

Millennial Lifestyle

Sample Report for Your Brand

03.04.22



Cereal Milk



Low-ABV Aperitif



Elevated Beverage



Remote Guidance
Everything you need for
a nomad lifestyle



Nostalgic Alcohol



Prepared for:

Your Brand Team

Prepared by:

Tana

Delivered on: 3/4/22

Briefing: A short sampling of our content related to this topic.

Takeaway: In this section your advisor would highlight key themes and patterns from the report, as well as the most prominent megatrends to summarize the report for your team.

Top Insights



Affordable Milestone *Traditional milestones are made accessible for the post-pandemic Millennial*

Trend - Conventional adult milestones, such as buying a home or having children, are more difficult for the Millennial generation to achieve than ever due to the financial situation post-pandemic. Apps and services that make these milestones more accessible provide consolation and compromise. Insight - Even before the pandemic, the Millennial generation in North America was in a precarious financial situation due to the aftermath of the great recession and debt from post-secondary education. The pandemic exacerbated this while also causing the Millennials to rethink their priorities. As a result, the generation previously delaying adult milestones is now seeking ways to fulfill them on their own terms, more specifically, more affordably and conveniently.



Low-ABV Aperitif *Alcohol brands are increasingly offering low-alcohol aperitifs*

Trend - Brands in the alcohol industry are increasingly with low-ABV products, and this is now extending to traditional aperitif beverages. These low-alcohol beverages are meant to appeal most to Millennial and Gen Z consumers. Insight - Young Millennials and older Gen Z consumers are more likely to enjoy beverages for their flavors rather than their high alcohol content, and these demographics have been found to consume less alcohol in general than their predecessors. Thus, brands in the alcohol industry must focus more on flavor and product experience to best appeal to these generations.



Elevated Beverage *Brands are elevating the aesthetic and recipes of traditional Latin beverages*

Trend - Contemporary brands are reimagining the packaging aesthetic and formulas of traditional Latin beverages such as agua frescas, horchata, and tepache. In doing so, these companies position themselves to better target Latinx Millennials. Insight - When it comes to food and beverage choices, Millennial consumers are notorious for prioritizing modern aesthetics and elevated recipes that reflect both their identity and their sense of style. Since the North American market is identified as a "melting pot" of cultural expressions, young consumers of different ethnicities are creating a demand for options that they can indulge in, while feeling some connection and even nostalgia for their roots.



Remote Guidance *The rise of "digital nomads" has led to products and services in this space*

Trend - With the COVID-19 pandemic making remote work increasingly common, more consumers have found themselves with greater independence with where they can travel and live. Brands are seeing opportunities within this "digital nomad" industry and are offering products and services that enhance this lifestyle. Insight - As white collar professionals now have more flexibility in their work expectations and styles, more are prioritizing things like work-life balance that has long been forgotten in populated cities where professional competition tends to be intense. Now, consumers are increasingly prioritizing personal wellness and independence as much as they are their careers, and are looking for brands that empower this transition.

Getting the Most out of Your Trend Report Experience

Purpose: Trend Hunter's Custom Reports are designed to inspire innovation by exposing you to hand-selected content related to your brand, specific projects, future-scoping, adjacent categories and more.

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 me think about consumers 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.

Megatrends

Everything in your report ties to our megatrend framework, allowing you to better understand important shifts to iterate new ideas.

 <h3>Acceleration</h3> <ol style="list-style-type: none">1. Perfecting One Thing2. Aspirational Icon3. Exaggerated Feature4. Reimagined Solution	 <h3>Prosumerism</h3> <p>From user-generated content to maker culture, today's consumers are content creators and experts.</p>	 <h3>Cyclicity</h3> <ol style="list-style-type: none">1. Retro + Nostalgia2. Generational3. Economic + Seasonal4. Repetitive Cycles	 <h3>Nostalgia</h3> <p>Fond memories fuel a desire to bring the past into the present, especially with respect to one's formative years.</p>
 <h3>Catalyzation</h3> <p>Brands have taken a role of accelerating the personal development of consumers.</p>	 <h3>AI</h3> <p>We are entering a transformative new era, denoted by an exponential growth in data, robotics and intelligence.</p>	 <h3>Naturality</h3> <p>The desire for sustainable products, including local, organic, recyclable and pronounceable ingredients.</p>	 <h3>Youthfulness</h3> <p>The world is becoming more playful, driven by generations not ready to grow up, including Boomers who desire a more active, enriched life.</p>
 <h3>Reduction</h3> <ol style="list-style-type: none">1. Specialization2. Fewer Layers + Efficiency3. Crowdsourcing4. Subscription	 <h3>Instant Entrepreneurship</h3> <p>New services make it easier than ever to conceptualize, fund, and launch companies</p>	 <h3>Redirection</h3> <ol style="list-style-type: none">1. Refocusing2. Reversing3. Surprising4. Gamifying	 <h3>Tribalism</h3> <p>Allegiant groups are more readily formed around specific interests, causes and even brands.</p>
 <h3>Curation</h3> <p>Hyper-targeted offerings, services, subscriptions and recommendations to simplify lives with better things.</p>	 <h3>Simplicity</h3> <p>In a fast-paced, cluttered world, simplicity stands out, resulting in focused businesses & clean design.</p>	 <h3>Gamification</h3> <p>The application of game dynamics to real-world problems results in a world that's more competitive and engaging.</p>	 <h3>Experience</h3> <p>In a world abundant with 'stuff', experience becomes a more important currency and life priority.</p>
 <h3>Convergence</h3> <ol style="list-style-type: none">1. Combining + Layering2. Adding Value3. Co-Branding + Aligning4. Physical + Digital	 <h3>Multisensation</h3> <p>Tech, AR, VR and interactive experiences are raising our expectations in the realm of entertainment, retail and even food.</p>	 <h3>Divergence</h3> <ol style="list-style-type: none">1. Personalization, Customization2. Status + Belonging3. Style + Fashionizing4. Generational Rebellion	 <h3>Authenticity</h3> <p>Social media and a resistance to traditional advertising have created a desire for authenticity and reality.</p>
 <h3>Co-Creation</h3> <p>Brands, products, services and consumers are increasingly co-creating an interdependent world.</p>	 <h3>Hybridization</h3> <p>Lines are blurring as business models, products and services merge to create unique concepts and experiences.</p>	 <h3>Personalization</h3> <p>Small batch production technologies and more personalized media are creating an expectation for personalization.</p>	 <h3>Many-to-Many</h3> <p>A mass proliferation of sellers and media creators has shifted the world to a many-to-many economy.</p>

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.

