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# Future Forecast 2024

Cover: **Maison Kitsuné** spring/summer campaign 2023, France



# Introduction

As the dust settles after a tumultuous few years, it is becoming clear that we are in a new era of seemingly permanent uncertainty due to global economic, environmental and political challenges as well as increasingly fast-paced technological innovation

Yet, as citizens, we are simultaneously unwilling to compromise on what we want from the people and organisations around us.

Surprisingly, despite current economic constraints and the financial challenges faced by younger generations, consumers are still indulging in products and services that bring them joy, albeit with altered expectations. Running on an indefinitely tight budget is forcing consumers to reconsider what is valuable to them. It is pushing them to ponder what brings them real happiness and fulfilment, and if a brand, product or experience offers a high level of value assurance, they are willing to pay the price.

In the hospitality sector, this shift is evident in the types of experiences diners have come to expect, as shown by peripatetic restaurants including Cork-based **Terre**. Or note the capless spending on live events and concerts where attendees are offered the opportunity to escape from their real lives, briefly immersing themselves in multi-sensory experiences at larger-than-life venues.

Brands also need to align themselves more effectively to respond to evolving consumer values. In the beauty and haircare market, they must consider new forms of authentication and personalisation to offer customers a path out of their choice paralysis. We will continue to see more bespoke solutions that are inclusive and transparent. Luxury brands, on the other hand, must move beyond relying on their brand logos to justify their price points. Instead, they must innovate new forms of storytelling to engage consumers in a recrafted luxury narrative that celebrates legacy and craftsmanship.

Advances in artificial intelligence are also compelling companies across various industries to use this capability for positive purposes, whether that is developing better tools for health diagnoses or creating AI bots to offer companionship to elderly communities. It goes without saying that businesses across all sectors must prioritise sustainability and ecological practices across every action they take if they wish to attract and retain new-age consumers.

We will continue to adjust to living in this permacrisis era, with brands and businesses needing to extrapolate a more certain future by better gauging the here and now. It is here that they will find value in the preparedness that foresight offers, as the pillar around which The Future Laboratory's services – Strategy, Bespoke Foresight and LS:N Global – are built. If you are ready for change, you can make a better future happen.

This is what we capture through our annual, highly regarded **Future Forecast** – brands that are getting it right, whether by using the right technology or by offering disruptive solutions that better the lives of people and our planet. In this report, you will discover 50 cross-sector trends and innovations that we believe are meeting consumers where they are, even if that is changing rapidly every day.





**Trends Intelligence powered by LS:N Global**

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# Beauty

Trends in the beauty sector are being turbocharged by **TikTok**, creating a large pool of consumers for whom the line between their real and filtered appearance is increasingly blurred. This digitally influenced ideal will drive a growing demand, especially among Gen Z, for tweakments, treatments and other tech-enabled solutions – but not without a characteristically strong focus on individuality, authenticity and honesty

From clean beauty to clinical beauty, the desire for bespoke scientific expertise is superseding any previous demand for minimal packaging and ingredient-listing. Evidence-based products and sophisticated solutions will gain stronger market share in the year ahead not only in beauty but also in the booming haircare market.



AI imagery by The Future Laboratory, UK

## 1 Tech-enabled Analysis

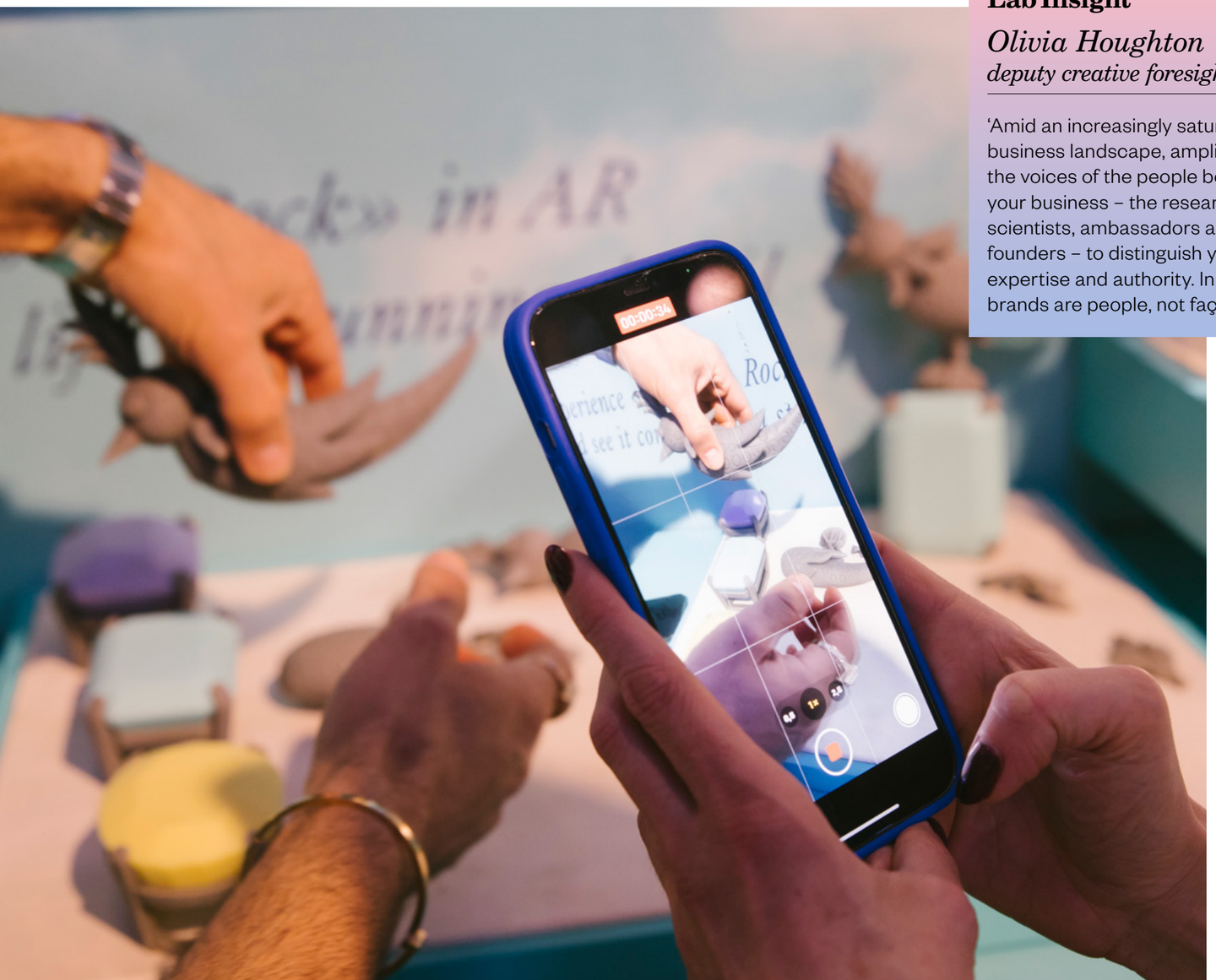
Like other industries, the beauty business is becoming increasingly tech-powered, with new solutions offering personalisation at a level previously unseen. It is telling that 43% of consumers would rather shade-match their beauty products using online AI tools than shop in-store (source: **Bolt**).

