services are experiencing an increase in demand, in part due to COVID-19, and are attempting to capitalize on this uptick. Increased capacity can help these food delivery organizations serve new markets and expand operations. If these organizations can capitalize on the changing circumstances, they could showcase adaptability in uncertain markets.



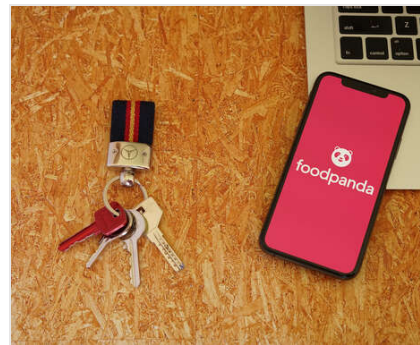
Grocery Delivery Acquisitions

Uber Acquired Grocery Delivery Startup
Cornershop



Mobile Food Delivery Acquisitions

Grubhub Was Recently Acquired by the Just Eat
Platform



Food Delivery Corporate Purchases

Foodpanda Purchased a Food Delivery Service
Named Donesi.com



Corporate Food Delivery Acquisitions

Uber Recently Purchased the Postmates Food
Delivery Platform

4.9
Score

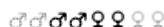
Popularity



Activity



Freshness



Hybridization

Catalyzation

4 Featured, 30 Examples

20,041 Total Clicks

URL: Hunt.to/432160

Delivery Acquisitions

Food delivery services are acquiring other companies to expand reach

How can your organization capitalize on
COVID-19-related changes in consumer
demand?

Gamified Profession

Experiential training and onboarding is accelerated through tech

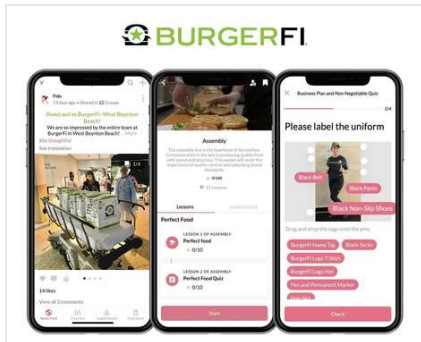
Trend - The process of training and onboarding employees is increasingly being enhanced with the help of gamified technology, a process that may become more common as remote work becomes the norm. These platforms aim to enhance skills and engagement in the process of training.

Insight - As remote work has become normalized and in many cases around the world, mandatory, business owners are looking for ways to enhance engagement and interactions among new employees. Training is a crucial step for individuals transitioning into new roles, and requires interactivity in order for skills and policies to be learned effectively. Thus, employers are turning to gamification in order to better connect to employees in transition.



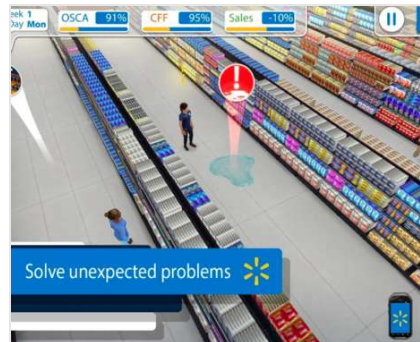
Experiential VR Experiences

Foundry 45 Generates Unique Material to Suit Diverse Client Needs



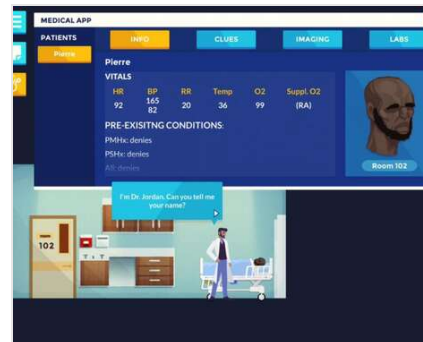
Employee Engagement Platforms

BurgerFi Uses an App to Support Training, Communication & Engagement



Gamified Training Apps

The Walmart Spark City App Challenges Trainees in a Virtual Retail Setting



Gamified Doctor Training

Night Shift by Schell Games is Designed for Emergency Room Physicians

7.2
Score



Gamification
 Artificial Intelligence

4 Featured, 36 Examples

84,685 Total Clicks

URL: [Hunt.to/431937](https://hunt.to/431937)

Experiential training and onboarding is accelerated through tech

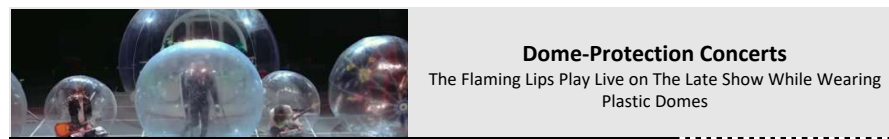
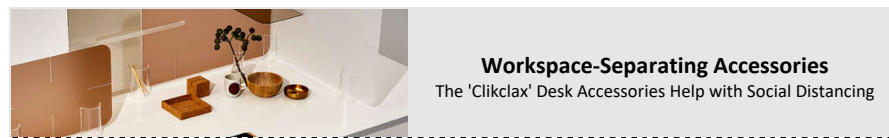
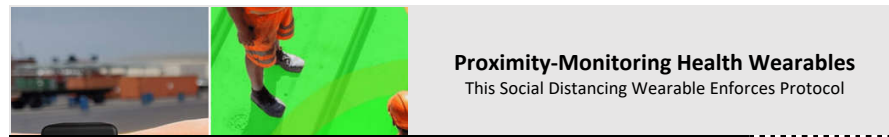
How could your brand use gamification to
enhance the training process for new
employees?

Design Distancing

Design-forward distancing accessories ensure public health amidst reopenings

Trend - Design-focused accessories that are created to keep physical distancing measures in place amidst post-COVID reopenings are increasingly common as brands and businesses look to restart pre-COVID operations. These fashionable accessories are aesthetically pleasing in order to raise the likelihood of use among consumers.

Insight - Now that many parts of the world are beginning to see declining numbers of COVID cases, staggered reopenings can be observed and consumers' lives are slowly returning to a modified "normal." Safety and public health are still a concern for individuals and institutions alike, and so people seek out ways to protect their personal health while resuming their day-to-day.



8.2
Score



Simplicity

4 Featured, 36 Examples

91,779 Total Clicks

URL: Hunt.to/431887

Design-forward distancing accessories ensure public health amidst reopenings

How is your brand balancing safety with
resuming day-to-day operations?

Dance Marketing

Companies are leveraging social media dance popularity for marketing campaigns

Trend - Many companies are increasing their presence on video-based social media apps with popular viral dances. These companies are frequently using these platforms to launch marketing campaigns with dancing elements. Often times these campaigns will reward consumers for their participation with discounts.

Insight - Millennial and Gen Z consumers are spending a lot of time on social media as a recreational activity. These consumers participate in social media because it provides them with a platform to express themselves authentically, including sharing their values and experiences. This demographic often connects with brands that can recreate their social media habits.



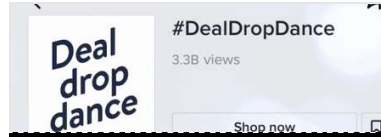
Ad Response Dance Videos

Doritos Launched an AI App Campaign Placing People in Its Latest Ad



Fast Food Dance Challenges

Burger King is Trading Whopper Dance Moves for Discounts on TikTok



Dance-Based Superstore Campaigns

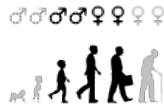
Walmart Leverages TikTok to Reach Millennial Parents



Player-Celebrating Game Campaigns

UNO's #unowhouyare Celebrates Four Unique Types of Players

6.5 Score



Gamification
 Authenticity

4 Featured, 36 Examples
33,855 Total Clicks
URL: Hunt.to/431820

Companies are leveraging social media dance popularity for marketing campaigns

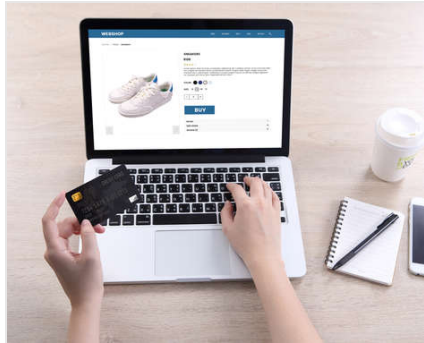
How can your organization foster
engagement with users of social video
apps?

E-commerce Support

E-commerce businesses are supporting the sellers they work with due to COVID-19

Trend - E-commerce companies are increasingly supporting the organizations in their supply chains that have been financially impacted by COVID-19. The support comes in a number of different forms including cash advances, transition programs, offering discounts, and reducing storage fees.

Insight - E-commerce platforms are experiencing a drastic uptick in demand as many consumers are unable to, or unwilling, to shop in-store due to health and safety concerns. Many of these e-commerce companies are facing pressure to capitalize on increases in demand, while ensuring the financial stability of the companies that supply products to e-commerce platforms. By supporting those they work with, these companies are able to create a mutually beneficial relationship with clients and sellers.



E-Commerce Financing Initiatives
Merchant Growth is Distributing E-Commerce Funding Due to Demand



E-Commerce Cash Flow Influxes
Shopify Will Distribute Interest Free-Cash Advances Due to COVID-19



E-Commerce COVID-19 Support
Yo!Kart is Distributing COVID-19 Support to Various Businesses

HERE'S TO STAYING

UP & RUNNING

ebay

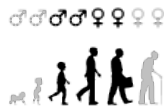
E-Commerce Transitional Programs

eBay's Up and Running Program Helps Businesses Transition

Reduced E-Commerce Storage Fees

Amazon Waived Inventory Storage Fees to Help Sellers Cope

6.7
Score



Simplicity
 Catalyzation

5 Featured, 44 Examples
29,568 Total Clicks
URL: Hunt.to/431769

E-commerce businesses are supporting the sellers they work with due to COVID-19

In what ways can your organization benefit
from helping other groups?

Remote patient monitoring becomes more common in the healthcare space

How can your brand better adjust for a
post-COVID world?

Voiced Senior

Voice-activated technology helps seniors in their day-to-day

Trend - Voice-activated technology designed specifically for seniors is on the rise as companies look to offer accessible solutions for the needs that older demographics have. Products include everything from voice assistants to personal monitors that can be activated via speaking.

Insight - For senior consumers, accessibility is often top-of-mind when they're considering purchases. Common issues that affect seniors, like mobility issues or social isolation, can be alleviated with the help of technology that aims to make their lives easier. This demographic seeks products and services that are able to enhance their routines, with extra consideration for the physical or mental restrictions they may have.



Senior Support Voice Assistants

MobileHelp and LifePod Solutions Debuted a New Service at CES 2019



Subtle Senior-Fall Monitors

The VitalBand is a Discrete Fall-Detection Watch for Seniors

5.1
Score



Artificial Intelligence 2 Featured, 36 Examples
Personalization 51,631 Total Clicks
URL: Hunt.to/431441

Voice-activated technology helps seniors in their day-to-day

How is your brand prioritizing accessibility
in its product/service?

Companies are developing precautionary platforms for safe store visits

How can your company practice safety standards during COVID-19?

Micromobility companies are centering service around rider safety features

How can your company better serve safety-conscious consumers?

Protest Security

Activists use tools that help protect their identities while protesting

Trend - Activism has long been dangerous for those who are protesting injustice, and with the uptick of racial justice protests around the world, many are turning to technology to help protect their identities. Apps and masks that keep individuals from being identified allow them to protect their identities in the event that they face dangers as a result of being vocal about social issues.