Affordable Milestone

Traditional milestones are made accessible for the post-pandemic Millennial

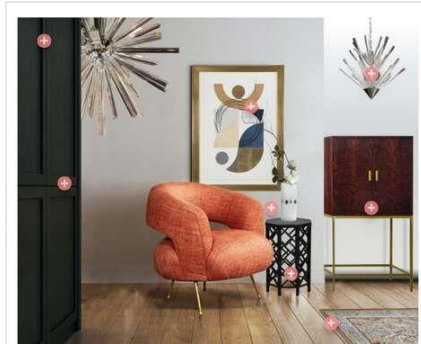
Trend - Conventional adult milestones, such as buying a home or having children, are more difficult for the Millennial generation to achieve than ever due to the financial situation post-pandemic. Apps and services that make these milestones more accessible provide consolation and compromise.

Insight - Even before the pandemic, the Millennial generation in North America was in a precarious financial situation due to the after math of the great recession and debt from post-secondary education. The pandemic exacerbated this while also causing the Millennials to rethink their priorities. As a result, the generation previously delaying adult milestones is now seeking ways to fulfill them on their own terms, more specifically, more affordably and conveniently.



Baby Equipment Rental Services

Babonbo Was Designed to Make the Lives of Parents Easier



Rentable Furniture Marketplaces

1RentPlace Supports Residents, Stagers and the TV/Film Industry



Sam's Club Home Install Expert by SERVICE FINANCE

Home Refurbishment Services

Sam's Club and Service Finance Company Team Up to Offer Refurbishing



Student Loan-Paying Work Perks



Child Tutor Work Perks



Used Car Delivery Apps

5.9 Score



- Target icon Curation
- Cloud icon Simplicity
- Person icon Personalization

6 Featured, 63 Examples

122,719 Total Clicks

URL: [Hunt.to/457488](https://hunt.to/457488)

Affordable Milestone

Traditional milestones are made accessible for the post-pandemic Millennial

How can you better assist your Millennial
customer in achieving their goals?

Low-ABV Aperitif

Alcohol brands are increasingly offering low-alcohol aperitifs

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Insight - Young Millennials and older Gen Z consumers are more likely to enjoy beverages for their flavors rather than their high alcohol content, and these demographics have been found to consume less alcohol in general than their predecessors. Thus, brands in the alcohol industry must focus more on flavor and product experience to best appeal to these generations.



Alcohol-Free Adaptogen Aperitifs

Katy Perry Launches Non-Alcoholic Aperitif Line Called De Soi



Zesty Wine Spritzers

Ramona's Easy-Drinking Cans Combine Fine Wine and Italian Wine Spritzers



Plant-Based Alcohol Alternatives

Tenneyson's Black Ginger Mimics the Heat of Booze



Blood Orange Bitter Aperitifs

Proposition Cocktail Co Offers a Natural Refreshing Beverage

6.1
Score

Popularity



Activity



Freshness



Simplicity

Experience

4 Featured, 58 Examples

64,494 Total Clicks

URL: Hunt.to/452379

Low-ABV Aperitif

Alcohol brands are increasingly offering low-alcohol aperitifs

How is your brand altering its products and
branding to appeal to younger
demographics?

Elevated Beverage

Brands are elevating the aesthetic and recipes of traditional Latin beverages

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Insight - When it comes to food and beverage choices, Millennial consumers are notorious for prioritizing modern aesthetics and elevated recipes that reflect both their identity and their sense of style. Since the North American market is identified as a “melting pot” of cultural expressions, young consumers of different ethnicities are creating a demand for options that they can indulge in, while feeling some connection and even nostalgia for their roots.



Ready-to-Drink Aquas Frescas

Agua Bonita Boasts Two Impactful Flavors in Modern Packaging



Tropically Flavored Probiotic Beverages

These New Big Easy Bucha Tepache Drinks are Tasty



Fermented Pineapple Beverages

De la Calle Puts a Fresh Spin on Traditional Mexican Tepache



Horchata Cold Brew Coffees

Bandida Boasts an Aesthetically Pleasing On-the-Go Beverage

5.6
Score

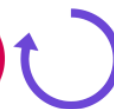
Popularity



Activity



Freshness



Tribalism



Nostalgia



Youthfulness

4 Featured, 34 Examples

29,672 Total Clicks

URL: [Hunt.to/451504](https://hunt.to/451504)

Elevated Beverage

Brands are elevating the aesthetic and recipes of traditional Latin beverages

Conceptualize a product that combines
modern aesthetics with cultural tradition.

Overlooked Opportunity 3: **Workshop**Question

Remote Guidance

The rise of "digital nomads" has led to products and services in this space

Trend - With the COVID-19 pandemic making remote work increasingly common, more consumers have found themselves with greater independence with where they can travel and live. Brands are seeing opportunities within this "digital nomad" industry and are offering products and services that enhance this lifestyle.

Insight - As white collar professionals now have more flexibility in their work expectations and styles, more are prioritizing things like work-life balance that has long been forgotten in populated cities where professional competition tends to be intense. Now, consumers are increasingly prioritizing personal wellness and independence as much as they are their careers, and are looking for brands that empower this transition.