At VivaTech Paris 2023, **L'Oréal Group's Giorgio Armani Beauty** launched an AI-powered Meta Profiler, a tool that allows skin scanning and analysis to be carried out by beauty advisers. The hand-held tool can image skin with 10 times the magnification of the human eye, while replicating precise clinical lab measurements capturing texture, pigmentation and tone. Spotscan, another diagnostic tool, from **La Roche-Posay** – another L'Oréal Group brand – is specifically designed to study acne and give tailored recommendations.

**Dior Beauty** has also created a new online consultation and virtual AR make-up try-on in collaboration with video commerce start-up **Bambuser** and AI-powered skin analysis service **Perfect Corp**. The highly personalised service offers live-streaming online consultations, which then lead consumers to a live shopping platform.

These innovations show that beauty brands are no longer just dipping their toes into beauty tech but are eager to find sophisticated solutions to consumers' problems.

**LVMH** showcased innovations that will enhance the customer experience of tomorrow at **VivaTech.** Photography by **Caroline Arantes**, France




### Lab Insight

*Olivia Houghton*
*deputy creative foresight editor*

'Amid an increasingly saturated business landscape, amplify the voices of the people behind your business – the researchers, scientists, ambassadors and founders – to distinguish your expertise and authority. In 2024, brands are people, not façades'



AI imagery by The Future Laboratory, UK

## 2 Filtered Beauty

Gen Z consumers are best known for championing inclusivity and unapologetic body acceptance. But even this cohort are not immune to oppressive beauty ideals, especially as new narratives around beauty are being shaped by the TikTokification of this sector. From glass skin and vampire skin to jelly and doughnut glow-ups, a new ideal of beauty is proliferating that hinges on a digitally influenced perfection, and one that is difficult to achieve naturally.

Enter minimally invasive 'tweakments' and other surgical treatments we explore in our report, **Augmenting Beauty with Gen Z.** Some 75% of facial plastic surgeons reported an increase in the number of patients under 30 requesting cosmetic surgery or injectables in 2022 (source: **The American Academy of Facial Plastic and Reconstructive Surgery**).

Like everything else, Gen Z are approaching these treatments with their distinct propensity for authenticity and transparency, and are discussing their procedures online, even showcasing recovery times on social media. This no-shame, open attitude is creating a brand engagement opportunity. **Equinox Hotels** and **Valentino** teamed up in May 2022 to create **The Ultimate Met Gala Beauty Experience** offering guests personalised services that included Botox micro-needling and laser treatment, in addition to Pilates and massages.

## **3** Scent-topia

Scent has long been associated with romance, nostalgia and longing, but modern-day perfumers understand that the future of the fragrance industry hinges on the creation of multi-sensory experiences capable of eliciting emotional responses in uncharted ways.

**Bleu Nour,** founded by Paris-based Nour Ibrahim, is revolutionising perfume by turning colours into scents. Inspired by Ibrahim's own synaesthesia, the brand wants to overcome the sensory challenges posed by Covid-19, particularly anosmia, by creating a kit that can enhance scent memory.

Similarly, **Future Society** is turning to science and DNA sequencing to recreate the scents of extinct flowers. Its Invisible Woods fragrance is from a flower native to the western mountains in India that became extinct in 1917 due to drought.

Scents no longer live under the dominion of celebrity ventures and duty-free aisles. They must be personal, bespoke and, of course, sustainably produced. But the real growth opportunity in the fragrance industry lies in the role it can play in self-care and wellness routines. As explored in our **Scents and Scent-ability** report, fragrances will soon be able to mimic the DNA of individual consumers; when used, the scents will align with their emotional states. 'Fragrance has a growing role in making us feel better, sleep better and care more holistically for ourselves,' Matteo Magnani, chief consumer and innovation officer at fragrance house **Firmenich**, tells LS:N Global.

Future Society by **Arcaea**, US




**Kind to Biome**, Sweden

## **4** Tomorrow's Credentials

Consumers' appetite for greater transparency across the beauty sector will continue to grow in 2024 as they look for products and treatments that offer science-based evidence about ingredients and efficacy. We anticipate a shifting appetite for clinical beauty, moving away from clean beauty, as explored in our **Accredited Beauty** macrotrend. Brands must respond to this demand by finding effective tools to communicate their expertise. We expect brands to turn to next-gen certification in the coming year in order to build trust and transparency into the customer journey.

**Kind to Biome** is a new seal of assurance that certifies those beauty products and ingredients as being gentle to the human microbiome. It entered its first retail partnership with **London's Dover Street Parfums Market** in May 2023 with an installation focusing on skin and scalp care.

Consumers are also facing a choice paralysis, growing weary of the number of brands and products available in the market, each with their individual claims. They are no longer impressed by glossy campaigns and inauthentic influencers. The brands gaining traction with them in 2024 and beyond will be those offering no-nonsense, simple solutions in a personalised manner. This market gap gave birth to **Write Your Own Story** (WYOS), a beauty and wellness brand rooted in simplicity and convenience with a defined pledge of values that its consumers either align with or don't.



## **5** High-performance Haircare

As beauty becomes synonymous with wellness, consumers' appetite for products that can address the root cause of their problems is growing. This is especially true for haircare, where they are happy to adopt multi-step, multi-product routines – further aligning this sector with the skincare arena. This is creating a demand for the premiumisation of haircare products that can offer individualised and inclusive solutions.

Brands have realised that consumers don't just want a dedicated hair tool market, but have individual needs and concerns they want addressed ahead of styling, including scalp care.

Growing demand for sophisticated haircare products and solutions has led to the development of intelligent analysis and review tools that can support underserved beauty consumers with more accurate haircare recommendations, as revealed in our report, **Accredited Advice**.

**Carra** is an AI-driven haircare personalisation platform that analyses individual Black hair data to provide tailored product recommendations and routines. A short diagnostic test is followed by a video appointment assessment, which results in bespoke advice and tips from Carra's hair coaches.

Similarly, **Myavana**, one of The Future Laboratory's Futures 100 Innovators Awards nominees, is an AI-powered hair strand analysis tool that can create personalised haircare regimen suggestions. Haircare brand **Kérastase** and beauty retailer **Sephora** have also launched a hair diagnosis tool called K-SCAN.