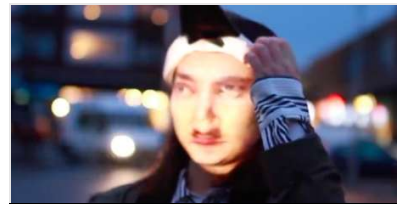
Insight - In the modern age, protesting is increasingly dangerous to individuals as advanced surveillance technology makes it easier to track people who are vocal about societal injustices. People are concerned about how being an activist can impact their livelihoods, freedoms and even lives, and are creating solutions to these issues that include the protection of their identity, and the identity of others.



Blurring Anti-Facial Recognition Masks
The Surveillance Exclusion Mask Protects Your Identity



Identity-Protecting Camera Apps
Anonymous Camera Strips Photos & Videos of Identifying Information



Wearable Face Projectors
HKU Design's New Concept Helps Protect the Wearer's Identity



Face-Blurring Image Tools
Image Scrubber Quickly and Easily Removes Faces From Photos

6.0
Score



Catalyzation

4 Featured, 30 Examples

24,990 Total Clicks

URL: [Hunt.to/430999](https://hunt.to/430999)

Activists use tools that help protect their identities while protesting

How could your brand better prioritize
issues related to safety and inclusion?

Dome Safety

Brands are implementing dome-shaped designs to address safety concerns amid COVID-19

Trend - In light of the COVID-19 pandemic, social distancing has become a necessity to slow the spread of the virus. As a result, brands are implementing clear geodesic domes to provide services to consumers, including using the design for live concerts, outdoor dining experiences, and hot yoga classes.

Insight - As economies slowly begin to reopen, many consumers are wary of interacting with the community for fear of the virus. These consumers are looking for ways to return to a new sense of normal and begin resuming their previous activities, in a safe and protected manner. As a result, they are turning to brands that allow for public interactions that comply with safety regulations.



Geodesic Domes Hotel Patios

Westin Bayshore Launched Geodesic Domes for Its Patio Guests



Bio-Containing Gridshell Pods

Gregory Quinn Boasts the SheltAir as a Solution to Isolate Patients



Yoga-in-a-Dome Experiences

Imnts Debuted New Social Distancing-Friendly Outdoor Yoga Events

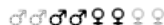


Dome-Protection Concerts

The Flaming Lips Play Live on The Late Show While Wearing Plastic Domes

7.9
Score

Popularity



Activity



Freshness



Experience

Many to Many

4 Featured, 35 Examples

28,303 Total Clicks

URL: Hunt.to/430997

Brands are implementing dome-shaped designs to address safety concerns amid COVID-19

How can your brand re-imagine its services
to prioritize safety?

Inclusive Language

Brands are launching campaigns that identify how language can be oppressive

Trend - Brands are understanding that the everyday language we use, shapes the way society views the world. As a result, many have launched inclusive language initiatives that challenge the world to rethink the words that are used. These range from anti-racist coding campaigns to anti-sexist language campaigns.

Insight - Consumers are no longer standing for the oppressive tendencies used in the past and understand the nuanced ways systemic inequality presents itself throughout society. These informed consumers are no longer accepting of brands that simply pay lip service to progressive causes. As a result, they expect brands to actively fight these damaging stereotypes.



Anti-Sexist Language Campaigns
Babbel Highlights Sexist Terms Ahead of International Women's Day



Bold Stammer Acceptance Campaigns
Zag Debuted 'Stamma' its Vibrant Inclusive Speech Campaign



Anti-Racist Tech Language Initiatives
Github to Remove Racially Insensitive Terms Like 'Master'



Anti-Gender Bias Coding Campaigns
22squared Tampa Launches Campaign to End Sexism in AI Assistants

5.7
Score



Catalyzation

4 Featured, 34 Examples

65,483 Total Clicks

URL: [Hunt.to/430959](https://hunt.to/430959)

Inclusive Language

Brands are launching campaigns that identify how language can be oppressive

The
picture
can't be
displayed.

How can your brand rethink its social
responsibility to support equality?

Systemic CSR

Consumers call for ever-more authentic forms of corporate social responsibility

Trend - Corporate social responsibility is integral today. The Internet enables consumers to research whether a company's CSR plans are more marketing-based than action-oriented, and so brands are utilizing their reach to advocate within greater systems of power (as opposed to ways that exist solely within the brand's eco-system).

Insight - Acts of injustice are amplified in the social media age. Thus, this generation is not able or willing to turn away from these issues, making CSR more important than ever. The Internet also enables more education on political issues, heightening their expectations of brands' claims to advocacy. In the example of anti-racism initiatives and the uproar of May 2020, supporters understand the pervasiveness of systemic racism, and how large brands are in a unique position to dismantle it from the top-down.

Branded Anti-Racist Initiatives
IBM Emb(race) Calls on Congress to Ensure Racial Equality

Inclusive Free Streaming Initiatives
Cineplex Debuted the 'Understanding Black Stories' Project

Donation-Matching Inclusive Initiatives
Dropbox Black Lives Matter to Match Donations Made in June

Branded Racial Equality Initiatives
HP Leading With Values Aims to Combat Systemic Racism

4.8
Score



- Catalyztion
- Authenticity
- Many to Many

4 Featured, 20 Examples
14,166 Total Clicks
URL: [Hunt.to/430944](https://hunt.to/430944)

Consumers call for ever-more authentic forms of corporate social responsibility


How can your corporate social responsibility
initiative go even further beyond
marketing?

Cardboard Cosmetic

Cosmetic packaging that avoids plastic use has a smaller carbon footprint

Trend - The cosmetic industry's environmental impact is vast, particularly due to its overuse of throwaway plastics. Some brands in this space are aiming to change that with cardboard (or mixed cardboard) packaging solutions that are recyclable, or create less waste in the process of production.


Insight - The short and long-term impacts of climate change are increasingly understood by consumers, as activists, scientists and politicians make the urgency of the current state of the environment known. The growing consumer anxiety that's come from this education has resulted in many looking to change their lifestyles in small ways in order to reduce their personal impact. Brands that facilitate this process, particularly when it goes against industry norms, are perceived by consumers as being ahead of the game.




Cardboard-Based Lotion Tubes
La Roche-Posay's Cosmetic Tubes Help to Reduce Plastic Waste




Multi-Part Eco Cosmetics Packaging
Mktg Industry's S2R Reduces Plastic in Cosmetics Recycling



Affordable Luxury Skincare Kits
SEPHORA Launches a Comprehensive Three-Step Essentials Kit



Waste-Reducing Natural Skincare
Skin Academy's Zero Range is All-Natural & Sustainably Packaged



Cold-Processed Organic Soaps
Avril Organics' Body Soaps are Non-Toxic and Nourishing

6.8
Score



Hybridization
Naturality

5 Featured, 54 Examples
76,582 Total Clicks
URL: [Hunt.to/430863](https://hunt.to/430863)

Cosmetic packaging that avoids plastic use has a smaller carbon footprint

How do you foresee your brand adapting as
climate change becomes a bigger issue?

Contactless Shopping

Brands are enabling consumers to safely try out products amid COVID-19

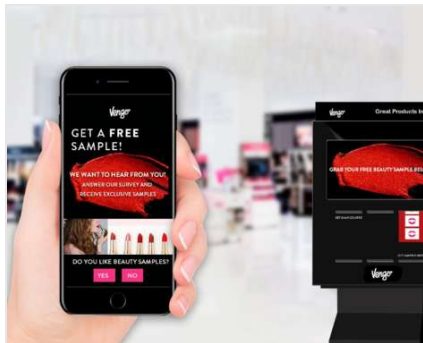
Trend - Brands in different industries—especially those in fashion and food & beverage—are adapting the shopping experience to meet the health and safety concerns of consumers. As a result, more brands are introducing contactless methods of sampling products or trying on clothes.

Insight - The COVID-19 pandemic has made consumers extremely aware of what they come in contact with. Due to safety concerns pertaining to sanitation, many are reluctant or unable to re-engage in activities, which were previously enjoyed in a carefree manner. Amid these enforced and psychological restrictions, consumers are looking to replicate the recreational experiences they once engaged in, while prioritizing safety.



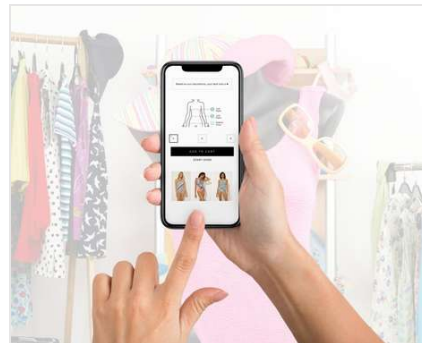
Virtual Whiskey Events

The Virtual Whiskey Show Supports At-Home Sampling



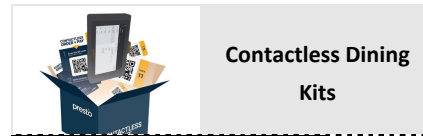
Contactless Sampling Kiosks

Vengo's Digital Kiosks Promote Discovery, Wellness and Safety



AI-Powered Digital Fittings

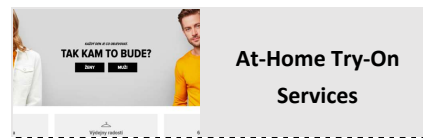
Contactless Fit Supports Clothing Stores Reopening Post-COVID



Contactless Dining Kits

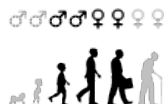


Virtual Contact Lens Try-Ons



At-Home Try-On Services

7.7
Score



Experience

Catalyzation

6 Featured, 52 Examples

68,678 Total Clicks

URL: [Hunt.to/430741](https://hunt.to/430741)

Contactless Shopping

Brands are enabling consumers to safely try out products amid COVID-19

How can your brand pivot to accommodate
consumer safety concerns amid a crisis?

Black-Owned Support

Brands are making it easier to support black-owned businesses

How can your brand serve under-
represented communities?

Biometric Health

Companies are utilizing biometric technology to safely monitor health screenings

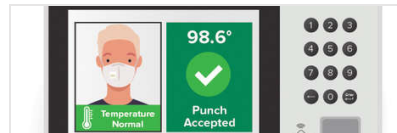
Trend - As COVID-19 forces the world to respond with safety precautions, some brands are leveraging biometric technology as a touchless health procedure. Public and work places are scanning anyone who enters the premise using a solution that tracks temperature at a safe distance to limit contact.

Insight - As COVID-19 restrictions slowly lift, consumers are transitioning back to their routines before the pandemic. This includes shopping, traveling, or working in a shared space. As these routines gradually return, consumers are still concerned about possible health risks. They look for solutions that reassure them that public spaces are safe so they can go about their routines with less anxiety.



Infrared Employee Health Scanners

The Conceptual 'VERO' Scanner Tracks Wellness to Ensure Safety



Touchless Time Clocks

Ascentis' Time Clocks Integrate Voice Commands & Temperature Sensors



Biometric Virus Screening Apps

Health Pass by CLEAR Offers Technology Linked to One's Identity



Biometric Fever Screening Technology

Dermalog Implements Fever Screenings at a Shopping Mall

6.3
Score

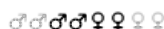
Popularity



Activity



Freshness



Artificial Intelligence

4 Featured, 34 Examples

35,783 Total Clicks

URL: Hunt.to/430583

Companies are utilizing biometric technology to safely monitor health screenings

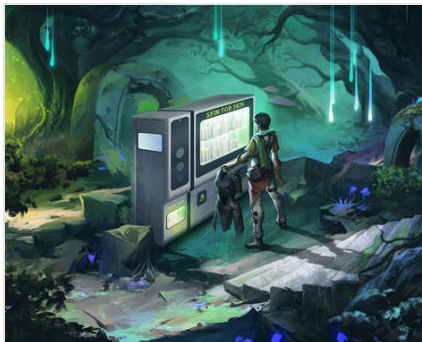
What can your brand do to provide an
added level of safety for consumers post-
COVID restrictions?