Digital Nomad Camping Trailers

The 'NoMad' Camping Trailer Accommodates Modern Lifestyles



Remote Office Travel Trailers

Airstream's Flying Cloud 30FB Office is a Modern Mobile Home



Digital Nomad Guidance Platforms

The 'nomadify' Platform Offers a Framework for Digital Nomadism



Millennial-Friendly Remote Work Concepts

SOJRN Was Made for Remote-Working Young Professionals

7.1
Score



Experience

Prosumerism

4 Featured, 36 Examples

294,712 Total Clicks

URL: [Hunt.to/450415](https://hunt.to/450415)

The rise of "digital nomads" has led to products and services in this space

How is your brand offering flexibility to its
employees or customers?

Co-Parenting Apps

Brands launch apps designed to simplify child rearing among caregivers

Trend - Brands are launching co-parenting apps that alleviate the need for communication about children's schedules and activities. These apps feature shared parenting time calendars, expense and payment tracking, family data storage, and secure messaging.

Insight - Many consumers rely on technology to help mediation in various forms. These platforms help streamline relationships by covering administrative tasks, supporting a sense of routine and organization while minimizing disagreements. Whether focused on the "administrative" aspects of being in a relationship, or in actually strengthening bonds between partners, these apps cater to consumers who seek out technology to aid and enhance all aspects of their lives.



Separated Parent Child Custody Platforms

Coparently Provides a Set of Digital Communication Tools



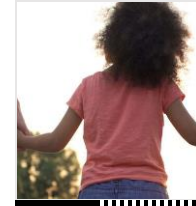
Comprehensive Child-Rearing Apps

AppClose Helps Parents Meet Their Baby's Critical Needs



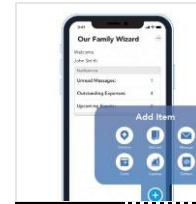
Stress-Free Co-Parenting Apps

WeParent Helps Separated Parents Manage Schedules and More



Streamlined Co-Parenting Apps

2houses Offers an Interactive Calendar for Separated Parents




Comprehensive Co-Parenting Apps

OurFamilyWizard Keep Communication Between Co-parents Harmonious

3.1
Score



 Catalyzation

5 Featured, 38 Examples

25,249 Total Clicks

URL: Hunt.to/448721

Co-Parenting Apps

Brands launch apps designed to simplify child rearing among caregivers

How could your brand better help its
customers cope with the stress of their
responsibilities?

Cereal Milk

Cereal milk is transformed into a selling point in itself

Trend - Brands are profiting off of the enjoyment people get from drinking cereal milk once their cereal's been eaten by offering bottled cereal milks, or cereals that aim to transform milk into unique beverages.

Insight - Consumers are drawn to products that appeal to universal but specific experiences, and appreciate brands that are able to capture those for them. Everything from nostalgia to general experiences that most consumers are familiar with can be used to draw in consumers who would like them for their reliability.



Ready-to-Drink Cereal Beverages

The New Froot Loops Cereal Beverage is Like Drinkable Cereal



Coffee Cocoa Cereals

OffLimits' Dash Cereal "Turns the Milk to Cold Brew"



Chocolate Cereal Milk Lattes

Quokka's Canned Latte Tastes Like Chocolate Cereal-Flavored Milk



Cinnamon Cereal Milks

Nestle Sensations Cinnamon Toast Crunch Flavored Milk is Sweet and Creamy

6.0
Score



- Nostalgia
- Youthfulness

4 Featured, 44 Examples

41,768 Total Clicks

URL: [Hunt.to/448199](https://hunt.to/448199)

Cereal milk is transformed into a selling point in itself

How could your brand draw in customers
with relatability?

Edible Exploration

Food subscription boxes curated for discovering new foods gain popularity

Trend - The demand for ways to try new foods and flavors from home has increased steadily, with a spike during this past quarantine. During this time, Social distancing rules limited the foodie consumer's ability to explore new tastes. As a result, more subscriptions and kits dedicated to edible exploration can be seen to provide the sense of adventure that drives many food-loving consumers.

Insight - For consumers who see food as more of a hobby than a form of nourishment, trying new flavors and food forms is a form of adventure. The solution of exploratory at-home kits began out of necessity during social distancing. However, this service type has the added benefit of increased interactivity than what customers typically experience when dining in restaurants. This combination of flavor exploration and semi-DIY experience will satisfy a new kind of foodie who wishes to both consume food and learn about it.



Celebratory Icelandic Chocolate Gifts

The Omnom Love Collection Includes Two Tasty Options



Bavarian Takeout Bundles

The Bavarian Boxed Bundle Includes Three to Five Multi-Course Meals



Neighborhood-Themed Food Boxes

Culinary Adventure Co.'s Food Tour Boxes Offer a Taste of Toronto



Plant-Based Discovery Boxes

The Pizza Plant Curated a Box of Vegan Meals from Local Businesses

4.5
Score



- Youthfulness
- Authenticity
- Many to Many

4 Featured, 36 Examples
31,118 Total Clicks
URL: [Hunt.to/447026](https://hunt.to/447026)

Edible Exploration

Food subscription boxes curated for discovering new foods gain popularity

How can your product or service provide
consumers with an opportunity for
exploration?

Nostalgic Alcohol

Childhood nostalgia is paired with alcohol to draw the attention of Millennials

Trend - Restaurants and brands are offering alcoholic beverages in packaging that taps the childhood nostalgia of consumers of age. Offered in various formats, including juice boxes, these novelty products are often paired with an Instagrammable aesthetic.

Insight - Adult consumers often reminisce about experiences from their childhood and as a result, nostalgia becomes a primary factor in purchasing decisions—especially for those who are part of the Millennial demographic. When confronted with a product that conjures memories of their younger self, individuals tend to be overcome not only by a sense of curiosity but also by a desire to indulge and be transported back to simpler times.