The haircare sector is expected to show a 6% CAGR over the next five years, which would drive total retail sales to £98bn ($120bn, €112.5bn), according to **The Business of Fashion** and **McKinsey & Co**, so it is no surprise that brands like **DevaCurl** are racing to launch new products, like its first dry shampoo for curly hair, in the hope of capturing this market segment early.

**Myavana**, US



*Viewpoint:*

# The Rise of the Expert Influencer

As users increasingly seek transparency, trust and intention on Instagram, a new wave of influencers are emerging, full of professional acumen, life wisdom and with a meaningful message to share

Quiet unfollowing, cancel culture's subtle but impactful younger sister, has been a defining social media phenomenon in 2023. Millennials and Gen Z consumers are no longer satisfied with shallow, surface-level content. Thanks to pandemic-imposed introspection, they are more explicit about their identity and values. The youngest actively analyse who adds value to their lives and who doesn't, cleaning out their social media feeds accordingly.

In February 2023, the de-influencing trend took off, characterised by content-creators dissuading followers from buying products. This appealed to social media users who were increasingly critical of overconsumption and the credibility of influencers.

With many famous influencers and brands being called out or cancelled in recent years, such as Scandinavian minimalist fashion influencer Matilda Djerf for wrongly accusing consumers of buying dupes of her products, cultural disillusionment with influencing – both by the influencers themselves and by their followers – is rampant.

But this growing exodus of influencers from the industry is making room for a new kind of icon. Meet the expert influencer. These content-creators form an entirely new class of influencers full of professional acumen, life wisdom and a meaningful message to share. They aren't aspirational but informational. They prioritise function over fluff and meaning over marketing.

'These experts-turned-trusted guides, teachers and educators are helping their community to grow into the people they want to be through realistic aspiration'

Today's influencers need to showcase a proven professional background with greater specialist knowledge. They need to share wisdom and information and give users practical advice to apply in their personal lives immediately. Whether they're talking about financial education, relationship literacy, climate change advocacy, medical science or charity initiatives, these experts influence across industries – and there's something for everyone.

While there will always be room for escapism and enjoying the explore page, today's young consumers, especially Gen Z, want to use social media to help them improve themselves and the world, not drain and destroy their self-esteem. They want to spend their time more intentionally, scrolling through what matters and following influencers who put their money where their mouth is.

For 2024, brands and businesses need to align with this shift, and offer greater value in their communications.




Photography by **Ron Lach**

# Health & Wellness

The health and wellness industries have been supercharged by tech advances over the past year, but with the advent of AI – combined with consumer demand for clean medicine and science-backed wellness – the sector will benefit from accelerating innovations in sleep enhancement, nutrition and wellbeing in the hope of achieving longer and healthier lives, the subject of our macrotrend, **Longevity Lifestyles**

We are also witnessing a sharp turn in discourse about wellbeing and holistic health, thanks to the introduction and proliferation of weight loss drug Ozempic. As the newest innovation in the weight loss market, the long-term impact of the drug – and the domino effect it will have on other industries like food and drink over the coming years – is worth noting.



**Wearables**, US

# **6** Sophisticated Sexual Wellness

Not too long ago, the topics of sex, sex toys and sexual wellness products were all shrouded in shame, guilt and discomfort, but not any more. Empowered, female-first narratives are propelling this industry further into the mainstream, creating space for an open and playful attitude in the sexual wellness sector.

**Contact Sports** is a New York-based retail space that is far removed from the typical neon-signed, latex-adorned storefront usually associated with a sex shop. Instead, it resembles a luxury concept store displaying vibrators, body wax candles and other sex accessories in an elegant manner.

Similarly, sex toy specialist **Womanizer** has joined forces with premium bathroom and kitchen accessories manufacturer **Hansgrohe** to create Womanizer Wave, the world's first shower head sex toy. Womanizer Wave not only prioritises women's pleasure, but also features EcoSmart technology that offers a 60% reduction in water consumption compared to traditional shower heads – for truly guilt-free pleasure.

Embracing sexual wellness instead of shying away from the subject is in businesses' best interests, as shown by retailers including **Sephora**, **Ulta Beauty** and **Target**, which are all stocking vibrators and lubricants. Even celebrities like Christina Aguilera are joining the race to capture a share of this market. As the industry becomes increasingly crowded, tech-led solutions will pave the way for success in this sector, as in the case of **Enigma**, a sensor-embedded lingerie that uses generative AI to create personalised, automated erotica.




Co-founded by Christina Aguilera, **Playground**'s plant-based personal lubricants are designed to empower women, US



**Lab Insight**

*Alice Crossley, foresight analyst*

'Artificial intelligence is changing the game by making personalised health and wellness affordable at long last. In the coming year, demand will increase for accessible AI-driven apps and wearables that inform health-conscious consumers how to feel their best. Living longer isn't enough; consumers want to live better more than ever too'

# **7** Post-Ozempic Wellness

In 2023, weight loss drug Ozempic took the health and wellness industry by storm. Shocking celebrity weight loss stories, pharmaceutical shortages of injectable semaglutide and restaurateurs complaining about guests spending less money on food and drink are evidence of our sharp entry into a post-Ozempic world, as we detail in our **Body Hostility Era** report.

But striving for a Longevity Lifestyle has become increasingly important to consumers, as shown by interest in the Blue Zone diet and its accompanying lifestyle. People aren't only seeking to lengthen their lives, they want to live better-quality ones, aided by scientifically proven nutrition, sleep and exercise. The global personalised nutrition market was valued at £9.2bn ($11.2bn, €10.6bn) in 2022 and is expected to reach £37.6bn ($45.9bn, €43.4bn) in 2032 (source: **Spherical Insights**).

In its Snack To The Future report, food delivery company **Deliveroo** outlined the potential to personalise delivery service apps using artificial intelligence to provide meals that meet custo.mers' specific nutritional or calorific targets. Other apps such as **Zoe, Day Two** and **Youniq** are using predictive AI to create personalised nutritional advice, as explained in our Food Delivery Futures analysis.

Researchers at Imperial University, London, are now in the development stages of CoDiet, a wearable camera device that attaches to the user's ears, collecting detailed data on their dietary intake. Artificial intelligence will then analyse this data to provide personalised nutritional recommendations, helping users efficiently reach their health goals and showcasing how integrative technology will be key to boosting growth in this industry.




**Ro** is a direct-to-patient healthcare company focused on goal orientated healthcare that now offers weight loss injections, US

# **8** Wellness Clubs

A growing consumer obsession with longevity will no longer be focused on domestic habits and lifestyles; consumers are on the lookout for ways to embed health and wellness into their social experiences too, as shown by the proliferation of wellness clubs cropping up in both urban and remote environments.

