

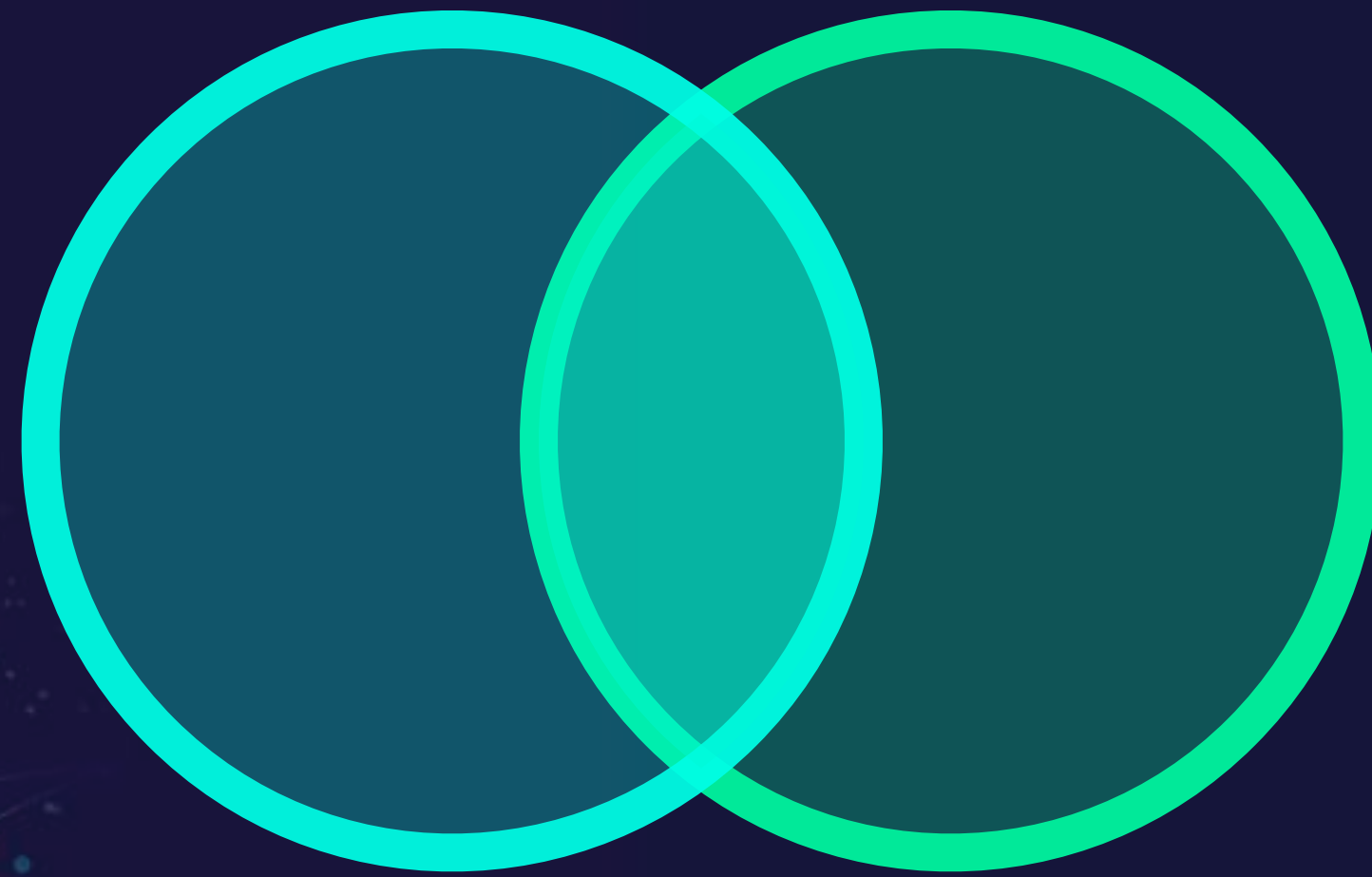
Trend Confirmations & Predictions for 2023

Future In Sight.



NEXTATLAS

Data scientist



Insight Strategists

Foresight Scientists



NEXTATLAS

Leveraging the power of the early adopters

AI-enabled Foresight

Leveraging the Power of the Early Adopters

Unbiased Audience Insights

We base our analysis on **early adopters profiles to detect emerging interests and behaviours before they become mainstream.**

Unbiased comes from analysis of unprompted Social Media posts, filtered from noise and advertising.

300K+
Early Adopters

Discovery & Deep-Dive approach

We identify 'weak' signals of major market shifts to **discover** untapped opportunity. We set up bespoke analysis based on internal segmentations and taxonomies **to enrich internal intelligence.**



Visual + Verbal

We combine the most advanced NLP techniques with a proprietary Computer Vision model, to **extract value from texts and images.** By integrating them we generate insights that are further enhanced with expert curation.

Always-on Predictions

Our continuously monitored data set provides direction to jump on the right phenomena for your audience at the right time. We **track the evolution of consumer behaviours** and dive into nuanced datapoints (timelines, geographies, industry focuses, relevant tags, moodboards, etc).



Energy efficiency is predicted to steadily grow (+57%) over half a year

What's Inside?

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Introduction

Year End Review & New Year's Forecast

After an intense and disruptive year – consumers have gone through the aftermath of the pandemic, the Russia-Ukraine war, extensive supply chain issues and more – it's once again that time: **time to evaluate what has happened in 2022 and project into the new year** that is fast approaching, illuminating its opportunities and its outlook.

Consumers have emerged from this challenging year changed – **more urgent, more demanding and more insecure – and it's crucial for brands to align their strategies with these shifts.**

In this Report "Confirmations & Predictions for 2023," you will discover **our newest bets for you:** a collection of emerging trends that will dominate the future of different industries, markets, and consumer interests as well as our recommendations on how best to apply them in your strategies.

Discover what this **new year can bring to your business** and your consumers **through Nextatlas and the power of data.**

Future
In Sight.

+++
+++
+++

93%

Accuracy of
predictions

600K

Tracked
Tags

+2,5M

New Posts
Analyzed/Week

300K

Industry specific
Innovators

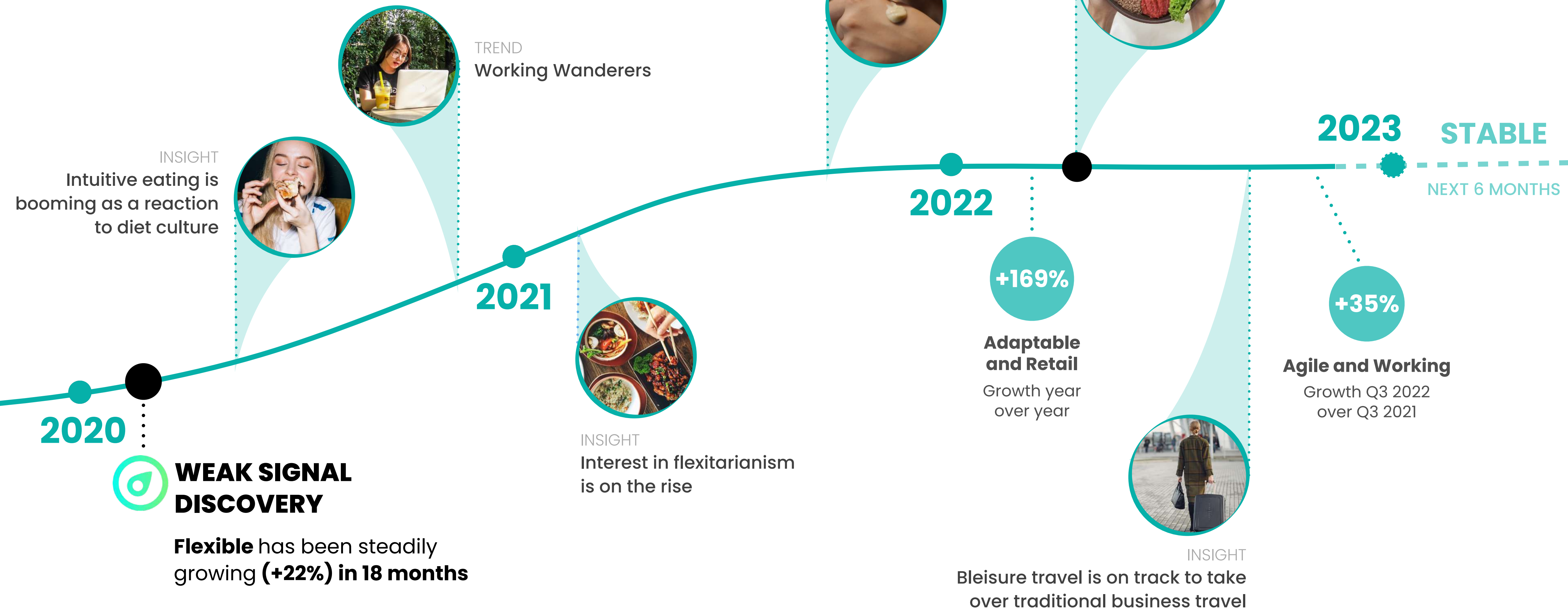
01 From Flexibility to Scaling-down Attempt

Over the past 3 years, **we've been witnessing the stable rise of the need for all-encompassing flexibility** across different fields, ranging from F&B to Beauty, from work-life balance to retail and traveling.