Winter Imagery Beer Packaging

These Budweiser Holiday Cans are Limited-Edition



Nostalgic Vodka-Infused Juices

DrunkenD is Offers a Special Adult Version of Sunny Delight



Playful Sake Box Experiences

The Nihonsakari Onikoroshi Sake Boasts a Dry and Earthy Taste



Punch-Flavored Hard Seltzers

VIVE Hard Seltzer Created Cans of Carbonated, Alcoholic Punch



Nostalgic Snack Beers

Dunkabroos is a Dunkaroos-Themed Beer Brewed with Cream, Cookies & Sprinkles

4.7
Score

Popularity



Activity



Freshness



Target Curation

Experience

Nostalgia

5 Featured, 63 Examples

53,363 Total Clicks

URL: [Hunt.to/443645](https://hunt.to/443645)

Nostalgic Alcohol

Childhood nostalgia is paired with alcohol to draw the attention of Millennials

How can your brand tap nostalgia to draw in
consumer attention?

Specific Examples

Relevant Ideas & Case Studies

These ideas & case studies can consist of anything from campaigns, concepts, products, services and more. This section offers a more detailed exploration into those individual standout innovations that relate back to the report topic at hand.

Millennial-Targeted Telehealth Platforms

Hims & Hers Partners with REVOLVE to Reach Younger Crowds

Hims & Hers, a telehealth platform providing modern personalized health and wellness products to Millennial and Gen Z consumers, has teamed up with premium fashion brand REVOLVE. The partnership will see REVOLVE add a diverse range of Hims & Hers healthcare solutions to its online shopping site.

"We are thrilled to be able to offer a variety of our products to REVOLVE's deeply engaged consumer audience on what they consider to be a trusted, beloved and dynamic platform," said Hims & Hers' Chief Operating Officer, Melissa Baird.

From skincare and hair growth products, to sleep supplements and sexual health solutions, REVOLVE.com is already featuring a range of popular Hims & Hers products. Both brands hope that their partnership will continue to democratize access to health and wellness solutions, especially for younger generations who may otherwise struggle with the financial costs of many medications and treatments.



8.5
Score

Popularity



Activity



Freshness



9 Related

7,786 Total Clicks

URL: Hunt.to/460499

Nostalgic Shopping Livestreams

NYX Cosmetics Hosted a Throwback Event Live on Triller

NYX Cosmetics recently became the first brand to use Triller's livestream shopping capabilities with a throwback-themed event that took viewers back to Y2K. The event on the TrillerTV livestreaming section featured pop stars from the 2000s like Lance Bass, Brandy and JoJo, who used items from the NYX Cosmetics 2021 collection to recreate looks from the decade past.

The campaign taps into the growing nostalgia for 2000s beauty and it specifically speaks to Millennial and Gen Z consumers. As Yasmin Dastmalchi, SVP of marketing at NYX Cosmetics, says "We know that the '90s and 2000s resonate with them. Other '90s-2000s beauty promotions in the past year have included hair dye brand Hally's 'Hally Meal' box of Y2K-era toys including Tamagotchis, ColourPop's 'Lizzie McGuire' collab, Glamnetic's Y2K-themed press-on nails and INH's Care Bears collection."



6.5
Score

Popularity



Activity



Freshness



9 Related

27,680 Total Clicks

URL: [Hunt.to/456100](https://hunt.to/456100)

90's Movie-Themed Clogs

Crocs Launches New Collection Inspired by Cult Classic, 'Clueless'

Iconic footwear brand Crocs has once again tapped into '90s pop culture to develop a new collection inspired by the cult film 'Clueless.' According to the company, the new collection will be available exclusively on Zappos, a popular online clothing retailer.

The capsule consists of four pairs of Crocs, each inspired by a specific character from the film. These include Tai, Cher, Dionne, and Amber. The designs themselves mirror the outfits worn by each of these characters. For example, the Cher Croc is dressed with the same yellow plaid pattern that dons the character's iconic tweed suit. Meanwhile, the Amber Croc arrives in its character's signature leopard print.

"This launch was the ideal opportunity to align on our core brand values of innovation and self-expression in a fun and nostalgic way, all while providing a consumer-first experience, which is what both of our brands are all about," said Crocs senior vice president and general manager for the Americas Emma Minto.



9.4
Score

Popularity



Activity



Freshness



9 Related

5,488 Total Clicks

URL: Hunt.to/470506

Nostalgic Keto-Friendly Cereals

Incredi-Bowl Reintroduces Childhood Favorites for Keto Dieters

Incredi-Bowl is a new kind of keto-friendly cereal that takes inspiration from childhood favorites and offers delicious low-carb breakfasts. For low-carb and keto dieters, bowls of breakfast cereal can be enjoyed in flavors like Chocolate Crunch, Frosted Flakes and Honey Nut Hoops. The low-sugar, grain-free and protein-packed cold breakfast cereals tap into the rising popularity of the keto diet and keto-friendly lifestyles and with this in mind, the brand sees that it is time to rethink how people eat breakfast.

Stephen Spaulding, Marketing Director at Incredi-Bowls says, "The grain-free ready-to-eat cereal category has grown exponentially the last three years. What we found when testing other grain-free, Keto-friendly options is that they all came in traditional flavors, but only one form, which is one of the best parts of the cereal eating experience."



8.0
Score

Popularity



Activity



Freshness



9 Related

6,757 Total Clicks

URL: Hunt.to/470677

Y2K Makeup Collections

The ColourPop Y2K 4Ever Full Collection Revisits 2000s Styles

The ColourPop Y2K 4Ever Full Collection takes inspiration from styles of the 2000s for a nostalgic range that's full of butterfly clips, high-shine lip glosses and pastel-colored eyeshadows. The newly launched color cosmetics collection also includes fun products like face crystals and highlighters, and names like Chat Room and Take a Byte that take a page from the past.

Alongside palettes like New Millennium, Just a Glitch and Digital Playground, the collection introduces plumping lip glosses and lip tints in youthful crayon-like shapes in youthful crayon-like shapes.

Although the return of the Y2K aesthetic being embraced by Gen Z in particular, the ColourPop Y2K 4Ever Full Collection has the potential to appeal to Millennials who want to relive the days of their youth.