Cult fitness brand **SoulCycle** has launched Peoplehood, a new social wellness club aiming to become the 'neighbourhood centre for the soul'. In addition to fitness and meditation classes, the club also offers first-of-their-kind guided 60-minute group conversations called Gathers to help individuals improve their relationships with themselves and others.

Created with the same ethos by the founders of **Daylesford** farms**, The Club by Bamford** is a new health complex in the Cotswolds, UK, boasting a 360-degree wellbeing experience including medical concierges and red-light therapy rooms. The £15,000 ($18,000, €17,000) annual membership gives access to a profusion of amenities and niche services for health junkies seeking longevity-boosting, medical-grade services performed in a luxurious environment.

Wellness clubs will move away from the gym-and-sauna model over the coming years, following the examples of longevity clinics such as **Fountain Life** in New York or **Liv Lounge** in Zurich, which are offering health and wellness hospitality experiences that customise anti-ageing treatments like stem cell manipulation and preventative diagnoses and medications.



**The Club by Bamford**, UK

## **9** Supercharging Health with AI

No sector forecast is complete without discussing AI-driven innovation, and healthcare is no exception. The market for AI tools in healthcare is projected to grow from £11.7bn ($14.6bn, €13.6bn) in 2023 to £82.4bn ($102.7bn, €95.7bn) by 2028 (source: **Markets and Markets**). But soon we will also be reaping the benefits of the quantum computing revolution that is already capable of turbocharging diagnostic and drug development efforts.

Artificially intelligent algorithms are rapidly streamlining what has traditionally been a lengthy and costly process. **Exscientia's** AI-powered drug technologies, for example, take 12–15 months from starting a project to identifying a drug candidate, compared with four and a half years in the traditional pharmaceutical industry (source: **The Guardian**). In 2023, the company announced six novel molecules in clinical trials, all generated by AI.

In addition to aiding drug development, AI has the potential to assist doctors in delivering patient care and diagnosis. In April 2023, British healthcare company **Ultromics** received US Food and Drug Administration clearance for its AI device EchoGo, which can analyse echocardiograms to detect the presence of cardiac amyloidosis – which accounts for 50% of the 64m heart failure cases globally (source: **PR Newswire**).

Similarly, UK-based **Morrama Lab** has launched Luma, a smartwatch app that collects data from someone going through menopause. Using AI, it can create tailored pills with bespoke ingredients, which it then 3D-prints into a monthly batch of the medication.



Luma by **Morrama Lab**, UK



**Welly**, US

## **10** Clean Medicine

Throughout the development of the wellness movement, consumers have become more aware and more educated about what they are putting on and in their bodies. Product provenance, performance ingredients, label vigilance; for today's consumers, most notably Gen Z, Millennials and especially parents, categorisations and certifications matter.

Brands like US-based **Genexa** are creating medications that offer cold, flu, digestion and allergy products for adults and children without artificial inactive ingredients. Co-founder David Johnson explained to LS:N Global: 'When we looked at the OTC [over the counter] aisle, we were shocked to find that nearly every medicine contained excipients, and no one was doing anything to create clean options.'

**KinderMed**, co-founded by actor Jessica Biel, has created non-toxic yet effective medicine developed by paediatricians, specifically designed for infants and kids. They are formulated without dyes, parabens, artificial sweeteners or flavours.

Minnesota-based **Welly**, on the other hand, is changing how consumers approach 'sick care to self-care'. The brand is building on its first-aid preparedness products range by expanding into OTC medicines and supplements that are free from artificial flavours, parabens, talc and dyes.

*Viewpoint:*

# In our Body Hostility Era

After a decade of dieting rebranded as wellness and a Western awakening to inclusivity and representation of marginalised groups, deputy foresight editor Dan Hastings-Narayanin looks at how we are in danger of going backwards – replacing body positivity with body hostility

Have you heard? Skinny is back. Even The New York Times fashion director and chief fashion critic Vanessa Friedman admitted to being 'distracted by the extreme skinniness of many models' at New York Fashion Week in February 2023. Bodies bigger than a sample size (UK size 4–8, US size 0–4 and EUR size 32–36) have never been mainstream in an industry despite the emergence of a few plus-size models (Ashley Graham, Paloma Elsesser, Precious Lee) and mid-size models (Jill Kortleve) from the mid-2010s onwards.

'As the catwalks can lead mainstream trends, this step back hints at multiple shifts across the fashion and beauty industry, not only in advertising but also in store stocks and production'

'This is the beginning of a slippery slope,' Nadia Boujarwah, co-founder and CEO of size-inclusive retailer **Dia&Co**, told The Business of Fashion. 'If curve models don't show the clothes, buyers won't buy the full-size range.'

Simultaneously, news of drastic shortages of injectable semaglutide drug Ozempic spread in the second half of 2023. The insulin regulator has been created for pre-diabetic patients by Danish pharmaceutical giant **Novo Nordisk** and gained popularity among non-diabetics for its appetite-supressing abilities. Celebrity weight loss stories went viral. On **TikTok** #Ozempic has attracted over 1.3bn views at the time of writing, while #OzempicWeightLoss has accumulated over 420m views.

The drug does not come without side effects. The panacea could have a lasting impact on the users as well as the food and hospitality industry. New York-based restaurateurs told The Cut that they are already facing thinner clients who eat less and don't spend much on drinking (Ozempic suppresses appetite and any interest in alcohol). Plastic surgeons could also see a surge of thin but older-looking patients as the sudden weight loss and additional side effects of the drug can cause more wrinkles and skin-sagging, forming what is already called the 'Ozempic face'. This will represent an opportunity for plastic surgeons and beauty nurse prescribers who could see a wave of non-diabetic HNWI and middle-class patients demanding to have their 'ozzy faces' fixed.

Some have accused not only the fashion industry but also the infamous Kardashian sisters of this switch back to aspirational ultra-thinness. After years of promoting a 'Kardashianised' body (think Brazilian butt lifts, hardened jaws and sleek shaved noses), netizens have accused the sisters of having their implants removed to appear smaller. In 2022, Kim Kardashian also proudly shared how she lost 16 pounds in 21 days to fit into her Met Gala dress, sparking health professionals to post warnings on the dangers of fad diets.

Between body dysmorphia, eating disorders and the immense pressure of AR filters showing users an unrealistic phygital version of themselves, one's body is already facing hostility from all corners. In 2024, this rebirth of the thin-at-any-cost mentality of the noughties could wipe out steps towards greater body positivity and inclusivity taken by multiple sectors.