However, the concept of **flexibility is itself changing**. Triggered by the growing **complexity and instability** of world events as well as the multiplication of solutions on the market, **the search for flexibility is now being replaced by a "reducing approach"**

All-Encompassing Flexibility

CONFIRMATION



Scaling-down Attempt

PREDICTION

2021



WEAK SIGNAL DISCOVERY

Decluttering is predicted to grow **(+14%) over half a year**

TREND
Human Scale Cities



INSIGHT
Fuel prices, energy costs and food are all on the rise prompting what is being called a "cost-of-living crisis"



2022



INSIGHT
Reducing waste is now key to meeting environmental milestones in retail

TREND
Vanishing Objects



INSIGHT
The market is adopting concentrated and waterless product solutions



INSIGHT
Recipes with fewer ingredients are the winning formula in the new era of budget-conscious consumption

2023

+38%

"REDUCTION"
GROWTH
NEXT 6 MONTHS



TODAY

INSIGHT
"Reducetarianism", the practice of reducing meat consumption, is one of the behaviors to watch in 2023

Scaling-down Attempt: Behind the Data

PREDICTION

Main Tags



Emerging Targets

VALUES & INTERESTS

Ecoconscious



Foodies



DEMOGRAPHICS

Millennials



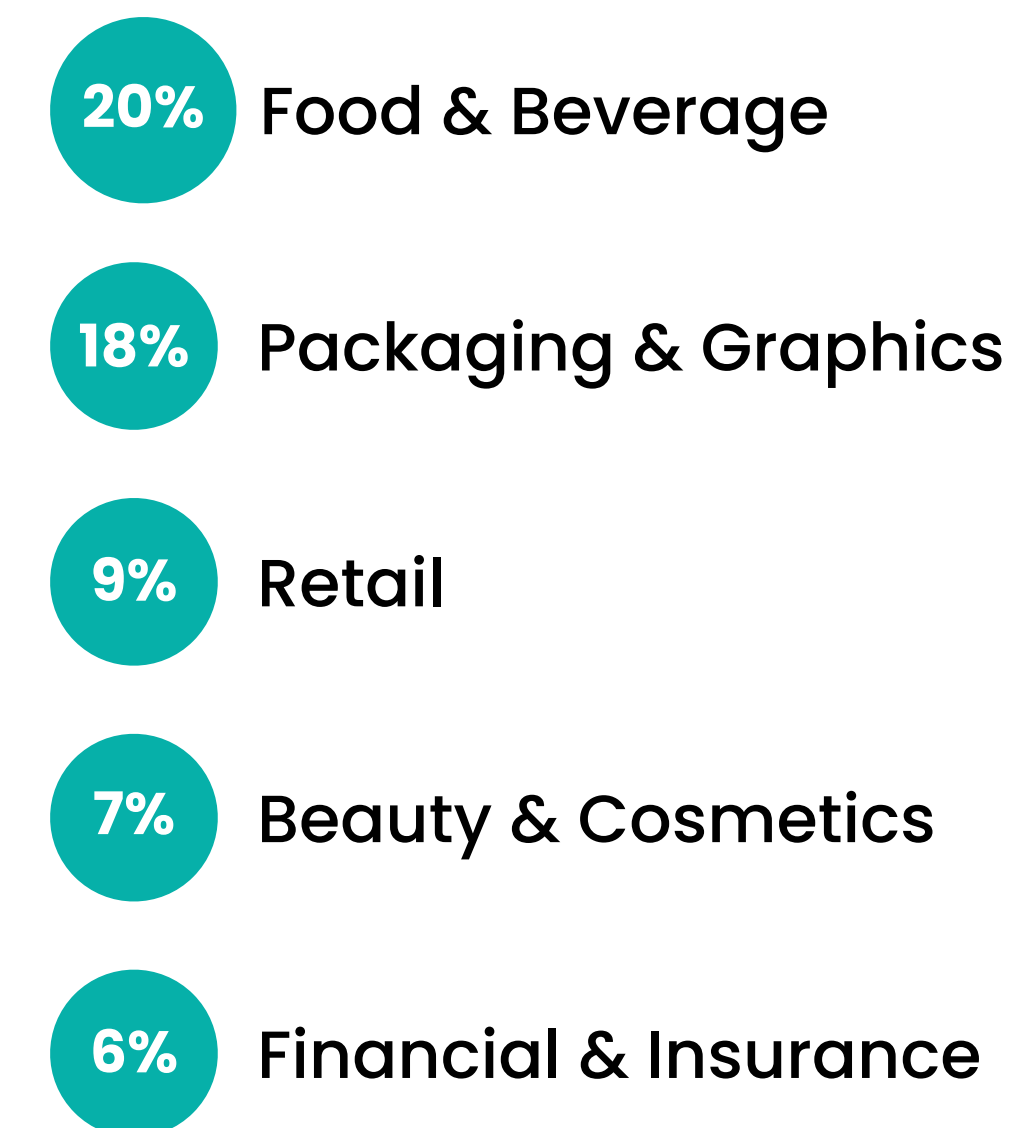
GenZ



GenX

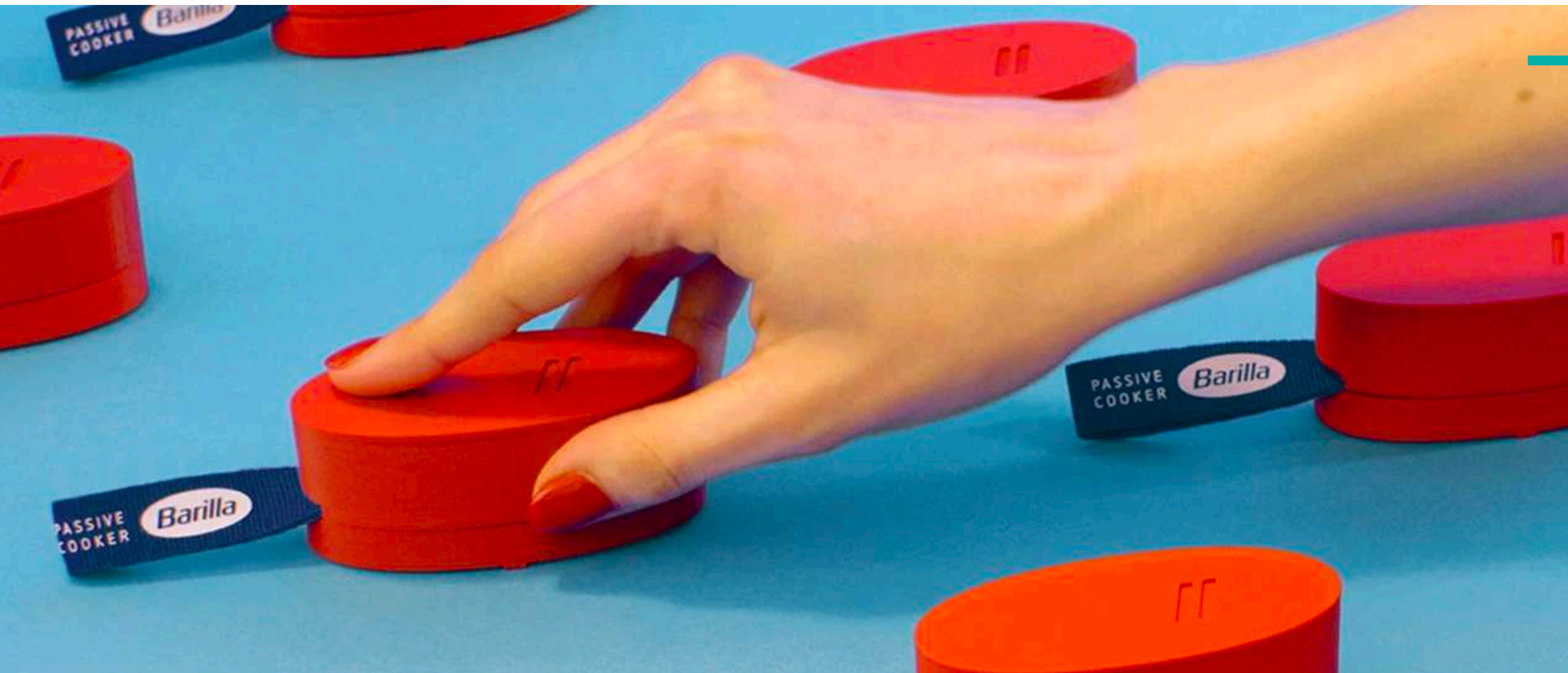


Top Impacted Industries



Scaling-down Attempt: Brand Cases

PREDICTION



Barilla's Passive Cooker

Passive Cooking is an alternative way of cooking pasta that reduces CO₂ emissions by up to 80%* in comparison with the traditional method. Italian pasta brand Barilla developed the Passive Cooker, a smart device that sits on top of a pot's lid and pairs with the cook's phone to ping them when they need to turn off their stove and when their pasta is ready in order to reduce energy costs when cooking a pasta dish.