5.9
Score



9 Related
7,285 Total Clicks
URL: Hunt.to/458475

Women-Focused Shopping Platforms

This Curated Shopping App Promotes Brand Discovery For Women

Entrepreneurs and twin sisters Sali Sasi and Julie Stevanja, who are perhaps best known for founding the e-commerce website Stylerunner, are looking to make another huge splash in the shopping and fashion sector with the introduction of a curated shopping app that is designed to help consumers find products that suit their style and budget, whilst also helping brands attract a new and loyal base of shoppers.

The 'Her Black Book' app is designed to make it easier for retailers to ensure that their promotion and sale offerings don't go unseen by millennial and Gen Z women, a problem that's widespread given the increased saturation in this space as well as the clutter that can be caused by floods of coupons, discount codes and special offers.

For users, the app is an opportunity to access promotions, the quality and quantity of which is determined by whether they opt for the free version or pay a subscription fee to be the first to access new sales from their favorite brands.



7.2
Score

Popularity



Activity



Freshness



9 Related

5,240 Total Clicks

URL: Hunt.to/463436

Millennial-Targeted Toothpaste

GSK Introduces New Sensodyne Nourish Line with Packaging by Marks

Sensodyne, a popular toothpaste brand owned by GSK, has announced the launch of Sensodyne Nourish, a new line of products geared towards a younger demographic.

The packaging design for the new products was made by design agency Marks, which developed a visual identity that would connect with a millennial audience, who, up until now, have been relatively unengaged with the brand. According to the agency, the new design aims to convey natural beauty and sensorial efficacy, and, as a result, it should appeal to those concerned with wellbeing, health, and the environment.

"The strategy and design process included extensive exploration, trying to push the brand in ways that it had never been pushed before, architecturally, visually, and in tone of voice," said Kashif Amin, associate creative director at Marks, in a recent press statement.



8.3
Score

Popularity



Activity



Freshness



9 Related

5,334 Total Clicks

URL: Hunt.to/472210

Better-for-You Beverage Infusions

All Friends Beverage Infusions Enhance Gen Z & Millennial Drinks

All Friends Beverage Infusions is a line of juice and tea-based concentrates that satisfy consumer demand for great-tasting better-for-you beverages that are "low to no sugar and fortified with natural energy-boosting ingredients, antioxidants, vitamins electrolytes and contain no artificial sweeteners, flavors, colors, or preservatives." Targeted at Millennials and Gen Z, these concentrates were mindfully created to be craveable thanks to their refreshing flavors and clean ingredients.

The products can be found in flavors like Blueberry Chai, Strawberry Hibiscus, Mango Chili, Pineapple Ginger, Farmstand Lemonade and Black Tea, which can be prepared with everything from sparkling water and dairy-free milks to still and sparkling water. With this line, foodservice operators are given more operators greater options to serve customers who usually order water.



6.2
Score

Popularity



Activity



Freshness



9 Related

2,611 Total Clicks

URL: Hunt.to/472179

Millennial-Focused Health Supplements

Walgreens Will Now Offer a Range of Hims & Hers Products

American pharmacy chain Walgreens has teamed up with telehealth brand Hims & Hers to expand its personal care products. The pharmacy will now provide shoppers access to a range of the Hims & Hers supplements and sexual health and wellness solutions, which up until now have been sold exclusively online via the brand's website.

The products will be sold at over 7,000 Walgreens locations throughout the United States. The new collaboration supports Hims & Hers mission to "destigmatize health-related topics" by making personal care products and medications more accessible.

So far, the telehealth brand has made a name for itself by targeting younger generations, offering them a convenient and affordable solution for purchasing health-related supplements and medications. Now, by partnering with Walgreens, the company will continue to expand its reach -- in particular, allowing it to make contact with a less digitally-inclined consumer.



7.2
Score



6 Related
4,633 Total Clicks
URL: Hunt.to/464460

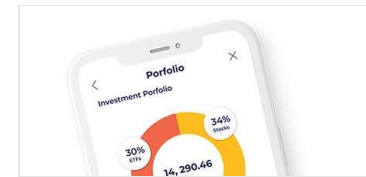
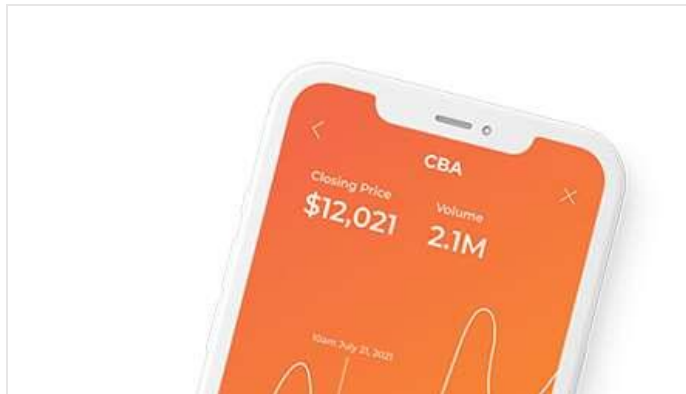
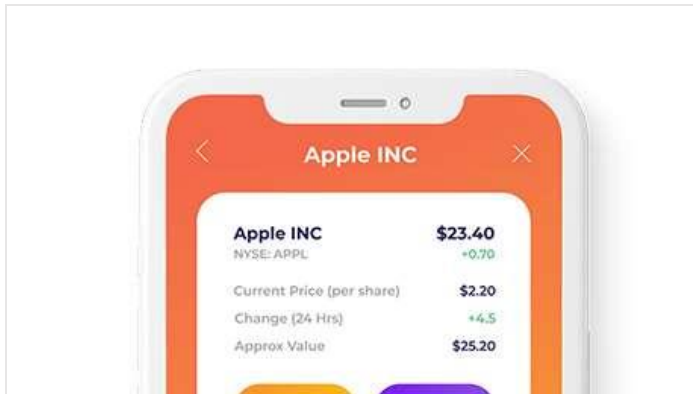
Millennial-Minded Investment Apps

The 'Wolfpack' App Helps Millennials Maximize Their Profits

Wolfpack is a free investment app that is designed to make it easier than ever for millennials to go about extracting the maximum value from their investments by leveraging the power of AI both to find new investment avenues as well as take full advantage of existing assets.