Photography by **Polina Tankilevitch**, Russia

# Food & Drink

The food and beverage industry has witnessed significant developments in the past year, marked by notable influences such as the rising cost of living, inflation and environmental considerations. These factors have not only led to a substantial increase in food prices, but have also compelled consumers to re-evaluate the attributes they prioritise in their choices

Consumers are reluctant to make concessions in either their nutritional wellbeing or their financial resources when it comes to aligning with environmental objectives. Astute brands have come to acknowledge this preference and are strategically devising solutions that can fit within these parameters, whether by producing lab-synthesised meat or by using AI to monitor and reduce food waste.



**Air Protein**, US



Aleph Cuts by **Aleph Farm** created the world's first cultivated steak set to launch in Singapore and Israel later this year, Israel

**Lab Insight**

*Gabriela Białkowska,*
*creative foresight analyst*

'As the craving for meat persists and eco-anxiety and resource scarcity threats loom large in consumers' minds, plant-based diets as meat replacements are no longer the panacea. Brands must pursue more conscious options that do not remove meat from the equation. Cultivated protein emerges as one of many compelling solutions, providing meaty delight free from eco-guilt'

## **11** Modern Meat Meals

Meat alternatives aren't new, but today's lab-synthesised offerings not only offer elevated value-added nutrition for health-conscious consumers, but also new levels of sophistication. There are fine dining options like the lab-grown chicken being served at San Francisco's Michelin-star restaurant **Bar Crenn**. In the UK, Oxford-based cultivated meat business **Ivy Farm Technologies** is teaming up with **Finnebrogue**, a food manufacturer with award-winning Wagyu cattle, in an effort to recreate the world's most expensive beef.

Given that livestock is already responsible for 14.5% of global greenhouse gas emissions according to the **UN Food and Agriculture Organization**, it is a no-brainer to develop alternatives. But this isn't just limited to meats. Nutritious and tasty seafood substitutes are increasingly entering the market, including products from **New School Foods**, **Plantish** and the **ISH Food Company**, as we reveal in our **Alternative Seafood Market** report.

The value proposition will be key for meat alternatives in the coming years, especially amid a cost of living crisis. Consumers are wary of meat alternatives that don't offer sufficient value for money. These changing values pose a serious challenge for industry players, as demand for meat is surging, despite resource scarcity and ethical concerns from other consumers.

Brands must consider how to offer added value, as in the case of **La Vie**, which has developed a plant-based ham specifically designed for French consumers and which offers a culturally nuanced product that understands that consumers mirror habits, not mimic them.

## **12** AI Cuisines

From cost savings and waste reduction to consumer behaviour forecasting, food innovators are turning to AI to level up grocery shopping. The food delivery sector isn't far behind, as it begins to employ AI to develop a personalised and seamless connection between restaurants and our kitchens, showcasing how brands can benefit from embracing strategies from our **EQ-Commerce** report to reach their audiences.

US software start-up **Afresh** uses AI technology to track demand for fresh foods, streamline orders and reduce food waste. 'Retailers in the US alone throw out more than £32bn ($40bn, €37bn) worth of food every year,' Matt Schwartz, CEO and co-founder of Afresh, tells LS:N Global. 'This not only creates a profit loss for businesses, but it actually increases food prices for consumers.'

Wanting to help consumers find affordable and nutritious food as fast as possible, **Inflation Cookbook** has been created by Canadian convenience delivery service group **SkipTheDishes** and uses AI to track real-time price data on over 40 items at 80+ locations across Canada. It then collates 10 items with price drops and develops recipes using these ingredients, offering price-conscious consumers cost-effective culinary inspiration.

**KiwiBot** is a US-based meals-on-wheels company using GPS technology, advanced camera sensors and AI in its four-wheeled robots to generate optimal routes, avoid obstacles and reduce delivery costs by up to 65%, showcasing the future of food delivery alternatives.



**KiwiBot**, US

# **13** Cost-conscious Diets

In an era marked by escalating inflation and a precarious supply chain system, the global economy is witnessing a remarkable surge in food and drink prices. This economic turbulence has prompted consumers and corporations to undergo rapid adaptations as they grapple with the challenges of this changing landscape, as tracked in our macrotrend, **Adaptive Appetites**.

Amid this uncertainty, individuals and businesses alike have demonstrated resilience by embracing strategies encompassing thriftiness and ingenuity. German supermarket group **Edeka** launched a food waste prevention initiative to help customers get the most from their shop without causing extra damage to their wallets. In the same vein, French supermarket chain **Carrefour** is cementing its position as a cost of living ally for its consumers. The chain has rolled out shrinkflation labels in stores that warn shoppers of deceitful pricing, pressurising suppliers to quit unethical pricing practices.

Some businesses are reframing the value proposition of their products. Global sandwich chain **Subway** introduced mini-sandwiches in Pakistan, as the country endures a severe inflation crisis. In an unprecedented move, the fast food eatery's new three-inch sandwich provides financially squeezed consumers the opportunity to enjoy a moment of indulgence.




Online pantry **Wholesome**'s curated selection of top-tier, eco-health products are sold at wholesale prices, Australia

## **14** Climate Change Diet

The intersection of economic turmoil and environmental concerns is creating a paradigm shift across the food and drink sectors. **Vypr**'s Food for Thought report 2023 finds that 55.03% of UK consumers are willing to pay a little more for sustainable products, showcasing that consumers are steadfast in their desire to adopt environmentally responsible shopping habits.

These consumer-driven demands are prompting brands to respond with intelligent solutions across industry. In the fine wine sector, tinned products are gaining in popularity as the environmental benefits of an aluminium vessel greatly outweigh glass packaging. High energy prices, supply chain delays and rising raw material prices are creating a shortage of glass bottles, but brands like **Canetta**, **Djuce Wines** and **Bo Kiri** are showcasing how canned wine is no longer a novelty, but an enjoyable necessity.

Solar power is rapidly evolving into a sustainable, cost-effective and enduring choice for brands and restaurants to nurture fresh tasting experiences and preparation methods. Helsinki-based **Solar Kitchen Restaurant** is an innovative pop-up concept where the sun cooks all food. On sunny days it prepares barbecues, on overcast ones it serves salad or whatever can be prepared without heat, sparking conversations about energy and testing the adaptability of guests who are at the mercy of the weather.






Left: **Canetta**, France; Above: **Cake & Flowers** at The Dorchester, UK

## **15** Luxury Dining Redefined

Restaurants have encountered fresh challenges since the pandemic, such as persistent staff shortages and escalating food and energy costs. Even though there has been a 10% decrease in the number of consumers dining out in 2023 compared to 2019, according to **Capital One**, customers continue to patronise these establishments. In today's landscape, diners require compelling reasons to venture out and spend more, especially amid a cost of living crisis. Their perception of what represents good value has undergone a significant transformation and those skipping out on the infamous 'girl dinners' are looking to be wowed.