In-Game Experience

Brands market their products and offerings with in-game experiences

Trend - With gaming being an increasingly popular form of entertainment, particularly under stay-at-home orders, brands outside this industry are collaborating with it in unique ways. In-game product experiences are on the rise and showcase artistry, retail stores and products in a way that prioritizes virtual engagement when in-person engagement isn't an option.

Insight - Now that retail and entertainment industries have undergone rapid changes that, in some cases, will remain indefinitely, consumers are re-thinking what they value when it comes to branded engagement. Now that they're not going out of their way to seek experiences out, they expect that brands seamlessly integrate them into the habits they're already taking part in--gaming and social media are two areas in which this can be done.



Video Game Skincare Campaigns

Apotek Hjärtat's Skin for Skin Targets Gamers on Steam



In-Game Art Galleries

The Getty Museum's Tool Lets Players Import Art in Animal Crossing



In-Game Museum Tours

Monterey Bay Aquarium is Hosting Virtual Tours of Animal Crossing's Museum



Virtual Ice Cream Shops

Sweet Ritual Created a Virtual Destination Within Animal Crossing

6.4
Score

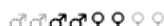
Popularity



Activity



Freshness



Co-creation

Gamification

Experience

4 Featured, 35 Examples

229,338 Total Clicks

URL: [Hunt.to/430496](https://hunt.to/430496)

In-Game Experience

Brands market their products and offerings with in-game experiences

How is your brand adapting to changed
consumer needs and expectations?

Apps that are typically used by younger demographics see a boost among seniors

Trend - With COVID-19 being risky for senior citizens in particular, stay-at-home orders are especially important to keep this demographic safe. Thus, they're having to adapt just as much as everyone else when it comes to staying healthy and connected with others. As a result, brands that offer online services like virtual exercise and conferencing are seeing a boost in senior engagement.

Insight - In many ways, senior citizens have been hit harder than other demographics when it comes to the COVID-19 pandemic. On top of being more likely to face serious consequences as a result of contracting the virus, they've also been more psychologically harmed by the isolation that's been imposed on people around the world, particularly those who live in care homes. Thus, those who have the capacity to engage in the platforms that are keeping people entertained and connected are going to be a priority for this older generation as well.

Remote Storytelling Platforms
Goodnight Zoom Connects Isolated Seniors with Children

Boomer-Targeted Yoga Apps
Yoga for Seniors & Adults is an App that Helps with Mobility

Increased Engagement Multimedia Apps
Snapchat is Seeing a High Growth Rate Among Boomer Users

Video App Market Expansions
The Houseparty App is Seeing an Increased User Base Among Boomers

4.7
Score



Experience

Catalyzation

4 Featured, 36 Examples
93,306 Total Clicks
URL: [Hunt.to/430467](https://hunt.to/430467)

Apps that are typically used by younger demographics see a boost among seniors

How is your brand finding ways to engage
under-served demographics?

Antimicrobial Extension

Companies are eliminating unnecessary contact with portable gadgets

Trend - With the COVID-19 outbreak, brands are launching antimicrobial designs that help consumers eliminate unnecessary contact. These designs act as an extensions of the hand to limit contact with any lingering bacteria on public surfaces such as door handles and shopping carts.

Insight - The global threat of COVID-19 raises concerns for hygiene and sanitation more than ever before. Consumers are more conscious of what they come in contact with and are mindfully eliminating any germs from spreading. As a result, they turn to products that prioritize hygiene in ways that seamlessly blend into daily life.



Stylish Multi-Purpose Hygiene Tools

PLEASURES and SafeTouch Released a Claw-Like Multi-Tool



Antimicrobial Multipurpose Hand Gadgets

The Corohook Helps Users Avoid Contact With Public Surface



Anti-Contact Keychains

The KeySmart 'CleanKey' is Made from Antimicrobial Copper Alloy



Slim Copper Door Openers

The 'SANITAS' Antibacterial Hygiene Card Can be Stored Easily in a Wallet



Hygienic EDC Keychains

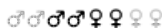
The 'Stay Safe Carabiner' Opens Doors, Presses Buttons and More


8.4
Score

Popularity 

Activity 

Freshness 



 Hybridization

 Curation

 Catalyzation

5 Featured, 33 Examples

63,462 Total Clicks

URL: [Hunt.to/430204](https://hunt.to/430204)

Antimicrobial Extension

Companies are eliminating unnecessary contact with portable gadgets

How can your company develop products
that adapt to life after COVID-19?

Virtual Malls

Brands are launching online re-creations of shopping malls and storefronts

Trend - Amid the COVID-19 pandemic, brands are launching virtual shopping centers to recreate the traditional shopping experience online. These range from virtual street fronts to large-scale digital shopping centers and allow owners to showcase their products to a niche, virtual community.

Insight - The COVID-19 pandemic has forced many consumers to remain indoors, without the opportunity to easily acquire the goods they had access to before. Many consumers are looking for streamlined and convenient solutions to continue their previous shopping habits and are turning to brands to provide a curated selection of products to browse.



Online Shopping Cities

Dubai Commercity is a Free Trade Zone Dedicated to eCommerce



Virtual Storefront Platforms

Streetify Gives Consumers Access to Virtual Storefronts



Virtual Shopping Malls

New Zealand Company, EPIC, Recently Launched a Virtual Mall



Virtual Reality Shopping Malls

Alliance Studio Debuted a 3D Virtual Shopping Mall

7.9
Score



Artificial Intelligence

4 Featured, 21 Examples

40,258 Total Clicks

URL: [Hunt.to/430153](https://hunt.to/430153)

Brands are launching online re-creations of shopping malls and storefronts

How can your brand leverage online
communities to showcase its products or
services?

Live E-Commerce

Live shopping experiences allow consumers to view as their items are selected

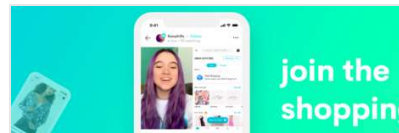
Trend - Live shopping apps and platforms offer a new way for consumers to engage with the e-commerce industry, allowing them to view their purchases as they're being made as an added form of interactivity.

Insight - Consumers are turning increasingly to e-commerce for the convenience those shopping experiences offer. However, the e-commerce industry isn't often able to replicate the more playful and interactive aspects of shopping that brick-and-mortar allows. Thus, consumers are increasingly turning to e-commerce brands that are able to merge the convenience of online shopping with the interactivity of in-person shopping.



Live Shopping Apps

HelpJess Connects Consumers to Brick-and-Mortar Retail Staff



Shopping Party Apps

Dote's Live Shopping Platform Lets Influencers Host Events



Live Shopping Services

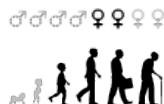
Live Shopper Lets Customers See Their Groceries Being Hand-Picked



Live Streamed Shopping

Livescale is an eCommerce Platform That Displays Live Streaming Videos

7.5
Score



Hybridization
 Experience

4 Featured, 34 Examples
52,138 Total Clicks
URL: Hunt.to/430125

Live shopping experiences allow consumers to view as their items are selected

How could your brand enhance its e-commerce experience for customers?

Dining Protection

Restaurants are adopting design solutions for dine-in experiences post-COVID-19

Trend - As government-imposed COVID-19 restrictions on non-essential businesses are eased, restaurants begin to reopen for dine-in experiences. Prioritizing safety concerns of both guests and staff, these establishments look for design solutions that can be applied in an efficient and cost-effective manner.

Insight - Many have grown nostalgic about experiences that were made unavailable due to government-imposed COVID-19 measures. As these restrictions are gradually lifted, consumers become increasingly excited about the prospect of returning to pre-pandemic lifestyles. Many, however, are mindful of the health risk that exists outside of the home and as a result, are looking to engage in activities while respecting the guidelines for physical distancing and safety.



Isolated Dining Booths

Mediamatic ETEN is Exploring the New Normal for Restaurants



Transparent Dining Barriers

Penguin Eat Shabu Boasts Safety Measures During Restaurant Reopening



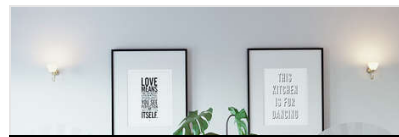
Social Distancing Dining Shields

The Conceptual 'Plex' Eat' Visor Lamp Enables Dining with Friends



Outdoor Restaurant Design Kits

David Rockwell Helps NYC Restaurants Adapt to Outdoor Dining



Portable Pop-Up Privacy Screens

The 'Ventaglio' Privacy Screen Divides Desks and Dining Areas

8.7
Score

Popularity



Activity



Freshness



Experience

Catalyzation

5 Featured, 43 Examples

172,257 Total Clicks

URL: [Hunt.to/429971](https://hunt.to/429971)

Restaurants are adopting design solutions for dine-in experiences post-COVID-19

How might your business adapt to
guidelines for physical distancing in a post-
lockdown environment?

Restaurant Grocery

Restaurants are now offering delivery and pick-up of grocery essentials

Trend - Since the introduction of social distancing, restaurants have had to pivot from dine-in service to take-out only and many have opted to sell their food products to provide consumers access to essential groceries. Various restaurants are now offering curbside pick up and delivery options for these goods.

Insight - Amid the COVID-19 pandemic, many consumers are finding it difficult to access essential items. In addition, consumers are still cautious of entering stores for fear of catching the virus and in-store restrictions have made grocery shopping more difficult. Consequently, consumers are turning to brands that are able to provide them convenient alternatives to their standard shopping habits.



Restaurant Grocery Deliveries

Earls Restaurant + Bar Debuted the New Earls Grocery Program



Restaurant-Branded Grocery Pick-Ups

Local Public Eatery is Now Offering to Sell Grocery Staples



Restaurant Essential Item Pivots

JOEY Restaurants is Now Selling Grocery Staples and Home Products



Converted Restaurant Grocery Stores

Pai Toronto Debuted a New Food Market with Essential Goods

5.6
Score

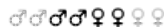
Popularity



Activity



Freshness



🎯 Curation

☁️ Simplicity

⊗ Personalization

4 Featured, 34 Examples

36,962 Total Clicks

URL: Hunt.to/429773

Restaurant Grocery

Restaurants are now offering delivery and pick-up of grocery essentials

How can your brand pivot its services to
meet the needs of consumers during
challenging times?

Virtual Winery

Brands are taking the wine vineyard experience to a curated digital space

Trend - With the global COVID-19 outbreak, many experience-based brands have pivoted to online platforms to stay afloat. Experiences such as wineries are customizing curated experiences to be enjoyed in one's own home through doorstep delivery and online appointment walk-throughs.

Insight - With the physical constraints of the global pandemic, consumers are craving special experiences for a sense of excitement and normalcy. As a result, they seek out curated programs online that can be enjoyed at a safe distance, especially those that offer sensorial excitement as a reminder of life before COVID-19.



Virtual Tasting Experiences

Aperture Cellars' Wine Tasting Comes with a Chef-Led Cooking Session



Virtual Wine Tastings

ACME Fine Wines is Holding By-Appointment-Only Virtual Tastings



Virtual Wine Tastings

Walsh Family Wine is Hosting a Virtual Series Called DRINKWELL on Facebook



Custom Virtual Wine Tastings

Bouchaine is Offering 50 Minute Wine Tastings in Three Options

6.4
Score

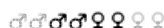
Popularity



Activity



Freshness



Personalization

4 Featured, 36 Examples

24,293 Total Clicks

URL: [Hunt.to/429755](https://hunt.to/429755)

Brands are taking the wine vineyard experience to a curated digital space

How can your brand pivot strategies to
cater to uncertain circumstances?