While there are undoubtedly several investment platforms and services available on the market, the fact of the matter is that many of them feature outdated interfaces or create the problem of over-loading users with information, making them difficult to use.

What's great about the Wolfpack investment app is the fact that it relies on AI-fueled technology as well as the tried and tested discussion board format, which allows users to crowdsource their information both from machine learning as well as regular human investors.



5.0
Score



9 Related
3,033 Total Clicks
URL: Hunt.to/467563

Zero-Dollar Glasses Promotions

Clearly Debuted Zero Dollar Frames in time For Valentine's Day

In celebration of Valentine's Day, Clearly -- the popular Canadian online eyewear store -- recently released a new promotion, Zero Dollar Frames. On Valentine's Day only, consumers can head to the brand's website to shop a selection of over 100 stylish frames -- all priced at zero dollars. Consumers simply need to pay the cost of their prescription and any additional lens features. Frames included in the promotion include the Clearly Basics Bertrand, the Clearly Basics Blackville, the Clearly Basics McAdam, and the Main and Central Railtown -- to name a few.

The new promotion from Clearly is sure to have a substantial influence on customer acquisition, brand loyalty, and brand perception among consumers, especially among Millennials.



5.8
Score

Popularity



Activity



Freshness



9 Related

3,845 Total Clicks

URL: Hunt.to/470412

Virtual Influencer Insurance Campaigns

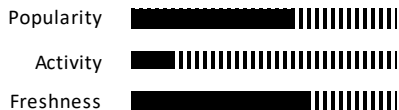
This Campaign Uses Rozy to Reach Millennials & Gen Z

Oh Rozy is a virtual influencer with more than 21,000 followers on Instagram and on a daily basis, fans connect with the character and learn about her daily life. Now, this influencer is working with Shinhan Life, a newly-launched insurance agency in South Korea, on a campaign called Shinhan Life Adds Surprises to Life that specifically speaks to Millennials and Gen Z.

Rozy, South Korea's first-ever virtual influencer, helps to add interest to financial investment markets by speaking the language of her young demographic. Rozy dances in various settings and her moves may look familiar to TikTok users because they were based on an analysis of the most popular dance moves—and the music for the ad got the same treatment.



4.8
Score



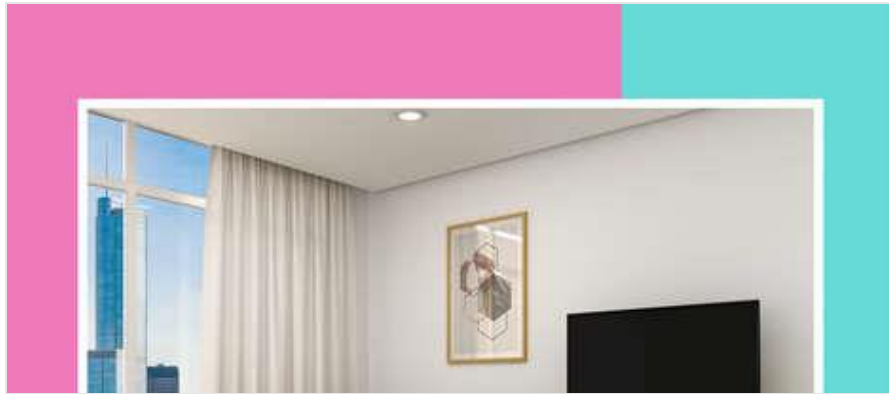
9 Related
4,558 Total Clicks
URL: Hunt.to/456962

Millennial Mid-Century Furniture

Loft & Luv is a Millennial-Targeted Small Space Furniture Brand

Loft & Luv is a new small space furniture brand from Atlantic Inc. and it targets Millennial shoppers who are looking for designs that are both stylish and affordable. The curated collections from the brand share simple ways to elevate interior settings in an accessible way and they tap into popular styles so that shoppers can express themselves with quality purchases.

CODA is the first collection under the Loft & Luv brand and it pays tribute to the timeless style of the 50s and 60s. The mid-century modern silhouettes are accented by details like hand-woven rattan inlays, gold tapered hardware pulls and tapered wooden legs. The brand plans to follow the release of the debut collection with the MONTANA collection later this year.



6.0
Score



9 Related
52,321 Total Clicks
URL: Hunt.to/458796

Cereal-Flavored Protein Bars

The Cinnamon Toast Crunch Protein Bar Has Two-Grams of Sugar

The Cinnamon Toast Crunch Protein Bar has been created by General Mills as a cereal-inspired snack bar for consumers looking to stave off hunger in a nostalgic way. The protein bar is a new take on the classic breakfast cereal flavor and is packed with 20-grams of protein and just two-grams of sugar to make it suited for those who traditionally incorporate high-protein snacks into their diet. The bar is likely to be a hit amongst Millennial and Gen X consumers who will be intrigued by the nostalgic nature of the snack that calls to mind simpler times.

The Cinnamon Toast Crunch Protein Bar is crafted with a multilayered formulation that gives it an array of textures for consumers to enjoy.