www.barilla.com

Waterless Plant-Based Milks by Blue Farm

Berlin-based start-up Blue Farm, announces it has closed a round of around €3 million. In this year the company has sold enough oat drink powder to create over 750,000 litres of oat drink. Blue Farm states it is "radically redeveloping milk" with its powdered plant-based products, which include oat bases and oat latte bases. By eliminating water and selling only the fermented plant base, the company is significantly reducing the footprint of oat milk.



Scaling-down Attempt: Brand Cases

PREDICTION

Blueland's Facial Cleanser Starter Kit

Blueland is known for its eco-friendly approach to cleaning essentials that combine cleaning tablets with reusable and refillable Forever Bottles, and now the brand is expanding into waste-reducing skincare with the Blueland Facial Cleanser Starter Kit.

A first-of-its-kind gentle cleanser that transforms from powder into a full bottle of non-foaming gel with a skin-balanced pH. Our powder + your water = 1 full bottle of facial cleanser. The gentle blend of hydrating ingredients creates a gel that is hypoallergenic, non-irritating and fragrance-free.

www.blueland.com



Scaling-down Attempt: Brand Cases

PREDICTION

Channel 4 partners 7 brands for cost-of-living crisis ad break campaign

The bespoke ad break features spots from Boots, Co-op, Giffgaff, Go.Compare, Lidl, Nationwide Building Society and Vodafone.

The ad break run in October during Steph's Packed Lunch and Gogglebox and began with an introduction from Channel 4 explaining that brands would like to help viewers during the cost-of-living crisis.

Each participating brand's ad then run throughout the break, concluding with an outro that directs viewers to a Channel 4 website offering further information and support.

www.carat.com

Now on Channel 4,
a special ad break brought to you
by companies who want to highlight some
of the ways they can help their customers
during this difficult time of rising prices.

Beyond the initiatives presented by the companies featured within this ad-break



Insight to Action

Positive & Responsible Reduction

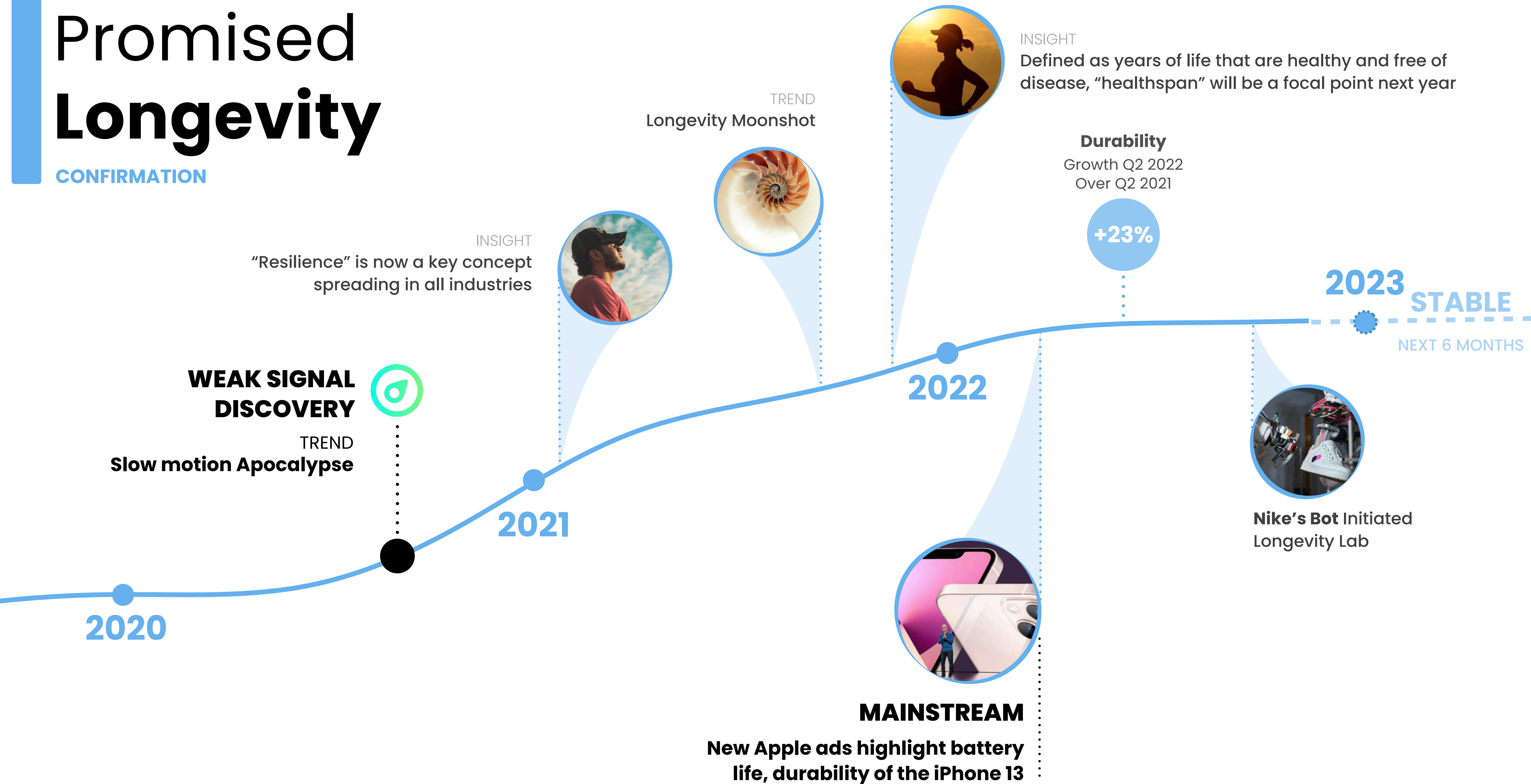
- **Cutting down consumption** – from food to beauty to energy sector – is an opportunity to move to more sustainable lifestyles and tackle the cost-of-living crisis. **Inspiring consumers to reduce and reuse** whenever possible.
- Illuminating strategies to **help customers cope with the cost of living crisis** and save money **through sustainable actions and products that will have a real positive impact on the planet.**
- **Changing the storytelling** is necessary: the concept of **reduction must not be communicated as a renunciation** or penalty, but rather as a **choice that demonstrates individual and social responsibility.**

From Longevity To Hopeful Tomorrow

Humans have constantly searched for the secrets to eternal youth and a long life; **longevity has indeed become a common indicator for measuring health and happiness.** This future-driven and life-extending mindset - triggered by the pandemic and climate change - doesn't apply exclusively to our personal longevity. It also **applies to the lifecycles of consumer goods and is now evolving into an hopeful take on the present,** pushing us to **embrace long-termism, trust in humanity,** and put the wellbeing of future generations at the center of the debate.