Pandemic Homemaking

Brands facilitate homemaking projects for people who are physically distancing

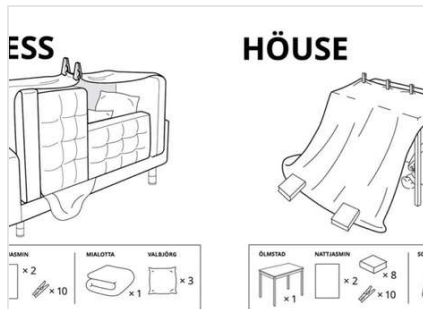
Trend - As many continue to physically distance and work from home under shelter-in-place orders, they're taking on homemaking projects to pass the time. Brands are facilitating this process by offering everything from designer creativity workshops to platforms that teach consumers how to make their own murals.

Insight - Under quarantine or physical distancing orders, passing the time in a way that's safe and productive is of concern to many consumers. Taking on projects at home, for example, gives consumers the opportunity to create something new out of a stressful situation, improve their home environments, or simply follow through on plans that they've been putting off due to a lack of time.



DIY Cardboard Home Competitions

Dezeen Helps Launch the Samsung Out of the Box Competition



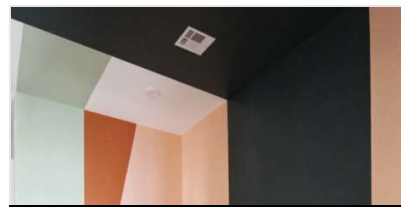
Branded Quarantine Fort Campaigns

IKEA's Quarantine Campaign Shows How to Make Furniture Forts



Indoor Creativity Workshops

Dolce & Gabbana's #DGFattoInCasa Fosters Creativity at Home



DIY Home Murals

Liz Kamarul Inspires Followers to Undertake DIY Painting Jobs During Quarantine

8.3
Score

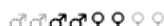
Popularity



Activity



Freshness



🎯 Curation

👤 Personalization

4 Featured, 35 Examples

67,743 Total Clicks

URL: [Hunt.to/429405](https://hunt.to/429405)

Pandemic Homemaking

Brands facilitate homemaking projects for people who are physically distancing

How could your brand facilitate at-home
projects and services?

Sanitation Health

Post-COVID, hand sanitizer will be viewed as an essential skincare item

Trend - Amidst the COVID-19 pandemic, hand sanitizer sales have shot up. Brands in this space, as well as skincare brands, are now offering upscale versions of hand sanitizer that offer skincare-like branding and benefits. This shift speaks to how the ongoing pandemic will turn hand sanitizer into an ongoing part of consumers' skincare routines.

Insight - As shelter-in-place orders slowly lift and economies around the world cautiously reopen, there are aspects of the COVID-19 pandemic that will remain a part of consumers' psyche. Even once there's a vaccine available, things like heightened personal hygiene will likely remain a part of many people's day-to-day. These consumers will seek out products and services that allow them to easily incorporate these routines into existing ones.



Skincare-Based Hand Sanitizers

FaceTory's Dreamy Jelly Hand Gel Protects Against Threats & Dryness



Next-Gen Sanitation Kits

Kiran Zhu Created a Kit to Improve Public Hygiene Habits



Hyaluronic Hand Sanitizers

Tan-Luxe's Hand-Luxe Cleansing Drops Support the Front Line



Aloe-Infused Sanitizer Gels

TRULY Beauty's Germ Killin' Gel is Protective & Aesthetically Pleasing

8.2
Score

Popularity



Activity



Freshness



Hybridization

Catalyzation

4 Featured, 33 Examples

120,873 Total Clicks

URL: [Hunt.to/429390](https://hunt.to/429390)

Post-COVID, hand sanitizer will be viewed as an essential skincare item

How is your brand planning for post-COVID
behavioral changes?

Distant Playground

Playground designs are altered to align with social distancing policies

Trend - As summer approaches, the threat of the global COVID-19 pandemic will still require safety precautions to be taken in public spaces. As a result, public parks and playgrounds are developing secure design concepts so that citizens can still enjoy the outdoors comfortably.

Insight - The COVID-19 pandemic has halted or limited many public functions for safety purposes. Due to this, consumers are looking for a sense of normalcy in their routine and search for ways to enjoy public locations with social distancing policies in place. They favor outdoor designs that monitor safety and offer a sense of normalcy that reminds them of pre-COVID life.



Outdoor Distancing Rings

The Beach Ring Creates a 12-Foot Diameter Social Distancing Circle



Distancing Playground Concepts

Rimbin's Design Helps Kids Play Together But Apart



Self-Driving Mobile Playgrounds

Nendo Introduces an Interesting Use for Autonomous Vehicles



Safe Distance Park Designs

NYC's Domino Park Paints Large Circles to Encourage Social Distancing



Social Distance Floor Designs

Milliken Has Launched a Product to Assist in Keeping People Apart

8.5 Score



Catalyzation

5 Featured, 37 Examples

63,395 Total Clicks

URL: Hunt.to/429319

Distant Playground

Playground designs are altered to align with social distancing policies

How can your company pivot experiences to
meet local and global safety standards?

Pop-Up Adaptation

Brands are launching virtual pop-ups to connect with consumers during COVID-19

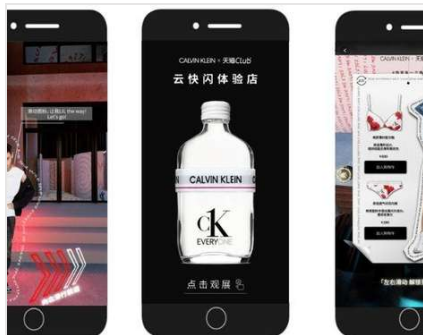
Trend - Brands that have traditionally relied on physical pop-ups as a way to connect with their fans are now launching timed activations in the digital space. From charitable experiences to luxury online boutiques, this approach creates diversity in the e-commerce space.

Insight - Many rely on shopping as therapy and internalize non-essential purchases as a way to soothe anxiety or boost confidence. Since the restrictions of lockdown make it so that consumers can't physically indulge in such experiences, many turn to the digital space in search of alternatives. In doing so, consumers aim to replicate the real-life shopping ritual, which they are increasingly nostalgic about.



Charitable Online Pop-Up Shops

Ted Baker Launched 'Ted's Bazaar,' Featuring Exclusive Products



Virtual Fragrance Pop-Ups

Calvin Klein Created a Virtual Store & Interactive Experience on Tmall



Luxe Online Beauty Boutiques

Chanel's Pop-Up Beauty Store Offers Makeup, Skincare and Fragrance



Virtual Spring Pop-Up Markets

Sunnyside Shines BID Launched Its Market Via Facebook Live

7.5
Score

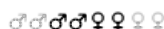
Popularity



Activity



Freshness



🎯 Curation

📊 Experience

🕒 Nostalgia

4 Featured, 34 Examples

49,645 Total Clicks

URL: [Hunt.to/429067](https://hunt.to/429067)

Brands are launching virtual pop-ups to connect with consumers during COVID-19

What in-person features can you integrate
to diversify and personalize the e-
commerce experience?

Brick and mortar spaces will likely undergo long term changes post-COVID

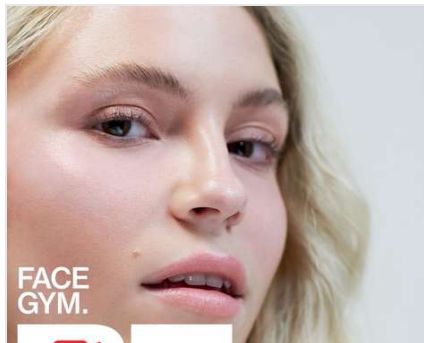
How is your brand preparing for a post-
COVID world?

Cosmetic Shift

Cosmetic brands are quickly adapting to emerging needs amidst the COVID-19 pandemic

Trend - As consumers continue following stay-at-home orders, the cosmetic industry is shifting to adapt to emerging needs. Whether selling products and donating to COVID-19 relief, or offering virtual versions of their services, these brands are showcasing how non-essential industries are remaining relevant in the midst of this crisis.

Insight - With consumers now spending the majority of their time at-home, the forms of escapism they used in the past, like self-care, remain relevant. If anything, people are more likely to take part in the routines that make them feel more confident--as taking care of their health and even appearance offers comfort for those who do so. Knowing this, brands in this space are adapting to the new normal by offering consumers adaptable, at-home versions of these services, or by aiding those who rely on them for their incomes.



Virtual Facial Workouts

FaceGym Created a Virtual Exercise Platform for At-Home Facial Workouts



Freelancer Beauty Opportunities

Lookfantastic Opens Influencer Programme to Struggling Freelancers



Virtual Skincare Consultations

Lush Now Offers Personal Consultations for Consumers Over the Phone



Political Lipstick Relief Efforts

LipSlut Will Donate 100% of Profits to COVID-19 Relief Efforts

7.3
Score

Popularity



Activity



Freshness



⚡ Catalyzation

4 Featured, 36 Examples

27,529 Total Clicks

URL: Hunt.to/428506

Cosmetic brands are quickly adapting to emerging needs amidst the COVID-19 pandemic

How is your brand adapting to the COVID-
19 crisis?

Senior-Specific Shopping

Grocery brands launched initiatives to keep vulnerable shoppers safe

Trend - The COVID-19 pandemic has drastically changed consumers' shopping habits and has led many seniors to fear for their health when making a simple trip to the grocery store. In an effort to accommodate this vulnerable population, grocery stores have launched senior-specific shopping initiatives designed with their safety in mind.

Insight - Uncertainty and fear are prevalent among consumers during COVID-19, and these concerns are greatly exacerbated for vulnerable populations and their families. Brands have responded by curating specific retail specifications to help keep this demographic safe, authentically showing their compassion for their community. This appeals to consumers whose brand loyalties lay in those they find trustworthy and community-centric.



Senior Food Delivery Initiatives

LifeCrates is a Non-Profit That Supports Low-Income Seniors



Senior-Specific Shopping Hours

Costco Launches a Dedicated Shopping Hour for Seniors Amid COVID-19



Senior Grocery Delivery Initiatives

The H-E-B Senior Support is in Partnership with Favor Delivery



Off-Peak Shopping Initiatives

Buehler's Fresh Foods is Offering 'Best Time to Shop' on its Website

5.4
Score

Popularity



Activity



Freshness



🎯 Curation

☁️ Simplicity

4 Featured, 34 Examples

22,864 Total Clicks

URL: Hunt.to/428408

Senior-Specific Shopping

Grocery brands launched initiatives to keep vulnerable shoppers safe

How can your brand cater to vulnerable
populations during COVID-19?

Virtual Bar

Alcohol-branded virtual bars give people the opportunity to socialize as they once did

Trend - Though not quite as fulfilling as having in-person bar experiences, virtual bars amidst the COVID-19 pandemic are the next best thing for people looking to consume alcohol and socialize with others. These virtual bar experiences are being created by well-known alcohol brands as both a marketing tactic and a way to bring people together.

Insight - As people around the world continue to live under regulated physical distancing measures, many are longing to take part in the recreational habits that they once did without restrictions. Now, stay-at-home orders have prevented people from engaging with others in the way they're accustomed to. Turning to virtual experiences gives these consumers a way to connect with friends, loved ones and even strangers—all in order to regain a sense of normalcy.