4.9
Score

Popularity



Activity



Freshness



9 Related

2,958 Total Clicks

URL: Hunt.to/463116

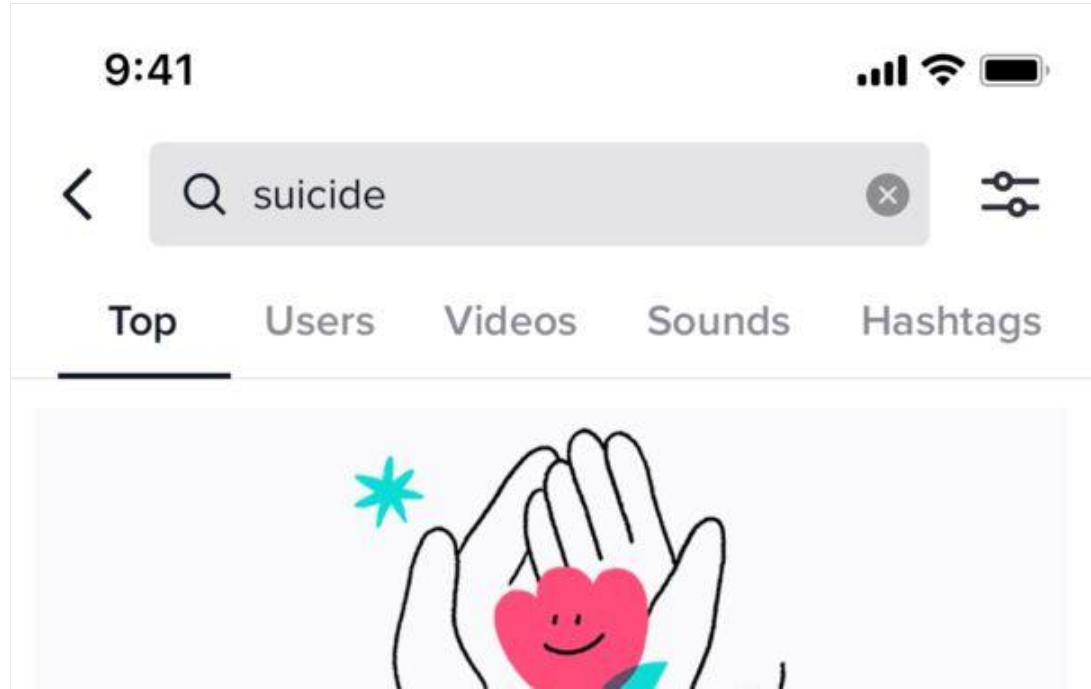
Social Media Wellness Resources

TikTok Introduces New Resources to Support Well-Being

TikTok, the popular short-form content platform popular with Gen Z and Millennial consumers, recently debuted new resources to support well-being. These include new well-being guides, an expanded guide on eating disorders, expanding search interventions, and strengthening notices for search results.

In addition, the platform will host a week of in-app activities that will offer "suggested tools and resources for mental well-being, including content shared by a range of TikTok creators and independent experts to learn about and explore important well-being issues." TikTok also announced it will be featuring curated content from its partner organizations that explore and discuss important well-being issues. The aforementioned app programming will run until September 16th.

As well being continues to be an important aspect of overall health, we can expect more brands to launch similar initiatives.



6.4
Score

Popularity



Activity



Freshness



9 Related

4,115 Total Clicks

URL: Hunt.to/460609

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.

Understanding Content Classification & Article Scoring

Below, you'll find an overview of the different types of content featured in our trend reports, as well as a breakdown of our scoring system that's used to evaluate the performance of the content in your report.

Retro Electric

Manufacturers are applying vintage vehicles to have electric capabilities.

8.8 Popularity: ██████████ Activity: ██████████ Freshness: ██████████

Consumer Insights:
The what and why of major industry shifts. Consumer Insights are split into two sections: the trend section and the insight section.

Expedition Camper Vehicles

The EarthRoamer EV1 has a durable Carbon Fiber Body

9.2 Popularity: ██████████ Activity: ██████████ Freshness: ██████████

Specific Examples:
Carefully selected individual innovations to provide more in-depth analysis.

Top Lists

Top Lists are collections of products, services or concepts compiled according to a common theme. They provide additional content and potential new perspectives on the topic we've explored in your report. Our team and software have created tens of thousands of Top Lists, which you can track and filter at TrendHunter.com/dashboard/top.

Top 100 Travel Trends in 2019

Top 100 Food Trends in December

Top 30 Pet Innovations

Clustered Lists:
Collections of related examples to broaden your perspective and expose you to adjacent opportunities.

8.8 Score

Popularity ██████████

Activity ██████████

Freshness ██████████

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

Freshness:
The relative newness of an article.

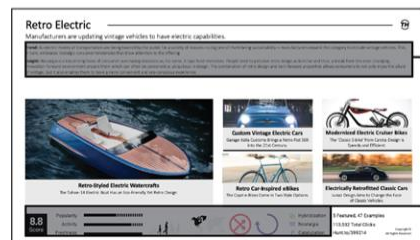
Activity:
The amount of people interacting with an article, including scrolling through images and sharing on social media. Something, like a bacon cupcake, might not be Popular, but could score high on Activity if people share it a lot.

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

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

How to Read This Page

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



Trend:

This section identifies a new opportunity in a given industry.

Insight:

This section explores the specific target consumer's motivations, attitudes, beliefs and ultimately tension behind that opportunity.

Demographics & Scoring:

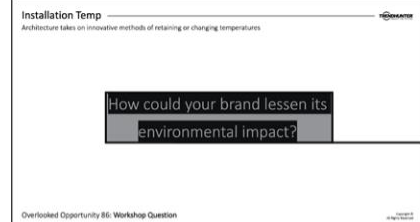
The demographics speak to the target audience, as informed by the researcher, not by the site statistics. The overall score is the average of the following: popularity, activity and freshness.

Patterns & Megatrend:

Understand the Consumer Insight within the context of the 18 Megatrends that are shaping the world, plus the 6 Patterns of Opportunity that help short-cut your discovery of innovative ideas.

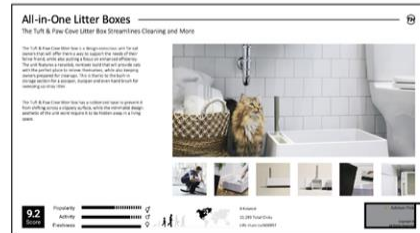
Workshop Question:

These questions are intended to be thought-provokers to help you brainstorm (either individually or in groups) about the relevancy or actionability of these insights.



Advisor Picks:

These are specific Consumer Insights and examples chosen by your Advisor because of their relevance to your team. These are featured on the Report Summary page and tagged throughout the report with a yellow star.