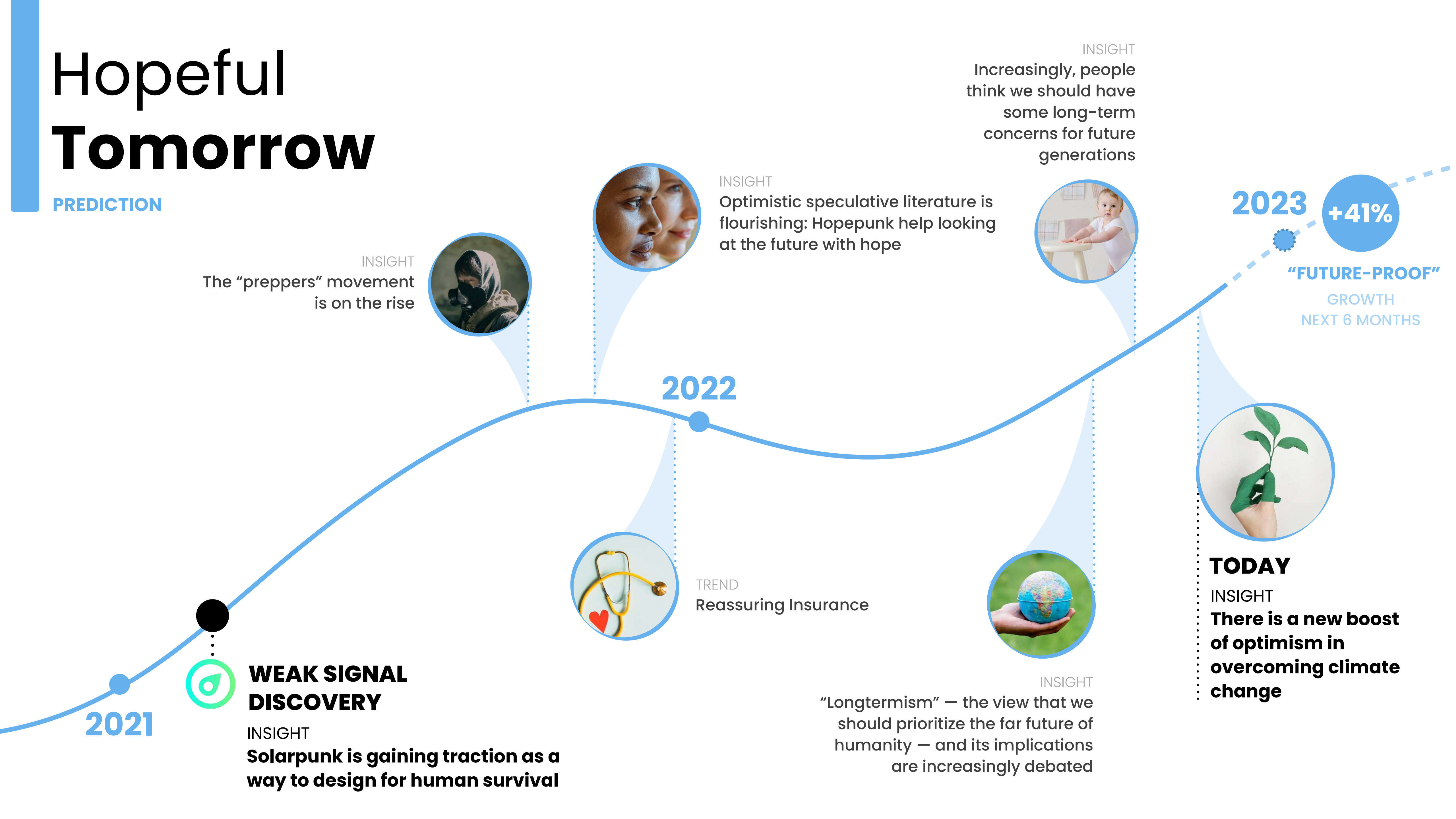
Promised Longevity

CONFIRMATION



Hopeful Tomorrow

PREDICTION



2021



WEAK SIGNAL DISCOVERY

INSIGHT

Solarpunk is gaining traction as a way to design for human survival

INSIGHT
The "preppers" movement is on the rise



2022



TREND

Reassuring Insurance



INSIGHT

Optimistic speculative literature is flourishing: Hopepunk help looking at the future with hope



INSIGHT

"Longtermism" — the view that we should prioritize the far future of humanity — and its implications are increasingly debated



INSIGHT
Increasingly, people think we should have some long-term concerns for future generations



TODAY

INSIGHT

There is a new boost of optimism in overcoming climate change

2023

+41%

"FUTURE-PROOF"

GROWTH
NEXT 6 MONTHS

Hopeful Tomorrow: Behind the Data

PREDICTION

Main **Tags**

Longtermism

Crisis

Climate Action

Positive

Altruism

Better Future

Hope

Optimism

Next Generations

Preserve

Protect

Top **Targets**

VALUES

Ecoconscious

Civil Rights Activists

Experimenters

DEMOGRAPHICS

GenZ

Millennials

Top **Impacted Industries**

12%

Nonprofit & Social Cause

10%

Advertising & Branding

8%

Financial & Insurance

8%

Education

Hopeful Tomorrow: Brand Cases

PREDICTION

'Change is possible': meet the Gen-Zers who embrace climate optimism

Zahra Biabani, 23, wants to displace the fast-fashion industry by founding the world's first sustainable clothing rental company.

She is just out of college and writing a book on the power of climate optimism, while also launching the world's first sustainable fashion rental marketplace.

She just started In The Loop, her mission to make sustainable and ethical brands more accessible to young people. Her platform will offer clothing rentals, discounts for one-time rentals, even reusable bags, all operated from her parent's garage in Houston.

Biabani told the Guardian that "climate optimism is just a framework for unlocking the full potentiality of climate solutions that we desperately need."

www.theguardian.com



Hopeful Tomorrow: Brand Cases

PREDICTION

University of East Anglia: a new course to help students cope with eco-anxiety

Reaching maturity at a moment when the future looks bleak, young people can be especially prone to climate grief. To provide them with support and coping skills, the University of East Anglia now runs a 'Mindfulness and Active Hope' course, the only one of its kind in the UK.

Six weekly sessions aim to help students learn how to transform their eco-anxiety into 'active hope' — the course draws on the bestselling book of the same name by Joanna Macy and Chris Johnstone. Mindfulness techniques will be taught to cultivate calm and build self-care routines. UAE developed the course in partnership with local mental health charity Norfolk and Waveney Mind.