Immersive Virtual Bars

Budweiser's Virtual 'My Bar' Platform Lets People Visit Favorite Venues



Online Bar Experiences

BrewDog Open Arms Shares Quizzes, Puzzles and Cook-a-Longs



Charitable Virtual Happy Hours

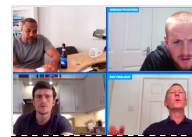
Molson Canadian Launched a New Campaign to Support Local Bars



Virtual Bar Experiences



Virtual Beer-Branded DJ Sessions



Virtual Bar Events

7.4 Score



Experience

6 Featured, 48 Examples

43,812 Total Clicks

URL: [Hunt.to/428384](https://hunt.to/428384)

Alcohol-branded virtual bars give people the opportunity to socialize as they once did

How is your brand connecting with its
customers right now?

Pandemic Loneliness

Brands look to combat loneliness amidst the COVID-19 pandemic

Trend - With physical distancing measures preventing people from being able to go out and socialize as they once did, brands are looking to combat the worsening feelings of loneliness that people around the world are dealing with. Apps and services that bring people together remotely are able to aid in maintaining the mental health of consumers.

Insight - COVID-19's far-reaching impact is more than a physical threat, it has impacted everything from people's financial stability to their social habits. Prior to the pandemic, self-reported loneliness around the world was already on the rise--a fact that's worsened with physical distancing measures in place. Where before isolated individuals could at least leave the home in order to feel more connected to others, that's currently not an option. Thus, people struggling with loneliness are looking for ways to connect with others and are turning to brands that facilitate that process.

App-Based Support Groups
The Lyf App is the World's Largest Virtual Support Group

Online Remote Worker Communities

Virtual Influencer Health Campaigns

Pen Pal Campaigns

Distancing Video Chat Apps

Conversational Community Apps

Virtual Pride Events

6.4
Score



Catalyzation
 Authenticity

7 Featured, 62 Examples
78,599 Total Clicks
URL: [Hunt.to/428318](https://hunt.to/428318)

Pandemic Loneliness

Brands look to combat loneliness amidst the COVID-19 pandemic

How is your brand helping consumers
navigate uncertainty and instability?

Food Charity

The food and beverage industry aims to support people amidst the COVID-19 crisis

Trend - Brands within the food and beverage space are aiming to reduce the impact of COVID-19 on communities by contributing in various ways. Whether it's shifting production to create hygiene products, donating to relief efforts or trying to improve community morale, these brands are looking to do their part in reducing consumer stress in unprecedented times.

Insight - The mental, physical and economic uncertainties people are currently facing have had an impact in a number of ways. Consumers are dealing with illness or setbacks to their mental health, and many are struggling financially as lay-offs and suspensions to the economy take their toll. Though branded intervention isn't a cure-all, people are looking for both small and large ways to either support others, or to receive the support they need--and brands facilitating that process leave an impression.



Charitable Coronavirus Cookbooks
The New Family Meal Cookbook Supports Restaurant Worker Relief



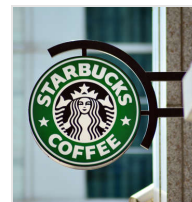
Social Distancing Bbq Ad
Oscar Mayer is Encouraging Social Distancing in a New Charitable Campaign



Distillery Hand Sanitizer Production
Toronto's Spirit of York is Producing Hand Sanitizer



Senior Food Delivery Initiatives
LifeCrates is a Non-Profit That Supports Low-Income Seniors



QSR-Branded Charitable Donations
Starbucks Canada Donates \$1M to Help Canada's Food Crisis

6.6
Score



Catalyzation
 Authenticity

5 Featured, 44 Examples

78,015 Total Clicks

URL: [Hunt.to/427870](https://hunt.to/427870)

The food and beverage industry aims to support people amidst the COVID-19 crisis

How could your brand contribute to COVID
relief efforts?

ASMR Soothing

ASMR services specific to COVID-19 aim to soothe people's anxieties

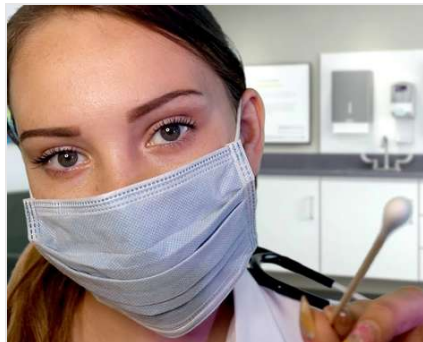
Trend - Autonomous sensory meridian response (ASMR) content has been popular on social media and even among branded campaigns for some time now. Now, creators are offering ASMR content in direct response to the COVID-19 crisis--aiming to give people a brief escape from the stress they may feel.

Insight - In what is undoubtedly a stressful time for most people around the world, consumers are looking for new ways to self-soothe in order to contain their anxieties. Though some are turning to more formalized methods of maintaining their mental well-being--like therapy apps--others are opting for more creative engagements they can use as forms of escapism during this time, without the stress of facing another commitment that requires upkeep.



Relaxing Chip-Dipping Videos

The 'Moe's Queso Relaxation' Video Features Eight Hours of Footage



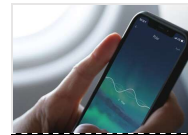
Pandemic-Themed ASMR Videos

ASMR Darling Launched an Anxiety-Relieving, COVID-19 Video



Bespoke Relaxing Video Soundscapes

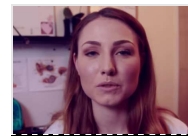
Old Pulteney Launched the 'From Couch to Coast' to Help Relax



ASMR Mental Health Apps



ASMR Car Wash Videos



Relaxing ASMR Videos

6.3
Score

Popularity



Activity



Freshness



Simplicity



Experience

6 Featured, 33 Examples

17,987 Total Clicks

URL: Hunt.to/427831

ASMR services specific to COVID-19 aim to soothe people's anxieties

How is your brand helping consumer
anxiety at this time?

Mixed-Reality Charity

Companies are engaging consumers with AR and VR-powered relief efforts

Trend - Ongoing relief efforts are being launched to ease some of the consequences of the COVID-19 pandemic. Many brands and organizations are opting for immersive technology—particularly augmented reality and virtual reality—to capture the attention of consumers.

Insight - The COVID-19 pandemic has created a global sense of unity as people around the world are connected by similar disruptions to everyday life. Motivated by a sense of empathy and a desire to overcome a shared obstacle, individuals are feeling disposed toward donating to community relief efforts. Since many consumers are predominantly spending their time online, the demand for charitable initiatives is paired with a desire for a gamified experience.



Virtual Jewelry Showrooms

The House of Luxury Presents Brands with an Interactive Experience



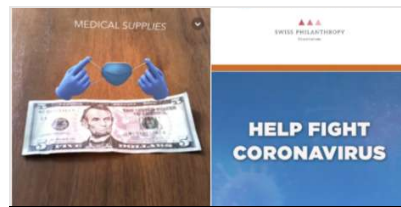
Charitable Luxury Racing Events

The SRO ESPORT GT SERIES CHARITY CHALLENGE Fights COVID-19



Crypto-Powered Augmented Reality Apps

The Triffic App Now Enables Users to Raise Funds for WHO



AR Currency Scanning Filters

The New Snapchat Filter Encourages Users to Donate to COVID-19 Relief

5.5 Score



- Multisensation
- Gamification
- Experience

4 Featured, 35 Examples
54,332 Total Clicks
URL: [Hunt.to/427668](https://hunt.to/427668)

Companies are engaging consumers with AR and VR-powered relief efforts

How might your brand advocate for relief
efforts amid a crisis?

P2P Support

Peer-to-peer support becomes a lifeline for communities overcoming COVID-19

Trend - Individuals are looking for ways to help others amidst the COVID-19 pandemic, and brands are increasingly offering tools and resources that facilitate supportive interactions between people and communities.

Insight - As the world battles the ongoing health crisis, people are being impacted in many ways. Outside of health--lifestyle disruptions, the risks of leaving the home, and the negative impact on mental health are all obstacles that millions around the world are currently facing. Peer-to-peer support looks different right now, but consumers are looking to help others in the ways they can--whether that's in offering their time or their expertise. This surge in charitable endeavors comes as consumers look for positive things they can control, at a time when there's not a lot they're able to.



Crowdsource-Powered Pandemic Tools

HeroX Launched a Resource Hub to Share Details About COVID-19



App-Based Support Groups

The Lyf App is the World's Largest Virtual Support Group



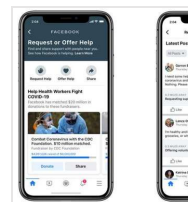
Senior Food Delivery Initiatives

LifeCrates is a Non-Profit That Supports Low-Income Seniors



Crowdsourced Grocery Store Apps

The Covidmaps Platform Informs Users About Store Operations



Social Media Community-Support-Tools

Facebook Added New Tools to the Platform's Community Help Tab

6.4
Score



Prosumerism
Many to Many

5 Featured, 45 Examples
33,336 Total Clicks
URL: [Hunt.to/427664](https://hunt.to/427664)

Peer-to-peer support becomes a lifeline for communities overcoming COVID-19

How is your brand facilitating community
support at this time?

Digital Milestone

Consumers are celebrating important events digitally

Trend - Brands are offering their products as a way for consumers to connect during a time of physical distancing. As the pandemic continues, these tools are further tailored and customized to carry out increasingly important events—such as graduation and wedding ceremonies—in the digital space.

Insight - The restrictions imposed by governments as a result of the ongoing pandemic have left many consumers without a sense of control. In an attempt to regain their agency, individuals are choosing not to defer important events and milestones in their lives and instead, are finding new alternative ways to celebrate them while keeping safety in mind. In addition, this gives consumers something to look forward to amid a time of uncertainty which can be straining for mental health.



Curated Digital Event Kits

The KikiKit Boasts Six Kits for Celebration During COVID-19 Lockdown



Virtual Beachside Weddings

A Couple Opts for a Virtual Wedding in Animal Crossing: New Horizons



Legalized Video Conference Marriages

Online Marriages are Now Legal in New York City



Avatar Robot Graduation Ceremonies

The Newme Avatar Robots Were Used for a Ceremony in Japan

5.6
Score



Simplicity
 Experience
 Authenticity

4 Featured, 35 Examples

26,440 Total Clicks

URL: [Hunt.to/427646](https://hunt.to/427646)

Consumers are celebrating important events digitally

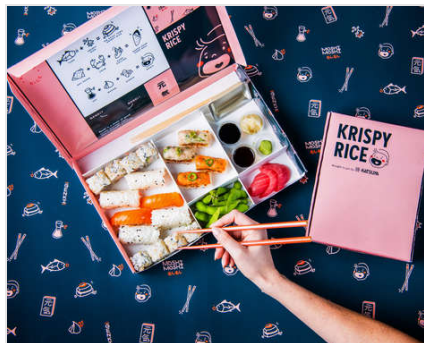
How could your brand ease consumer
lifestyle tensions during a time of crisis?

Carbon Offset

The food and beverage industry adopts carbon-offsetting measures

Trend - As carbon-neutral and offsetting production processes take hold in brands trying to limit their impact on the environment, the food and beverage industry is adopting the same processes. Everything from meal kit to water bottle brands are taking on new measures in order to slow down environmental damage.

Insight - As the stakes for climate change remain high, consumers are increasingly understanding their role in reducing environmental damage through their own consumption habits. These individuals turn to brands that value and prioritize eco-friendly production, so that they can live their lives in the way they're accustomed to, while also minimizing their impact on the environment.