CONTEXT

Trend Hunter is the #1 trend platform

Trend Hunter is relied on by hundreds of brands to predict and create the future. So far, we've completed **8,500 custom trend reports!**



3.2 Billion

Page-View Web Platform



36

Festivals Hosted



700

Top Brand Clients



8,500

Reports Created



TRENDAHUNTER
CREATE THE FUTURE

CONTEXT

The Challenge

Our world is full of opportunity, but if you're like most people, you're being tasked to do more with less. It has become overwhelming to filter through the noise and **connect the dots**.

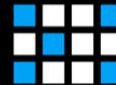
- Social Media
- Outsourcing
- Big Data
- The Cloud
- China
- Technology
- 3D Printing
- Boomers
- Sustainability
- Personalization
- AI
- Robots
- Genome
- Globalization
- Virtual Reality
- Uncertainty
- Influencers
- Lower Barriers
- Social Business
- Augmented Reality
- Diversification
- Attention Shifts
- 3D Printing
- Millennials
- Retail Technology
- Group Buying
- Crowd Funding
- Female Empowerment



Industry Reports
Lots to Filter; not custom



Trend Sites
Too high-level



Google
Random; what ranks



Social Media
Low-level & buzz



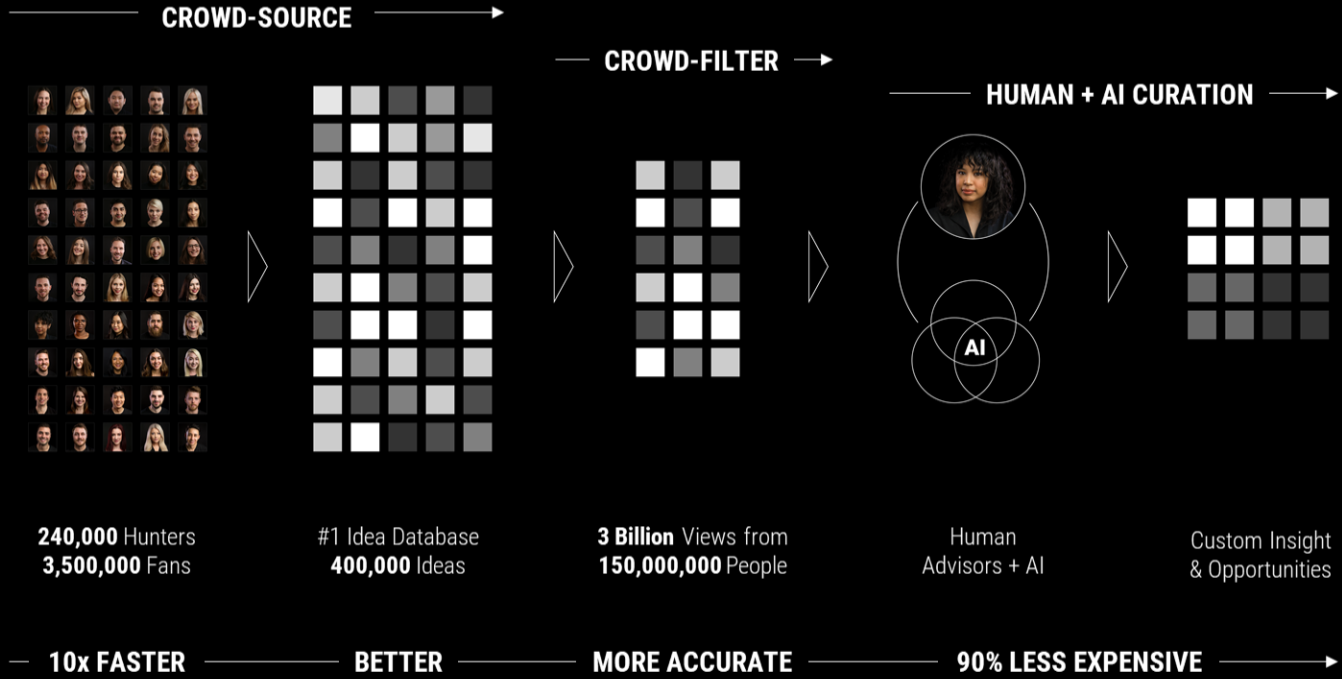
Custom Insight
Slow & expensive



Industry Sites
Niche and newsy

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



CONTEXT

The Implication

Our disruptive platform enables you to get data-driven custom research that is not just **better**, but also **20x faster, for 1/10th of the price.**

Now, you can do months of innovation research...



... in hours, so you can innovate better and faster



Dive Deeper with Custom Research

Enjoy this sample report, but if you want custom research, let's chat about your topics!

Top Uses:

1. Validate
2. Explore
3. Inspire
4. Monitor
5. Track
6. Anticipate
7. Prepare

Retail

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

Brand & Loyalty

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

Social Media

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

Lifestyle

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

Gen Z

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

Millennials

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

Tech

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

Marketing

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

Health & Wellness

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

Dining

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

Packaging

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

Style

- Ethical Cosmetics
- Fashion Tech
- Skincare Innovation
- Personalization

UPCOMING

Join Us at Future Festival

**If you want to find your big idea, visit us
at one of our 18 Future Festivals**

This year, our World Summit event is themed around helping you to get your brand back on its feet, quickly, with workshops, activities and trend spotting related to understanding our rapidly changing world.



"The best event I've ever attended, and we go to motorcycle races."

– Head of R&D



"Future Festival is a concentrated dose of inspiration and insights. This even is a must-attend!"

– Brand Manager

Affac

"Undoubtedly the most meaningful conference I've ever attended."

– VP of Sales



Want More?



YOUR SUCCESS STRATEGIST

YOUR DEDICATED ADVISOR



Fast, Custom Research

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



Keynotes & Workshops

- Trend Presentations
- Innovation Workshops
- Speaker Series



Events & Tools

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

Let's talk about how we can help you create the future:
Advisory@TrendHunter.com