www.uea.ac.uk



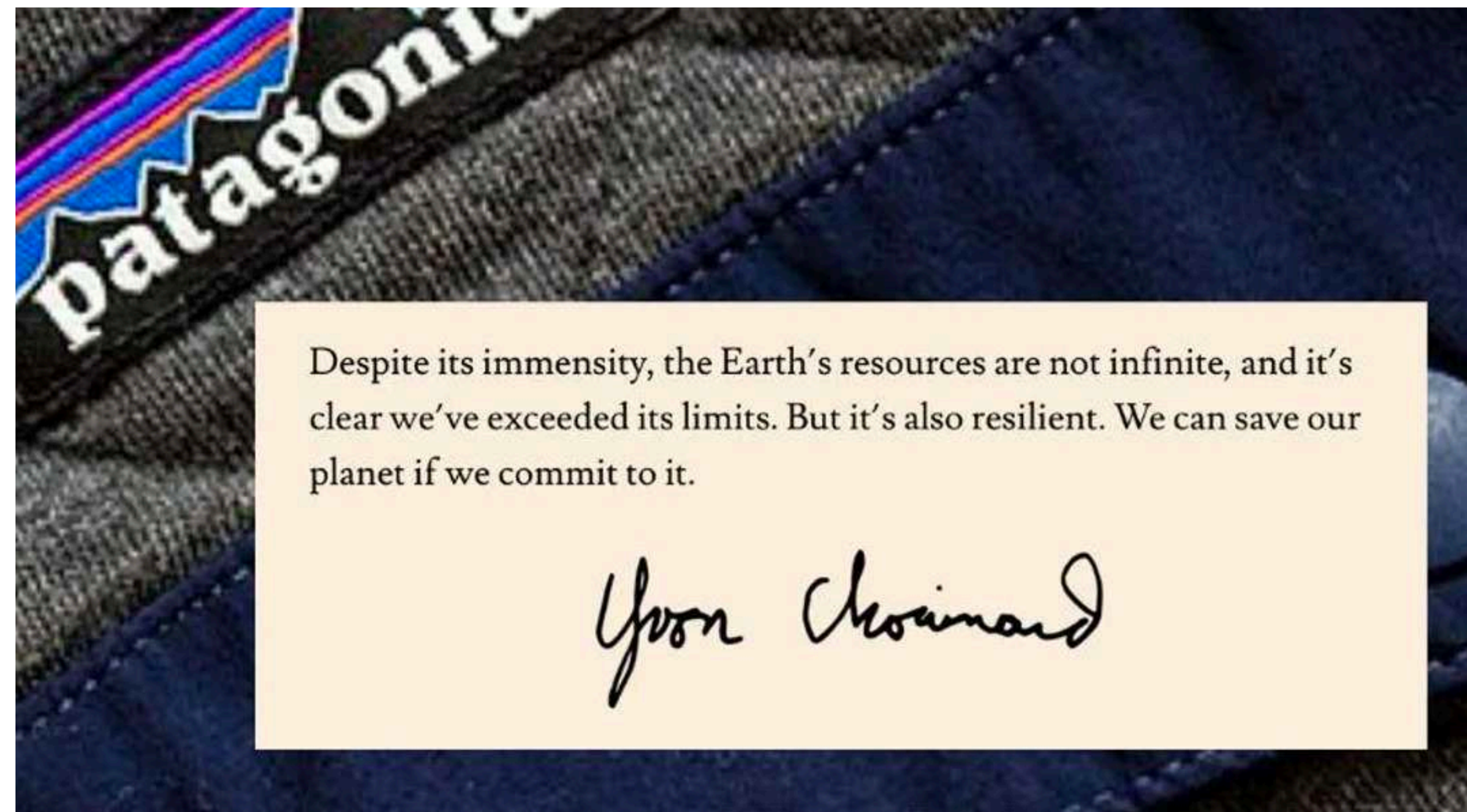
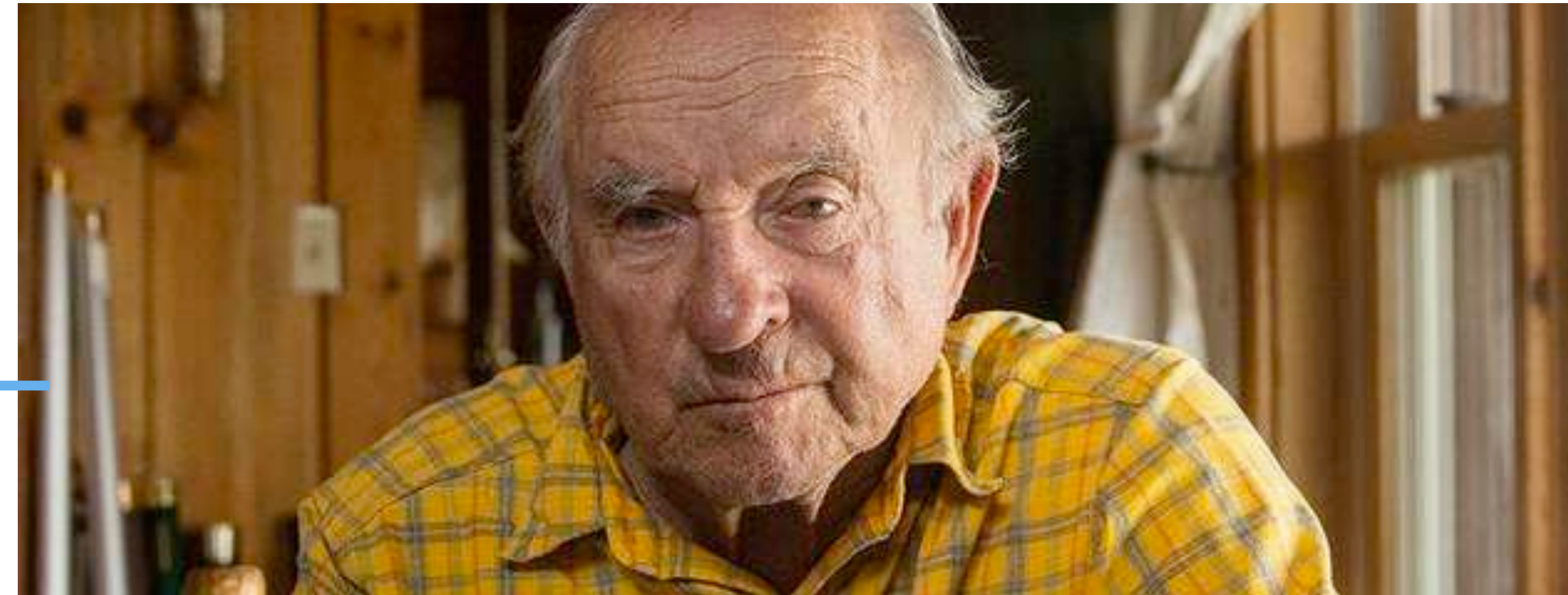
Hopeful Tomorrow: Brand Cases

PREDICTION

Patagonia's Climate Change Fight

The billionaire founder of the outdoor fashion brand Patagonia has given away his company to a charitable trust. Yvon Chouinard said any profit not reinvested in running the business would go to fighting climate change. He claimed that profits to be donated to climate causes will amount to around \$100m (£87m) a year, depending on the health of the company.

www.nytimes.com



Insight to Action

Hope for transformative change

- Embracing the power of positivity. While taking the devastation and global environmental situation seriously, brands can **empower consumers with climate optimism and collective direction for positive change.**
- **Being optimistic and having hope, focusing on the things that are going right and on the solutions** that are already taking hold. It's human nature to focus on the problem. But it feels so much better to focus on the solution.
- **Making a real impact together:** joining efforts to implement decisions that positively influence the long-term future, without losing sight of immediate needs

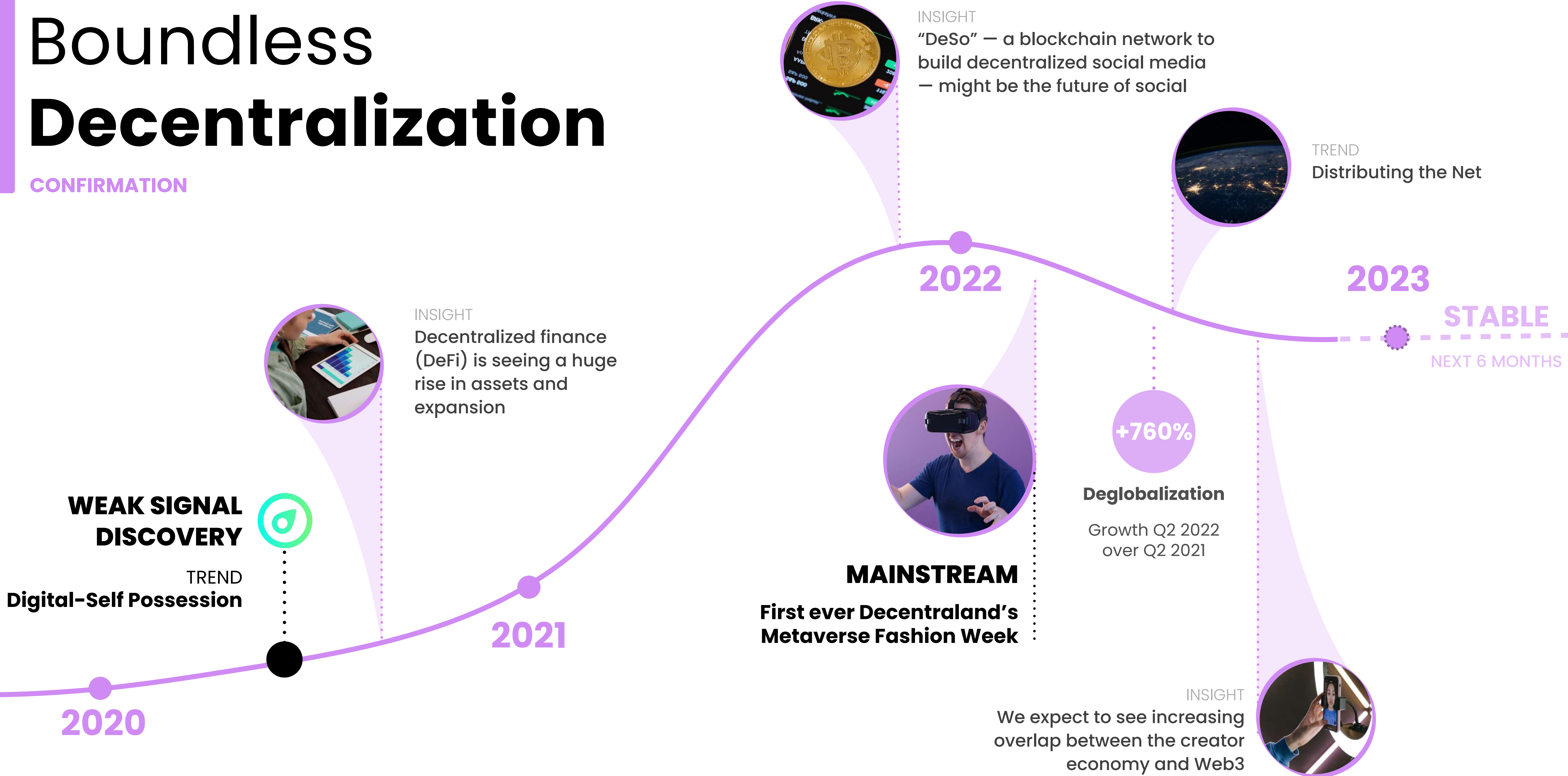
From Decentralization To Frictionless Interoperability

Since **blockchain interoperability** allows data and value to be transferred across different networks, it has become an **increasingly important feature of Web3**.