Restaurants are therefore innovating new ways to elevate the dining experience. On top of taste, they are adding other layers to the customer experience with storytelling, calls to action, visual stimulation and body movement. **Ritz**-trained chef Sven Hanson Britt was one of the first to create a four-hour peripatetic tasting menu at London's **Oxeye** restaurant (now closed). Customers moved between the antechamber for drinks, the main restaurant for food and finally a colourful pastry room for dessert. French chef Vincent Crepel's **Terre** in Cork, Ireland, and Mark Birchall's Lancashire-based **Moor Hall** in the UK have also adopted peripatetic dining experiences, weaving seamlessly between open kitchen, garden and dining room.

At London's newly rebranded **Dorchester Hotel**, serious efforts have been made by London agency **Construct** to reframe its heritage through its bars and dining experiences. Each venue looks forward as much as it draws on the location's rich past by focusing primarily on experience. 'It's about understanding today's guests and not getting trapped in the past,' Construct founder Georgia Fendley tells LS:N Global.

*Viewpoint:*

# Why the Future of Alt Meats Relies on Tech

Barak Orenstein, vice-president of marketing for SavorEat, believes technology holds the power to push the alternative meats category forward

Based in Rehovot, Israel, **SavorEat** is a food technology company with a mission. Its smart robot chef uses 3D printing technology to customise meatless burgers on demand and, in the near future, delicious meatless steaks, kebabs and alternative seafood. Barak Orenstein, vice-president of marketing at SavorEat, believes that printing and creating food on demand will make both an efficient food operating system and a satisfied consumer.

## ‘SavorEat has the ability to open up the dialogue around personalisation and enable customers to select food based on their individual flavour and taste preferences’

With consumer expectations for personalisation soaring, the future of food is personal. And where most current alternative meats lack personalisation, SavorEat hopes to stand out as a leader in the category. Orenstein notes that SavorEat sees personalisation as ‘a blue ocean territory because when you’re going to the frozen food aisle in the grocery store today, it’s pre-made for you’. He believes there will be a paradigm shift allowing consumers to decide for themselves and customise to suit their needs.

As consumers actively seek more knowledge on their dietary requirements, they will desire more personalisation. ‘If you have more of an athletic lifestyle and you need a boost of protein in your meal, or you want a more classic burger taste, the technology can cater for your needs. In the future, we’re going to empower [customer personalisation] even further with things like fibre levels, vitamin levels and prebiotics.’

In the alternative meats category, brands are quick to tout their sustainable credentials. ‘If you’re providing a meat alternative versus actual meat, then by definition, you are more sustainable. But brands need to push that further and ensure they are operationally streamlined.’

For SavorEat, artificial intelligence, machine learning and analysing the demands of consumers means it can better streamline the forecasting of ingredients for the food operator and therefore reduce food waste. SavorEat is essentially bringing the factory right to the point of consumption by printing and creating on demand.

‘There needs to be some rethinking and re-imagining by manufacturers about this category. How do we move forward and really take a bigger piece of the meat industry?’

Post-pandemic, consumers have become swiftly accustomed to using innovations including digital kiosks and online ordering – and SavorEat is counting on how this aligns with a restaurant’s tech stack. ‘We’ve run pilots with restaurants where we saw a 10-fold increase in revenue versus the existing controlled vegan burger option that the establishment had,’ says Orenstein.

While the novelty of having a robot chef create a meal on demand might dwindle in the coming years, the possibility of this technology transforming into a B2C at-home model – like a **Nespresso** machine – would be the first-of-its kind in an untapped market.




**SavorEat**, Israel

# Travel & Hospitality

2023 was a remarkable year for travel. The post-pandemic ‘revenge travel’ phenomenon shot to new heights as global travellers spent unprecedented amounts on hotels, Airbnb stays, flights, experiences and more. Prominent travel players at **Skift Global Forum 2023** said that they expect to see these impressive numbers stabilise. It is clear, however, that consumers’ enduring affection for, and willingness to splurge on, travel has been established for the foreseeable future

As consumers plan and book holidays in the future, businesses must find innovative strategies to distinguish themselves. Some are already turning to bespoke loyalty programmes and cultural itineraries while others are contemplating how to integrate technology within hotels or transit hubs. The sector will continue to embrace change as a way to create seamless experiences for customers.



**Adidas** and **Wales Bonner**, UK

## **16** Next-gen Travel Agents

In the wake of the pandemic we are witnessing a reinvigorated generation of wanderlust adventurers. While seasoned travellers are revisiting the concept of traditional travel agents, the recent decline of student-focused companies like **STA Travel** in the UK has left a void in meeting the diverse demands of younger audiences.

In this evolving landscape, social media, specifically **TikTok**, is taking the reins. A fascinating trend has emerged with one in three TikTok users using the platform to discover captivating travel content crafted by creators. The hashtag #travel has attracted over 214bn views, signalling a digital shift in how people seek inspiration and information for their travel.

Louise Truman, founder of Gen Z travel company **Plotpackers**, began making TikTok videos as a way to document her backpacking trip to Central America in 2021 and has since grown to sell out group trips in under 20 seconds. In the same vein, German-American influencer couple Janine and Gen have over 254,000 followers on TikTok, which helped them found **Queer Girls Trip**, a travel collective for queer women and non-binary travellers, in 2023.

Other brands are also trying to grab a piece of the pie. Fashion behemoth **Zara** collaborated with **Wallpaper** magazine to create Where To Now, a guide prompting travellers to explore offbeat destinations and indulge in slow-paced, locavore travel experiences.






### Lab Insight

*Simar Deol,*
*foresight analyst*

'The travel industry's brilliant recovery showcases the importance of holiday and adventure in people's lives. In the coming year, we will see the travel boom normalise, but consumers will still look for the perfect escape. Cash-strapped travellers will reward brands that can offer value-driven luxury while upholding strict standards of sustainability and authenticity'

Left: Where To Now by **Wallpaper** and **Zara**, UK and Spain; Above: **GateZero** by **Highsnobiety** at Zurich Airport, Switzerland

## **17** Transit Retail Redefined

Transit retail has been a relatively stagnant category, but increased footfall thanks to revenge travel is breathing new life into this sector. The industry has been striving to digitally enhance the customer journey for many years and the triad of trends, targets and technology offer core tenets in helping to achieve this change. Enhancing online parking booking, early check-in through airline apps, and pre-ordering product and AR maps are just some of the ways that brands and airports are collaborating to create a seamless transit experience.