Delivery-Only Sushi Restaurants

Krispy Rice is Only Available to Order Via Food Delivery Platforms



Carbon-Offsetting Coffees

Zero Carbon Coffee's 12-Ounce Bags Offset 100 lbs of Carbon



Carbon-Offsetting Meal Kits

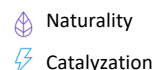
HelloFresh is Working with Terrapass to Reduce Environmental Impact



Carbon-Neutral Water Brands

Evian Has Announced Carbon Neutrality Certified by the Carbon Trust

6.2
Score



4 Featured, 34 Examples

42,132 Total Clicks

URL: Hunt.to/427485

The food and beverage industry adopts carbon-offsetting measures

How could your brand better prioritize eco-friendly production?

Tween Connect

Brands are launching initiatives to help Gen Z stay social and mindful

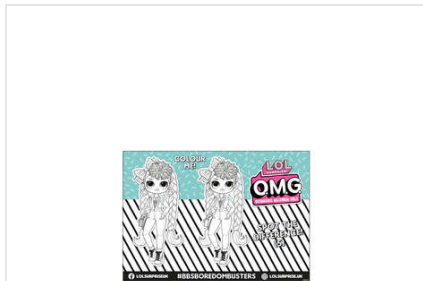
Trend - Many brands are releasing various interactive and kid-friendly initiatives to highlight the importance of physical distancing during COVID-19. These launches have the objective to inform kids about the health pandemic, as well as to keep them connected with their friends.

Insight - Gen Z consumers are at an age where they are socially flourishing and as a result, many are finding it difficult to get accustomed to the need for physical distancing, often becoming restless at home. While some contemporary communication tools are not built for younger audiences, there is now a demand for accessible and kid-friendly activations that allow users to connect with their friends in creative and entertaining ways. Since these types of innovations allow Gen Z to be socially active while still maintaining a proper distance, such tools can often have a stress-relieving effect.



AR Social Distancing Lenses

Snapchat Created New COVID-19 Lenses in Collaboration with the WHO



Pen Pal Campaigns

L.O.L. Surprise! is Helping Kids Connect While Social Distancing



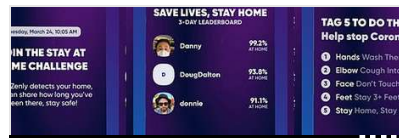
Self-Care Live Chat Series

Netflix and Instagram Partner for the 'Wanna Talk About It?' Series



Kid-Friendly Social Distancing Tips

Cartoon Network Launched the CNChekIn Initiative for COVID-19



Safety-Encouraging App Games

Zenly's Stay At Home Challenges Gamifies Social Distancing

6.0 Score



- Tribalism
- Experience
- Youthfulness

5 Featured, 40 Examples
26,301 Total Clicks
URL: [Hunt.to/427299](https://hunt.to/427299)

Brands are launching initiatives to help Gen Z stay social and mindful

How is your brand addressing consumer
concerns in socially trying times?

Distance Design

Design and tech enforce physical distancing practices in public settings

Trend - Brands are creating or re-designing products and spaces that force mindfulness when people are too close to one another, encouraging safety as the COVID-19 pandemic continues. Whether they're retail space designs that enforce space between customers or tech innovations that serve as reminders to keep a distance, these alterations aim to enhance public health.

Insight - Though people around the world are staying indoors, there remain instances where people must leave the house--whether shopping for essential goods or exercising. If consumers are out in public without taking reasonable precautions, they're risking their own health and the health of others. Thus, products/services/designs that keep them mindful of distance are currently crucial.



Physical Distance Retail Monitors
The Indyme 'SmartDome' Tracks Shopper Movements





AR Social Distancing Lenses
Snapchat Created New COVID-19 Lenses in Collaboration with the WHO



No-Contact Shopper Initiatives
Giant Food is Introducing One-Way Aisles to Curb Customer Contact

8.2
Score



 Simplicity
 Catalyzation

4 Featured, 36 Examples
63,572 Total Clicks
URL: Hunt.to/427184

Design and tech enforce physical distancing practices in public settings

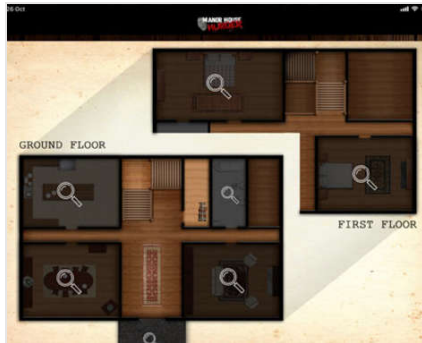
How could your brand take measures to
promote public health right now?

Remote Engagement

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

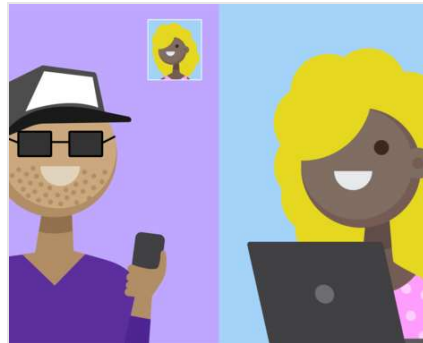
Trend - Different tools are being deployed to help companies facilitate a meaningful connection between remote employees. Whether it is grabbing a virtual coffee with peers, enjoying multi-player games as a team, or simply rewarding someone for a job well-done, these types of tools assist in the facilitation of a healthy and engaging work environment for all.

Insight - When working remotely, individuals can feel socially isolated from the team as a whole and this may negatively impact the collaboration process between team members. Since the number of remote workers in the job field is steadily increasing, there is now a demand for innovative ways to ensure these employees feel connected and valued at the company. In such environments, individuals are more encouraged and better disposed toward sharing ideas and working with one another.



Virtual Team-Building Games

Wildly Different Expands Its Roster of Team-Building Exercises



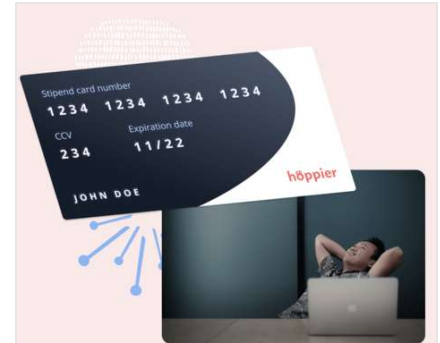
Remote Worker-Connecting Apps

The Donut App Nudges Team Members to Grab Coffee, Donut and More



Employee Virtual Pizza Parties

Planetary Playfully Adds Value to the Remote Meetings of Businesses



Remote Employee Stipends

Hopper for Remote Employees is Flexible for Supporting Workers

6.3
Score



- Gamification
- Catalyzation
- Authenticity

4 Featured, 26 Examples

25,562 Total Clicks

URL: [Hunt.to/426809](https://hunt.to/426809)

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

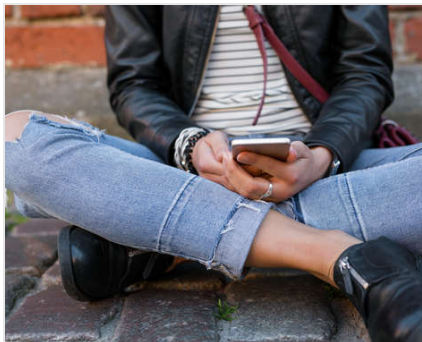
How might you facilitate your team's
remote culture?

Reactionary Health

Therapeutic platforms offer coping techniques for those dealing with COVID-19

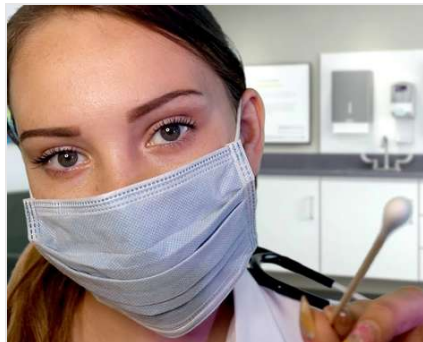
Trend - Platforms and videos that are designed to offer people coping mechanisms to deal with depression and anxiety are on the rise as brands aim to reduce some of the psychological consequences that will result from the COVID-19 pandemic.

Insight - The COVID-19 pandemic has changed the lives of billions of people around the world, and the new normal consumers are facing is psychologically draining. Between people losing their means of income, worrying about their health and the health of their loved ones, and experiencing social isolation that's only somewhat alleviated by virtual means of connectivity--people's mental health is currently at-risk. Accessible ways to cope amidst the indefinite uncertainty offer consumers some respite while they get accustomed to the changes happening around them.



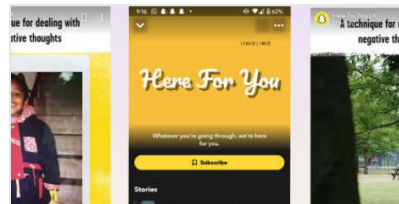
Free Mental Health Coaching

Wellnite is Helping Those Impacted by COVID-19 with Free Sessions



Pandemic-Themed ASMR Videos

ASMR Darling Launched an Anxiety-Relieving, COVID-19 Video



Coping-Focused Social Platforms

Snapchat Added Mental Health Tools Focused on COVID-19 Coping



Free Pharmacy Wellness Programs

Shoppers Drug Mart is Offering Free Mental Health Program Access

5.3
Score

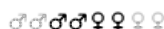
Popularity



Activity



Freshness



🎯 Curation

⚡ Catalyzation

🚫 Authenticity

4 Featured, 35 Examples

19,108 Total Clicks

URL: [Hunt.to/426388](https://hunt.to/426388)

Therapeutic platforms offer coping techniques for those dealing with COVID-19

How is your brand alleviating the stress that
COVID-19 has brought to your customers or
employees?

Retail Pivot

Retail brands switch their production processes to provide for hospitals

Trend - As the COVID-19 pandemic continues to impact people around the world, issues like medical supply shortages are slowing down relief efforts. Retailers are aiming to mitigate this problem by switching production to create Personal Protective Equipment and medical-grade disinfectants for hospitals and medical staff.

Insight - As people around the world try to navigate through social distancing policies instituted by governments to reduce the spread of COVID-19, an "all hands on deck" mentality has emerged globally. The personal sacrifices, both big and small, that people around the world are forced to make as a result of the pandemic have resulted in brands doing the same. Brands that choose to restructure production so they're contributing to current global deficits are able to make a difference while generating positive brand perceptions.



**Made shoes yesterday.
Making masks today.**

Production Change-Inspired Ads
New Balance is Now Making Masks to Meet Supply Demand Amid COVID-19



Luxury Surgical Mask Productions
Balenciaga and Saint Laurent Will Now Produce Surgical Masks





Retail Giant-Made Medical Supplies
H&M Partnered with the EU to Produce Medical Supplies



Skincare Medical-Grade Disinfectants
Nivea-Maker Beiersdorf Changes Production to Fight COVID-19

7.6
Score



 Catalization
 Authenticity

4 Featured, 33 Examples

84,580 Total Clicks

URL: [Hunt.to/426347](https://hunt.to/426347)

Retail brands switch their production processes to provide for hospitals

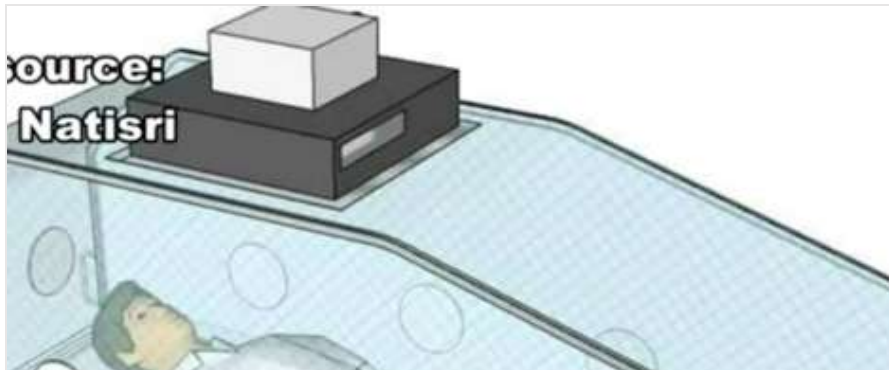
How is your brand contributing to COVID-19
relief efforts?