Achieving it across all identity systems and blockchain networks, without compromising security, will, more and more, be a fundamental requirement of the future, as **interoperability may allow for the creation of powerful new products and services**.

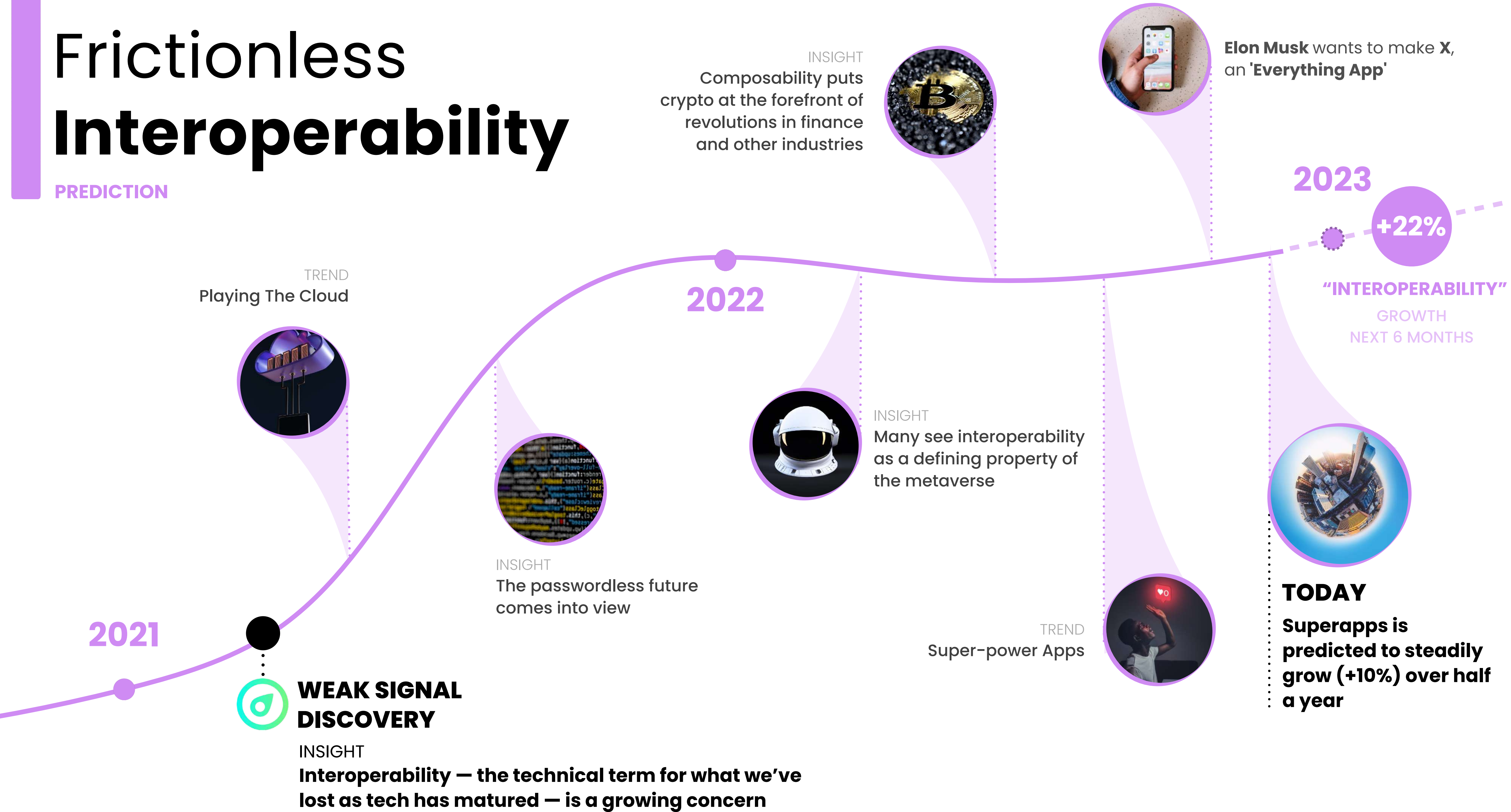
Boundless Decentralization

CONFIRMATION

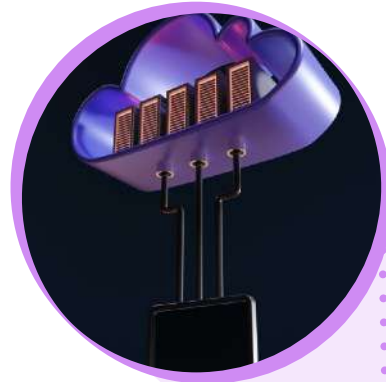


Frictionless Interoperability

PREDICTION



TREND
Playing The Cloud



2022



INSIGHT
The passwordless future comes into view



INSIGHT
Many see interoperability as a defining property of the metaverse

2021



WEAK SIGNAL DISCOVERY

INSIGHT
Interoperability — the technical term for what we've lost as tech has matured — is a growing concern

TREND
Super-power Apps



2023

+22%

"INTEROPERABILITY"
GROWTH
NEXT 6 MONTHS



TODAY
Superapps is predicted to steadily grow (+10%) over half a year

INSIGHT
Composability puts crypto at the forefront of revolutions in finance and other industries



Elon Musk wants to make X, an 'Everything App'



Frictionless Interoperability: Behind the Data

PREDICTION

Main **Tags**

Compatibility

Web3

Data Sharing

Metaverse

Ecosystem

Blockchain

Apps

Integration

Decentralized

Cross Chain

Top **Targets**

VALUES & AND INTERESTS

Experimenters

Tech Geeks

DEMOGRAPHICS

GenX

Millennials

Top **Impacted Industries**

16% Technology

10% Financial & Insurance

8% Art & Design

6% Advertising & Branding

Frictionless Interoperability: Brand Cases

PREDICTION



EU could force WhatsApp, Messenger, iMessage and others to offer interoperability

The EU's newly agreed-upon Digital Markets Act could require messaging app developers to make their apps work together. In the EU's press release, it says that lawmakers agreed that the "gatekeeper" companies behind WhatsApp, Facebook Messenger, or iMessage would have to make their apps "interoperable" with smaller messaging platforms at the developers' request.

www.theverge.com

Matter launch event, Nov. 3

After years of waiting, companies are finally announcing their product roadmaps for the transition to Matter, the new smart home standard that promises to fix smart home interoperability. Matter has been developed by Amazon, Apple, Google, and Samsung, alongside many other smart home companies. Perhaps most importantly, once they're in your home, Matter devices can operate entirely locally, talking to each other over Thread and Wi-Fi and not going through the cloud.

www.theverge.com



Frictionless Interoperability: Brand Cases

PREDICTION

Lowe's Open Builder

Lowe's announced it will begin helping builders of the metaverse create new possibilities. Rather than entering the metaverse with a storefront to sell virtual goods, Lowe's aims to equip builders free of charge with items from its real-world shelves to make their creations more beautiful, more useful and more inspiring. To start, Lowe's will make more than 500 3D product assets available for download for free via Lowe's Open Builder, a new asset hub designed to be available to all creators, addressing key challenges of interoperability and accessibility. For added inspiration, Lowe's will also release a limited NFT wearable collection* for builders in Decentraland** to the first 1,000 participants starting to outfit their avatars in boots, hardhats, and other accessories.

lowesopenbuilder.com



We're making our pro-grade 3D products free to all, to help builders create even more possibilities in the metaverse.