To capture younger audiences, however, brands have been investing in new types of transit lounges and retail spaces. Typically, Gen Z are less interested in the classic business lounge set-up, but they are open to seeking community where they can connect. Lifestyle media brand **Highsnobiety** teamed up with **Zurich Airport** to create GateZero, a Gen Z-friendly concept store that radically re-imagines airport retail by curating a selection of products and releases from 15 hype brands.

**Duffle** is a new on-demand airport shopping delivery service designed to digitise a part of the traveller journey by looking at opportunities in the geo-location of the airport. Launched as a prototype at Copenhagen Airport, it allows travellers to access multi-merchant shopping with purchases delivered to the lounge or gate.

## **18** Loyalty, Loyalty, Loyalty

The business of loyalty has emerged as a pressing topic for 2024 and business leaders at **Skift Global Forum** reiterated that launching cross-industry, value-driven loyalty programmes was a top priority for them. After all, loyalty programmes provide infrastructure to use first-party data and build a deeper connection with audiences.

**Expedia Group** has launched a comprehensive travel rewards programme, One Key, which allows users to earn money on all travel expenses, eligible hotels, holiday rentals, flights and car rentals. 'We created this programme for those who aren't loyal to anyone but shouldn't lose out on the perks of travelling,' Peter Kern, CEO of Expedia Group, told Skift's audience.

**Ennismore,** the hotel group behind brands such as **The Hoxton**, **SO/Hotels** and **SLS**, has unveiled Dis-loyalty, an innovative subscription-based loyalty programme. Dis-loyalty asks members to pay £177 ($218, €203) annually to receive a range of perks, including 50% off stays at new hotels within the first three months of opening, 20% off the first stay in any Ennismore hotel, 10% off return stays and 10% off food and drink at most Ennismore restaurants.

**Uber** has also thrown its hat into the ring by launching Uber One, its brand loyalty scheme that offers members free unlimited deliveries, members-only discounts on restaurants, groceries and other local vendors.



**Delta**'s Faces of Travel initiative in collaboration with **Adobe** aims to expand diverse representation in travel imagery, US

## **19** Responsible Roaming

Supercharging sustainability is a key challenge for the travel industry. Travellers, many of whom are cash-strapped, don't want their escapist getaway to be riddled with guilt. The Future Laboratory's report, created with travel operating company **Intrepid Travel**, found that the future of travel as we know it is on the verge of extinction. Exemplary and radical shifts in the industry are required to preserve our leisurely holidays.

Luxury hotel chain **Belmond** is striving to onboard sustainable solutions without failing to meet guests' expectations of luxury hospitality, ranging from viable shower alternatives that can mimic the pressure of a luxury hotel room shower using air pressure to using its sustainability practices to inspire its wealthy guests to incorporate similar ESG strategies in their own businesses.

As revealed in our report with Intrepid, travel is set to undergo a massive transformation in the coming years. It is possible that travellers will be issued with carbon passports that will track and limit our annual air travel. Another possibility is virtual holidays, which are already coming to fruition, as demonstrated by Polynesian country Tuvalu launching a digital iteration of its island nation for tourists.





Left: Andean Explorer by **Belmond**, Peru; Above: United Airlines partnered with with **Saks Fifth Avenue** and fashion designer **Claude Kameni** to design a limited-edition day blanket, US

## **20** Cultural Itineraries

Travel is frequently extolled as the ultimate means of exploring diverse cultures and unearthing new destinations, but travel experiences are often shaped by one's race or gender. Some 71% of Afro-Americans and Afro-Canadians consider safety an influential element of their travel decisions, especially when visiting countries with a history of racial prejudice (source: **MMGY Global**). Furthermore, some travellers are looking for culturally nuanced itineraries that incorporate bespoke tours, wellness treatments or activities, for example.

**The Black Travellers Collective** (BTC) organises and hosts group trips for Black travellers with an onus on community and wellbeing. Two years earlier, founder Bethany Thompson embarked on a solo trip to Zanzibar, an experience she found to be extremely healing, returning home to London with a mission to create a safe space for other Black travellers to 'focus on their emotional, physical, intellectual and social wellness while connecting with the community'.

**AfroTours**, a travel agency based in Salvador, Brazil, offers an Afro-religious package including seven days organised around Afro-Brazilian culture, arts and the spiritual orixás, known as ancestors who have been deified according to Candomblé, a religion inherited from the first African slaves of Yoruba origin who were kidnapped and then trafficked into Brazil.

Surfing's rising popularity in Africa is also opening up new tourist destinations on the continent and pushing communities to reclaim surf narratives, retelling them through a local lens. **Surf Ghana**, a West African surfing and skating collective, hosts regular board-building and surfing lessons to convince more Black surfers to build community and drive investment into Ghanaian surf tourism.

*Viewpoint:*

# Elevating Travel Narratives

AboundStudio's founder James Huntly discusses design's role in creating meaningful brand narratives that reflect travellers' changing values and desires

Equipped with a graphic design degree from the University of Leeds, James Huntly was lucky to land **The Hoxton** as one of his first branding projects. Straight out of university, the experience kicked off his love affair with the travel and hospitality industry – specifically its intersection with design. In 2019 he opened his own strategic design agency, **AboundStudio**, in Perth, Australia. Today, Abound works with experience-focused businesses across hospitality and residential developments. Along with his team, Huntly helps create brand identities and narratives that resonate with new-age consumers.

The rise of **Bleisure** lifestyles has shifted the travel and hospitality industry significantly. Research from job-search platform **Zippia** predicts that there will be 36.2m Americans working remotely by 2025 – a 417% increase from pre-pandemic levels. For Huntly, shifting lifestyles are an opportunity to help brands create the perfect guest journey. 'We know people are travelling for longer, so they're looking for different propositions like spaces where they can cook and spend time,' he tells LS:N Global.

This is where he forecasts opportunities and challenges for current players in the industry. Are hotels equipped to meet these new demands? Do they have the correct products, services and design features? 'People have gotten used to having great amenities and an upgraded home over the pandemic, which is forcing hotels and residential properties to elevate their game,' he explains. Brands need to cater for these requirements while communicating narratives around their value propositions effectively.

> 'People have gotten used to having great amenities and an upgraded home over the pandemic, which is forcing hotels and residential properties to elevate their game'

Another key shift in consumer attitudes is how much they value transparency, accountability and responsibility by the brands they affiliate themselves with. 'Hotels have had an easy ride for a while. Banning plastic straws or re-using towels are just the tip of the iceberg action,' he says. Today's consumers can read through greenwashing efforts. According to Huntly, the brands that are successfully connecting with consumers are the ones that have elements of regeneration built into their brand DNA as an integral element of their blueprint, not an afterthought.