Architectural Isolation

Portable structures offer rest or isolation amidst the COVID-19 pandemic

Trend - As COVID-19 cases increase around the world, hospitals (in the U.S. in particular) are facing limitations in supplies and space. Some brands are offering solutions in the form of flat-pack or modular structures that help isolate infected individuals, or provide respite for medical staff who are treating infected patients.

Insight - Two crucial aspects of overcoming the COVID-19 pandemic include avoiding contact with infected patients, and ensuring that medical staff remain healthy so they can carry out their duties. The difficulties that epicenters of the virus are facing around the world have much to do with hospitals being overwhelmed and lacking the supplies and capacity to deal with the influx of patients being admitted. Businesses that have the expertise and means to address these pressing issues have the responsibility to offer accessible solutions to help resolve the vast impacts of this pandemic.



Source:
Natisri

Patient Care Isolation Units

Thanet Natisri Designed the Mobile Negative Pressure Isolation Units



Bio-Containing Gridshell Pods

Gregory Quinn Boasts the SheltAir as a Solution to Isolate Patients



Flat-Pack Healthcare Rooms

JUPE Health Has Designed Mobile Health Units for Hospitals

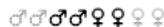


Virus-Containing Isolation Rooms

Panel Built Unveils Modular Isolation Rooms for COVID-19 Patients

6.5
Score

Popularity



Activity



Freshness



Cloud Simplicity

Lightning Bolt Catalization

4 Featured, 35 Examples

27,599 Total Clicks

URL: Hunt.to/426324

Architectural Isolation

Portable structures offer rest or isolation amidst the COVID-19 pandemic

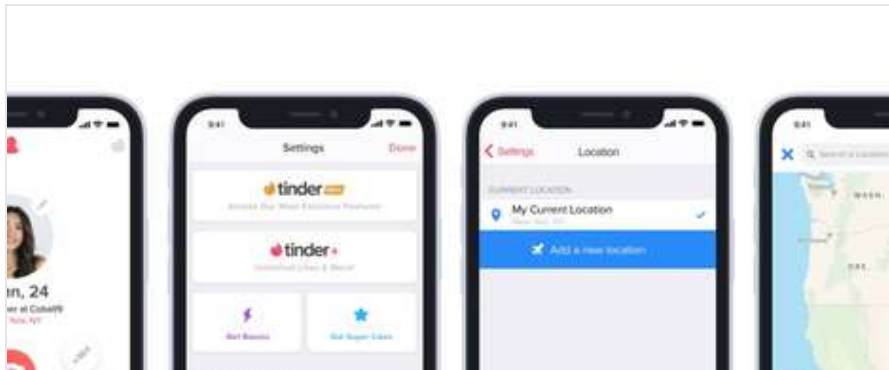
How is your brand offering COVID-19 relief?

Isolated Dating

COVID-19 is rapidly changing how people date in the modern day

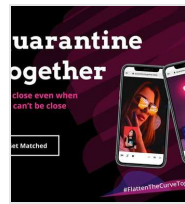
Trend - While much of today's dating habits are facilitated through apps, the physical distancing that's currently required of people around the world has accelerated how people date through tech. Many are now keeping their romantic or intimate relationships online rather making plans to meet, and brands in this space are focusing on keeping people connected when they can't be together physically.

Insight - Under the current physical distancing measures, many people are no longer permitted to do anything other than essential errands outside of the home. This has put an inevitable strain on their ability to socialize in the way they once did—whether with friends, family or romantic interests. For now, consumers are having to curb their feelings of isolation and loneliness by establishing and enhancing their presence on virtual social platforms.



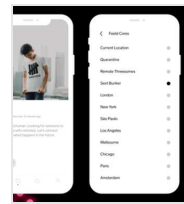
Safe Distance Dating Apps

The Tinder Passport Feature is Now Available for All in Isolation



Self-Isolation Dating Apps

Quarantine Together Helps People Safely Connect from Afar



Quarantine-Friendly Dating Apps

Feel'd's Quarantine Core Helps App Users Connect Remotely



In-App Video Dates

Bumble's Voice and Video Calling Helps People in Quarantine Chat



Dating App Wellness Workshops

The #Open Dating App is Hosting 'Iso-dating 101'

6.2
Score



Experience
Catalyzation

5 Featured, 27 Examples
13,159 Total Clicks
URL: [Hunt.to/426208](https://hunt.to/426208)

Isolated Dating

COVID-19 is rapidly changing how people date in the modern day

How is your brand empowering its
consumer in uncertain times?

Substance Response

Cannabis and alcohol brands pivot in light of the COVID-19 pandemic

Trend - When it comes to their offerings and how they market their products, brands in the cannabis and alcohol industries are shifting gears in response to changed lifestyles and needs amidst the COVID-19 pandemic. Whether offering drive-thru pick-ups or virtual tastings, these brands are hoping to keep their products accessible in uncertain times.

Insight - Now that non-essential workers across North America are being asked to stay at home, the shock of a completely new reality that's descended upon them so quickly has set in. People affected by the crisis are trying to keep a sense of normalcy despite their lives being upended. Thus, they're looking for ways to adjust their routines so that they're still maintaining some type of normalcy, despite being at home most of the time. This has extended to everything from professional routines to entertainment-based ones.



Cannabis Dispensary Drive-Thrus

Mana Supply Co.'s Drive-Thru Encourages Safe Deliveries



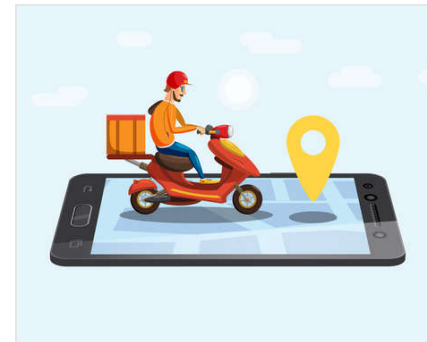
Relaxing CBD-Rich Teas

Hatter's Hemp Tea Helps Provide Tranquility to Stressed Out Sippers



Virtual Wine Tastings

ACME Fine Wines is Holding By-Appointment-Only Virtual Tastings



Alcoholic Restaurant Takeout Updates

Ontario Users Can Now Order Alcohol with Their Food Takeout

6.9
Score

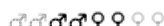
Popularity



Activity



Freshness



Catalyzation

4 Featured, 36 Examples

21,978 Total Clicks

URL: [Hunt.to/426030](https://hunt.to/426030)

Substance Response

Cannabis and alcohol brands pivot in light of the COVID-19 pandemic

How is your brand shifting gears to best support its customers in uncertain times?

Virtual Tip Jar

Online "tip jars" help to fund causes or entertainment-based activities

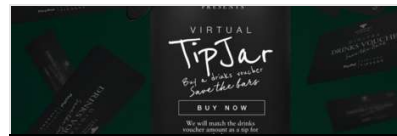
Trend - Virtual "tip jars" are offering people some respite by funding community-building endeavors. Whether they're for charitable donations or in-support of businesses and their employees, these digital tip jars empower individuals and small companies without too much financial commitment from those who donate.

Insight - As the world now revolves around the interactions and transactions that take place in the digital sphere, consumers have become accustomed to even the most unlikely engagements now happening virtually. Whether related to socializing, careers or activism, consumers now expect that brands accommodate their desire for seamless and streamlined online interactions.



Virtual Pub Quizzes

Camden Town Brewery is Uniting People by Hosting Events on Social Media



Virtual Tip Jars

Ramsbury Single Estate Spirits is Helping to Support Bars, Restaurants & Pubs



Virtual Tip Jars

Clutch MOV is Helping to Support Service Workers Impacted by COVID-19



Connected Charitable Tip Jars

DipJar Has Been Updated to Make Charitable Donations Easier

5.1
Score



Simplicity
 Experience

4 Featured, 33 Examples
32,657 Total Clicks
URL: [Hunt.to/425935](https://hunt.to/425935)

Online "tip jars" help to fund causes or entertainment-based activities

How could your brand prioritize seamless
virtual interactions?

Emergency Support

Brands offer financial support for those affected by the COVID-19 outbreak

Trend - With the economic fallout that's come from the COVID-19 outbreak, some brands are looking to financially support their employees, other businesses, or people affected in general. At a time when lay-offs and social distancing are affecting so many, the effort of a handful of brands to help others sets a precedent for how successful businesses can contribute in uncertain times.

Insight - The COVID-19 outbreak is a crisis that's unprecedented in modern history, and for many consumers, it's exposed flaws in how capitalism operates. People are increasingly demanding equal protection from both institutions and businesses in a system that allows for too many people to live without reasonable financial comfort--and certainly doesn't leave room for them to afford losing their jobs in the midst of global crisis. Brands that acknowledge and aim to mitigate this fact set a precedent for what non-exploitative capitalism looks like.



B-to-B Virus Financial Support
Unilever is Mobilizing to Provide Support to Smaller Agencies



Relief-Providing Review Platforms
Yelp and GoFundMe Created a Donation Button for Businesses



Ride-Hailing Financial Assistance
Uber Will Provide Assistance to Drivers Affected by COVID-19



Small Business Benefit Concerts
Verizon is Live Streaming Benefit Concerts to Help Businesses

4.9
Score



⚡ Catalyztion
🚫 Authenticity

4 Featured, 36 Examples
20,266 Total Clicks
URL: Hunt.to/425903

Emergency Support

Brands offer financial support for those affected by the COVID-19 outbreak

How is your brand offering support to
employees and customers at this time?

Accelerated Streaming

Brands that offer streamed content are expanding their offerings

What is your brand doing to accommodate
its customers' new routines?

Robotic Nurse

Tech companies are upgrading various hospital procedures with robotic innovations

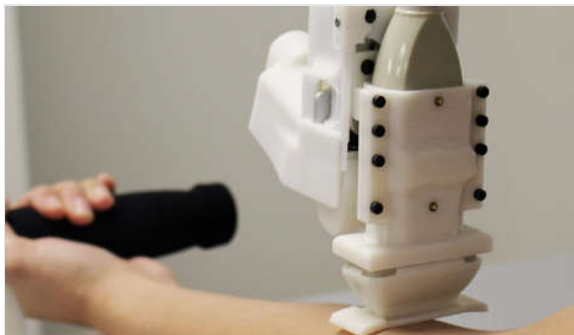
Trend - Emerging from the prototyping stages for safety and efficacy, tech companies are beginning to implement their robotic innovations more broadly in the setting of hospitals. These robots have the capacity to support doctors during a procedure or by checking in on patients, replicating duties that are typically carried out by nurses.

Insight - Human activity can benefit from technological assistance as the intervention allows users to focus on the more important aspects of a job. Consumers become interested in such innovations, especially when it comes to the healthcare industry where precision and efficiency are prioritized for the peace of mind of all parties involved. As a result, the use of technology satisfies consumer needs which pertain to accuracy, safety, and even reassurance.



Robot-Staffed Hospitals

CloudMinds Deploys 12 Sets of Robot to Help a Hospital in Wuhan



Blood-Drawing Robot Designs

Researchers Designed a Robot to Take Blood Samples from Patients



Physical Therapy Assistance Robots

The KUKA LBR Med Robot Aids with Rehabilitation

5.7
Score

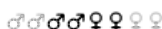
Popularity



Activity



Freshness



Catalyzation

Artificial Intelligence

3 Featured, 36 Examples

56,838 Total Clicks

URL: [Hunt.to/425238](https://hunt.to/425238)

Tech companies are upgrading various hospital procedures with robotic innovations

How can robotics enhance your brand's
service or operations?