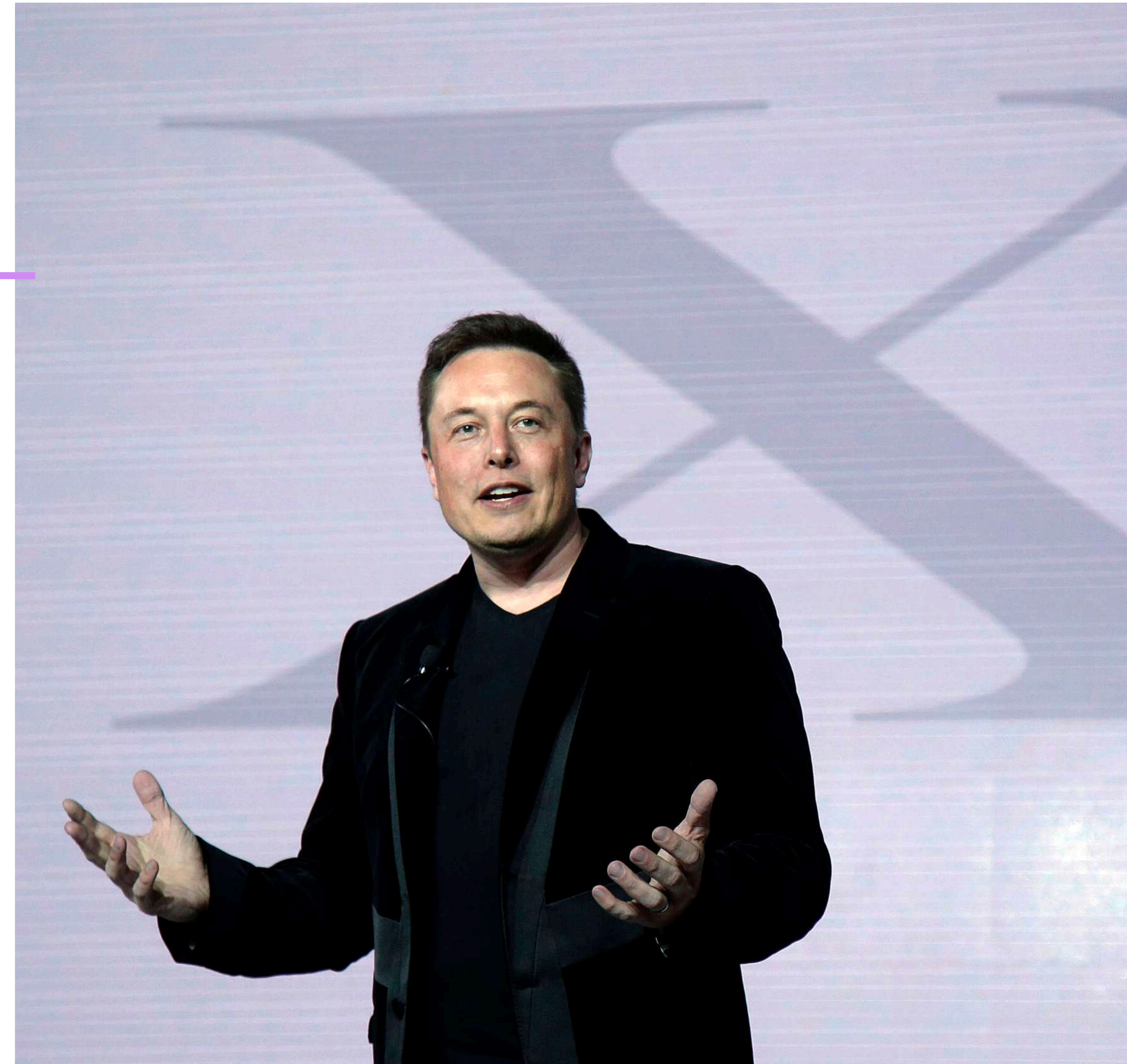
Frictionless Interoperability: Brand Cases

PREDICTION

Elon Musk wants to build X-App: an App for Everything

Elon Musk is planning Twitter's future using inspiration from WeChat, China's leading social media platform. While he has shared a few details regarding his vision for X (an app for everything), analysts believe achieving this vision will be very challenging. On October, the Tesla CEO said his long-term vision for Twitter is to create a new app named X. In his tweet, Musk said his Twitter purchase would aid the rapid development of X.

www.crypto-news-flash.com



Insight to Action

Fluid Ecosystems

- Guaranteeing **users freedom of movement across a diverse variety of worlds** taking their identities, entitlements and goods with them.
- Building **fully fleshed-out and integrated ecosystems**. Position digital ecosystems around one integrated experience of interconnected services across a range of cross-sectoral needs to succeed.
- Focusing on **creating a frictionless hassle-free customer experience**. The digital media ecosystem shouldn't be fragmented: interoperability is a must-have.

From Self-Care To Empathetic Connections

The quest for **self-care** and the desire for **guilt-free indulgent taste and sensorial experiences** have been steadily growing in the aftermath of the pandemic, pushing a **new wave of hedonism** that eventually gained stability.

More recently, online conversations are shifting the **emphasis from self-indulgence to the importance of empathy and genuine connections** to ensure emotional well-being.

Indulgent Self-care

CONFIRMATION

MAINSTREAM

Hedonism & Indulgence have been steadily growing (+70%) in 18 months

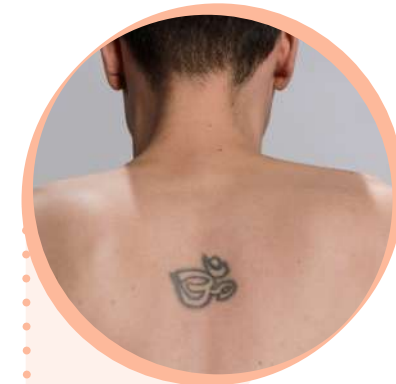
INSIGHT
The self-care landscape has grown to encompass nutrition, meditation, sleep quality, among other things

2023

STABLE
NEXT 6 MONTHS

2022

TREND
Hedonistic Impatience



WEAK SIGNAL DISCOVERY

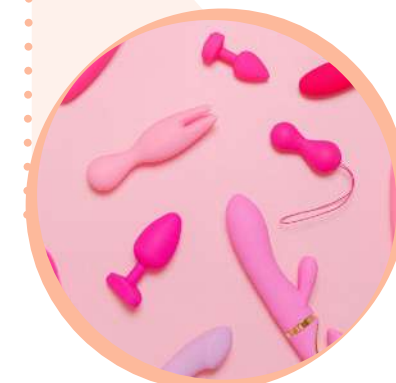
INSIGHT
There's an increasing desire for guilt-free indulgent taste experiences

INSIGHT
The resurgence of sensorial indulgences is making its appearance across categories



2021

INSIGHT
Self-pleasure is a topic we're becoming more comfortable with talking about openly



TREND
Embracing Your Inner Slacker



INSIGHT
Since the pandemic began, interest in instant gratification has been on a steady rise



2020



Empathetic Connections

PREDICTION

INSIGHT
With consumers seeking out genuine connection with brands, packaging that tell stories is set to gain unprecedented levels of interest



INSIGHT
Periods of turmoil heightened the attention towards motivational branding and communication



2023
+27%
"EMPATHY"
GROWTH
NEXT 6 MONTHS



WEAK SIGNAL DISCOVERY

TREND
Melancholic Branding



INSIGHT
The Empathy Economy is rising

TREND
Mood-Boosting Consumption



TODAY

INSIGHT
Interest in "emotional health" – focusing on being in tune with our emotions, and vulnerability, – has been on the rise

2022

INSIGHT
Mental health has emerged emphatically as a top workplace concern



2015

2021

TREND
Polyempathy



Empathetic Connections: Behind the Data

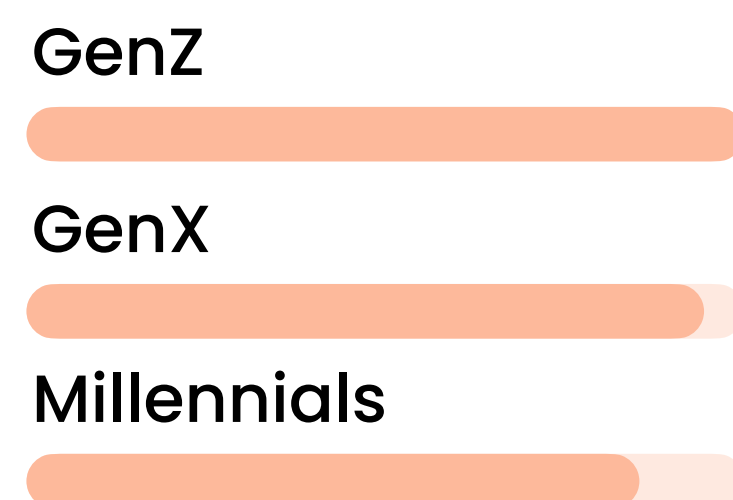
PREDICTION

Main **Tags**



Top **Targets**

DEMOGRAPHICS



GENDER EXPRESSION



Top **Impacted Industries**



Empathetic Connections: Brand Cases

PREDICTION

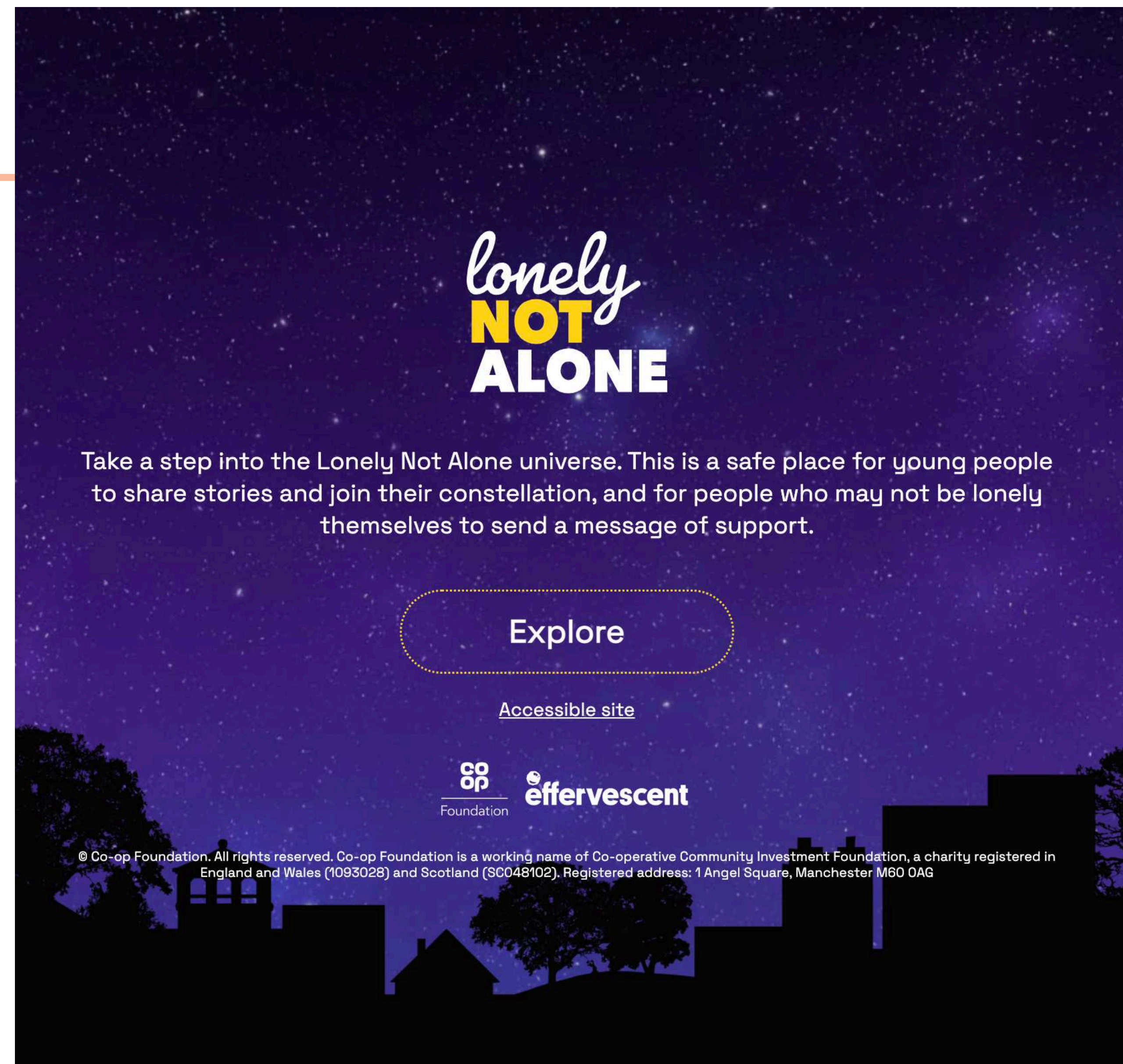
Lonely not Alone

Lonely Not Alone is co-designed by young people to tackle the stigma of youth loneliness. Now in its fourth year, the campaign relaunched on 5th October 2022, and it's bigger and better than ever!

The Lonely Not Alone universe is a safe place for young people to share their stories and join their constellation. This year the universe has been reimagined to give people who may not be lonely themselves a role too. Anyone can now send a message of support into the universe, to let young people know that they might be lonely, but they're not alone.

eff.org.uk

lonelynotalone.org



Empathetic Connections: Brand Cases

PREDICTION

Asics want to show the positive impact of movement on how we feel

None of us is a stranger to the occasional triumphant fitness journey popping up on our social media feed. So, when celebs Dr Alex George, Motsi Mabuse and Jada Sezer shared their exercise 'before and after' pics this month, with no dramatic physical transformations to be seen, people were perplexed.

It was soon revealed that Asics and PR firm Golin were behind the idea, wishing to highlight the power of exercise to transform the mind, and not just the body.

A simple idea that got people talking this World Mental Health Day, the campaign encouraged people to get moving for a mood boost, leaving behind the obsession with body image.

www.asics.com



Empathetic Connections: Brand Cases

PREDICTION

Merrell's 'More Less' Campaign

Merrell, a global leader in outdoor active footwear, is flipping the script on what self-care looks like with its "More Less" campaign. Created by all female-led teams (including marketing, production, director, photographer. etc.), the new spot encourages women to swap out their healing crystals for hiking shoes and simply go outdoors as the greatest form of self-care. Studies show that women are twice as likely to suffer from severe stress and anxiety as men – and oftentimes women overlook the simplest way to relieve stress: a walk outside.

[footwearnews.com](https://www.footwearnews.com)



Empathetic Connections: Brand Cases

PREDICTION

KFC Degustation Restaurant: when fine dining meets fast food

Playfully blending fast food with a gourmet experience, US fast-food restaurant chain KFC recently opened the doors to its Kentucky Fried Chicken Dégustation restaurant pop-up in Alexandria (Australia) offering patrons a luxe tasting experience inspired by some of its most iconic menu items. To create the 11-course tasting menu (a nod to KFC's Original Recipe – a secret mix of 11 herbs and spices used to coat its chicken), the restaurant chain partnered with Sydney chef-owner Nelly Robinson. The echo around this KFC's initiative was massive, showing how food, especially guilty-pleasure and comfort-food, are a mood changer and source of joy for people with an emotional attachment with a certain food: fried chicken in this case.

www.smh.com



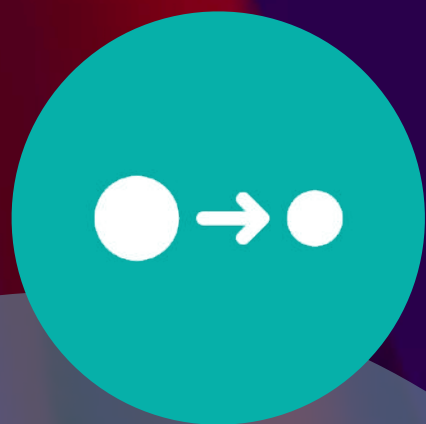
Insight to Action

Meaningful Empathy

- **Showing empathy, but with substance.** Moving beyond words to action is both the right thing and the right way to **earn genuine consumer support**. At moments like this, **people need brands to provide thoughtful practical solutions**.
- **Approaching consumers as people first and finding ways to meet their needs.** It's an unprecedented moment, but it's also a huge opportunity to step up and show meaningful action.
- **Preventing people from feeling lonely** and avoiding a sense of emptiness in these difficult times. **Making small gestures/actions** in consumers' everyday life to **create genuine and empathetic connections** that go beyond the moment of purchase.

5 So What?

The **4 Words** that will drive consumers' needs and values and that **brands must consider to make forward-looking actions** and strategic decisions **in 2023** are:



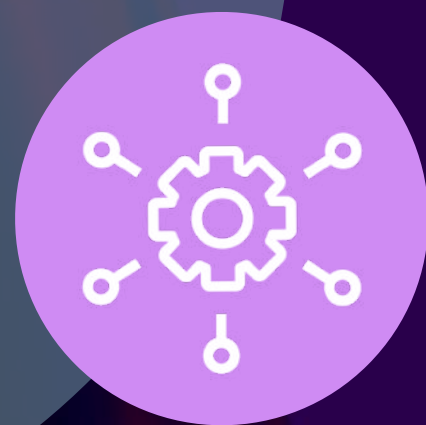
Reduction +38%

NEXT 6 MONTHS



Future-proof +41%

NEXT 6 MONTHS



Interoperability +22%

NEXT 6 MONTHS



Empathy +27%

NEXT 6 MONTHS

NOVEMBER 2022

Thanks!

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