Reusable Care

Reusable skincare products reduce waste and prioritize convenience

Trend - Reusable skincare products are on the rise as brands look to reduce the amount of waste their products produce. These products come in many forms—including everything from facial cleansing pads to reusable silicone face masks.

Insight - As consumers begin to understand the seriousness of climate change's current and impending environmental consequences, they're seeking out ways to reduce their personal impact in their daily routines. For consumers, no matter how small the change, everyday rituals that are adjusted to take into account pollution reduction add up over time.



Reusable Skincare Pads

'Let's Face It' is a Long-Lasting, Plastic-Free Exfoliating & Cleansing Pad



Reusable Silicone Face Masks

Elizabeth Grant's New Masks Can Be Used Over Another Mask or Serum



Eco-Friendly Exfoliating Sponges

The New Face Halo Body Mitt Exfoliates and Polishes the Skin



Reusable Facial Cleansers

Lush's '7 To 3' Facial Rounds are Biodegradable and Package-Free

6.8
Score

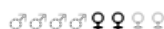
Popularity



Activity



Freshness



Hybridization

Experience

Naturality

4 Featured, 36 Examples

45,146 Total Clicks

URL: [Hunt.to/424623](https://hunt.to/424623)

Reusable Care

Reusable skincare products reduce waste and prioritize convenience

How could your brand empower customers
to reduce their environmental impact?

Delivery-Only

Delivery-only restaurants streamline their processes in favor of convenience

Trend - Delivery-only restaurants are increasingly becoming the norm as small business owners in the food industry look to streamline their workload while still offering excellent service to their patrons.

Insight - When making purchasing decisions about food, busy consumers often prioritize convenience as much as they do things like flavor, cost, and quality. These consumers are drawn to brands that provide them with quick and convenient service, but in a way that doesn't sacrifice the quality of the products being offered—especially when they're offered in a "specialty" capacity.



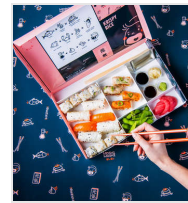
Virtual Chicken Restaurants

Sam's Crispy Chicken is a Delivery-Only Virtual Restaurant Concept



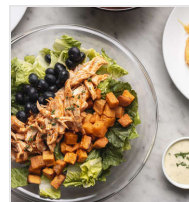
Delivery-Only Restaurant Concepts

'Bon Appétit, Delivered' Shares Dishes from the Food Magazine



Delivery-Only Sushi Restaurants

Krispy Rice is Only Available to Order Via Food Delivery Platforms



Delivery-Only Diet Eateries

All Menu Items at 'Whole30 Delivered' Simplify the Whole30 Diet



Delivery-Only Vegan Restaurants

Plant Nation Makes Elevated Options Out of a Virtual Kitchen

7.7
Score

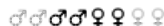
Popularity



Activity



Freshness



Experience

Catalyzation

5 Featured, 48 Examples

61,429 Total Clicks

URL: Hunt.to/424342

Delivery-Only

Delivery-only restaurants streamline their processes in favor of convenience

How could your brand prioritize
convenience without sacrificing quality for
its customers?

Organizations are providing retirement facilities and resources for LGBTQ+ seniors

How could you make your product/service
more accessible to LGBTQ+ consumers?

Eco Flooring

Innovative flooring developments prioritize sustainability

Trend - Brands in the flooring industry are beginning to adapt to the eco-conscious needs of consumers, architects, and designers by using innovative, environmentally-friendly materials in the flooring they create.

Insight - Consumers' growing fears over the current and impending consequences of climate change has resulted in them pursuing a wide range of solutions, both in their own lives and in their expectations for governments and employers. This doesn't just reveal itself in habits like reducing plastic use or donating to positive causes, but also in basic infrastructure and urban planning initiatives.



Sustainable Flat-Packed Playhouses

The Ilo Playhouse from Koto is for Children and Adults Alike



Regenerated Flooring Collections

'Coral' Flooring is Made with Fishing Nets & Plastic Bottles



Closed-Loop Sustainability Projects

Note Design Studio Debuts a Continuously Recycled Fabric

6.9
Score

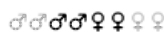
Popularity



Activity



Freshness



Naturality



Catalyzation

3 Featured, 35 Examples

83,089 Total Clicks

URL: Hunt.to/422169

Innovative flooring developments prioritize sustainability

How could your brand better use and
promote sustainable solutions to climate
change?

Environmental Community

Sustainable community concepts focus on social and ecological advancements

Trend - The potential for architecture to impact and promote environmentally friendly lifestyles is huge, and brands in this space are conceptualizing communities that feature advancements in sustainability—in everything from materials to residents' way of life.

Insight - As consumers think about the future of climate change and how their lives will be impacted by it, lifestyle changes both large and small are top-of-mind. However, in order for change to actually be enforced, consumers require spaces and opportunities that empower a change in lifestyle habits. Thus, providing individuals and communities with the tools to live more sustainability is crucial.



Clean Energy Community Concepts

IKEA's Space10 Builds an Eco-Friendly Miniature Village Prototype



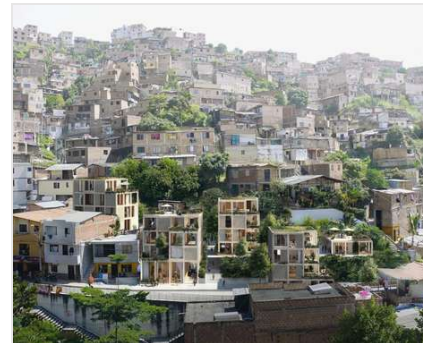
Experimental Social Housing Projects

A Community Development in Hidalgo Boasts Affordable Housing



All-Timber Neighborhoods

Henning Larsen Developed a Wooden Sustainable Community Design



Multi-Generational Subscription Housing

Space10 & Effekt Focus on Sharing Community Resources

7.3
Score

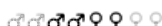
Popularity



Activity



Freshness



Experience



Naturality



Catalyzation

4 Featured, 34 Examples

142,988 Total Clicks

URL: [Hunt.to/421453](https://hunt.to/421453)

Sustainable community concepts focus on social and ecological advancements

How could your brand approach
sustainability in an all-encompassing way?

Developers are launching thematic skins to raise funds for philanthropic causes

How could your brand appeal to the
interests of consumers to raise awareness?

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.

Your Contacts & Additional Services



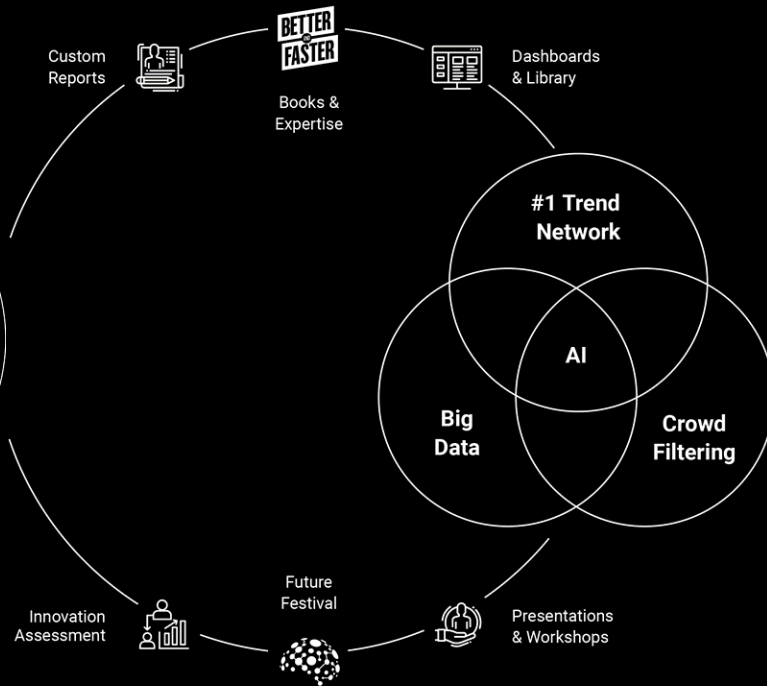
**YOUR SUCCESS
STRATEGIST**

Gil Haddi
gil@trendhunter.com



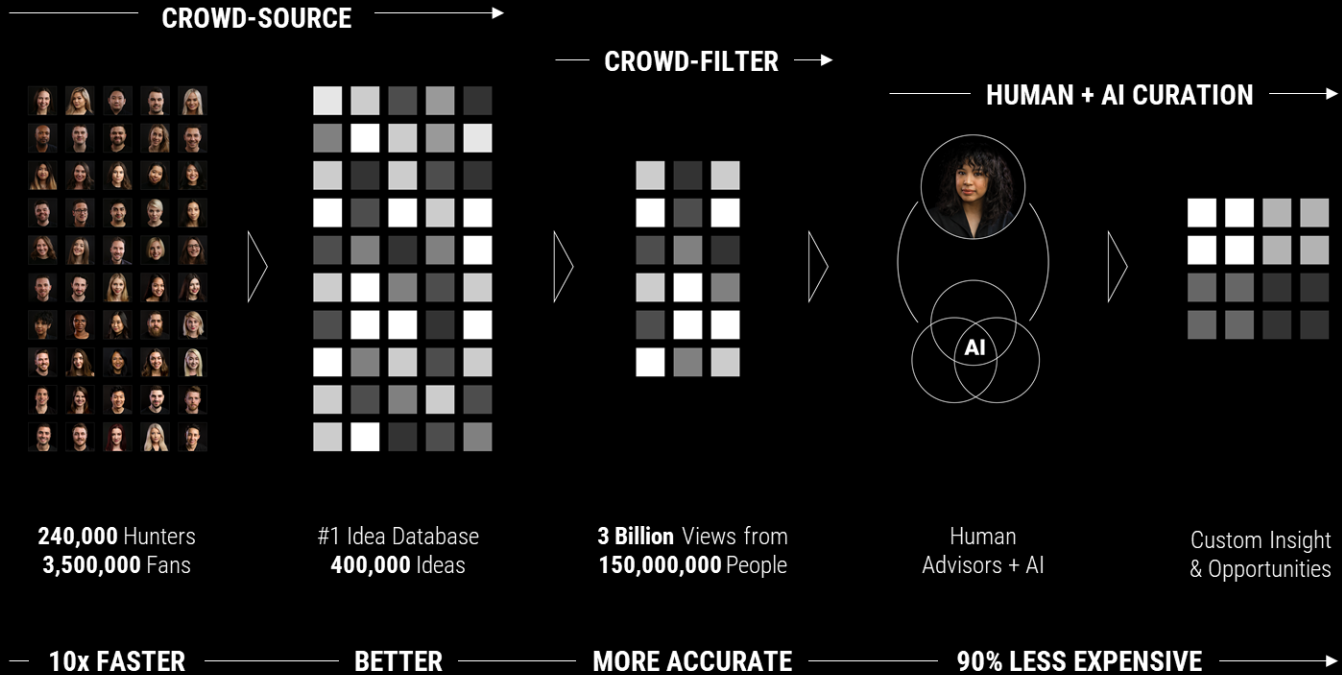
**YOUR DEDICATED
ADVISOR**

Courtney Scharf
courtney@trendhunter.com



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

Our Process



Megatrend Matrix

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

Want More?

Gain access to additional Consumer Insights
and Custom Research by contacting your
advisor or **TrendReports@TrendHunter.com**