James Huntly's central insight for hospitality brands heading into 2024? Find your own authenticity. 'There is a proliferation of lifestyle brands. Almost all hotels have adopted urban lifestyle offerings,' he says. Brands don't necessarily have to focus on doing everything and instead should identify what their consumers really want from them. 'Having a clear set of brand pillars is important because one can build, adapt or expand from that, but you must be identified for doing two or three things really, really well.'



**Wunder Locke** bar and co-working: Locke brand by **AboundStudio**. Photography by **Edward Dabney**, UK

# Luxury

The luxury sector has shown remarkable resilience amid economic challenges, and maintained its social and economic prestige, demonstrating impressive double-digit growth and achieving record valuations, as detailed in our **Luxury Recrafted** macrotrend. But the industry cannot rest on its laurels as a new wave of young consumers are swiftly entering the market, bringing winds of change with them

Over the coming years, brands must embark on innovative endeavours to reshape narratives surrounding their heritage and legacy. They should incorporate technology to infuse a contemporary twist into tradition while exploring novel channels to connect with young audiences. Many of these younger individuals are on the cusp of inheriting substantial wealth, as the Great Wealth Transfer gets under way.




**La Prairie** and **Cédric Grolet**, France

## **21** Appealing to Gen Z

Emerging affluent young consumers are reshaping the luxury landscape. They seek more than mere transactions; they aspire to be integral to the brand's universe long before becoming future luxury clientele. Raised in the streetwear era, from younger Millennials to Generations Z and Alpha, they are discerning connoisseurs and passionate archivists.

Their vision of luxury revolves around trading in knowledge, access, community and craftsmanship, intertwined with a passion for exclusivity, uniqueness and counter culture. To captivate this novel demographic, brands must embrace unconventional strategies.

Colouring outside the lines, luxury watch reseller **Subdial** has collaborated with London-based branding agency **Nalla** to create a new, youthful identity for the brand, appealing to next-gen watch collectors. It has also created The Clubhouse, an online space designed for conversation, education and trading that allows watch collectors around the world to connect.

**Louis Vuitton** is also venturing into Web3 by launching a Discord server in a bid to engage online communities and non-fungible token (NFT) enthusiasts, offering insights and exclusive content.

New ventures like **Heat** have also understood how to capture Gen Z audiences. Founded by Futures 100 Innovators nominees Joe Wilkinson and Mario Maher, Heat has become a go-to mystery box supplier, curating luxury fashion selections otherwise destined for discount retailers, sold at a fixed price with buyers having little indication of what to expect inside.



**Lab Insight**

*Fiona Harkin*
*director of foresight*

'As we continue to seek comfort in daily routines, rituals and domesticity, the opportunities for elevating the everyday continue to be significant – also appealing to the collector mindset of new and younger generations of luxury customers'



Left: **Louis Vuitton** launched exclusive NFTs giving owners access to limited products and experiences, France; Above: **Hermès**' revamped flagship store on Madison Avenue, New York, US

## **22** Recrafting Heritage

As luxury consumers strive for a more profound understanding of design archives and time-honoured craftsmanship, physical retail's function has evolved to embody the heritage and contemporary essence of brands.

Newly revamped flagship stores have been a trademark of the past year, with valiant attempts at fusing heritage with modernity. Luxury behemoths including **Hermès, Burberry and Tiffany & Co** have undertaken major overhauls of their flagship retail locations, offering a tribute to their rich heritage while showcasing their impeccable craftsmanship standards.

Meanwhile, others have embraced cutting-edge technology to propel their brands into the future. To celebrate the RL888 handbag line's launch, American luxury brand **Ralph Lauren** unveiled its inaugural virtual store during New York Fashion Week, offering customers an immersive, gamified encounter set in a Californian desert-inspired landscape. Similarly, LVMH-owned **Hennessy** celebrated its rich heritage in Cognac, France, with Mobilis, an immersive VR experience that fused technology and tradition to showcase the best of its savoir-faire.

When **Adidas Originals** decided to make subtle changes to its iconic trefoil logo, it launched a complementary nostalgic brand campaign spotlighting the blend of sports stars and everyday people who have contributed to the brand's legacy and celebrating its iconic sneakers.




## **23** Twisting Traditions

Classic heirlooms are undergoing a revival as vintage timepieces re-enter the luxury scene. This marks a pivotal point for renowned brands seeking to engage younger consumers with a collector mindset and connoisseurship aspirations. Achieving the perfect blend of cherished heritage and expertise, re-imagined for contemporary generations, is a key strategy.

US jewellery brand **Chrome Hearts** has collaborated with crystal-maker **Baccarat** to produce a high-end collection of crystal tabletop items. The range comprises an ashtray, decanter and various glasses, all adorned with Chrome Hearts' signature cross detailing and unique cut patterns. **Palace**, the renowned British skatewear brand, has also joined forces with heritage china and glassware maker **Wedgwood** for an offbeat collection launched in October 2023. The line combines skateboard designs with an elegant tea set.

New heirloom collectors are embracing lavish spreads, wishing to elevate everyday life and comforting domestic rituals, contrasting with older generations' special-occasion traditions. Every small get-together is an occasion worthy of **Topline Tableware**, dressed up food spreads and collectable bar accessories, such as those from younger brands like New York-based **Gohar World.**

**Palace** and **Wedgwood**, UK



Above: AI imagery by The Future Laboratory, UK; Right: **The Aston Martin Residences** bring the brand's cutting-edge craftsmanship to the residential market, US

## **24** The Great Wealth Transfer

Some 15% of American adults are expecting inheritances in the next decade, according to New York Life. Gen Z and Millennials in the US alone will be handed a staggering £42 trillion ($53 trillion, €49 trillion) by 2045 (source: Modern Affluence Summit). This great wealth transfer will coincide with a significant generational shift in values and behaviours among the inheritors, a trend that businesses across multiple sectors must prepare themselves for.

Gen Z and Millennials are certain about how they want the future wealth landscape to play out: with purpose, with impact, with ESG credentials and with total transparency. This explains why more luxury brands will be seeking B-Corp certification (**Aesop, Chloé, Vestiaire Collective**) or using blockchain to improve transparency (**Prada, LVMH, Cartier**).

Different wealth cohorts need to be spoken to and dealt with differently, and brands that can play to these values will find themselves in secure positions. New-age luxurians aren't just buying a bag or a dress, they're buying into value systems. This explains the growth of the pre-owned market and the launch of tv shows like Reluxury to target Millennials who are willing to pay more for sustainable goods and systems.



## **25** Branded Living

For the luxury industry at large, the emergence of **Automotive Accommodation** signals a possibility for brands to extend beyond their confines. While many luxury fashion brands such as **Prada** and **Loewe** have introduced homeware lines, few have built branded residences. The success of car-branded residences indicates the potential for other brands to move from designer lifestyles to designed lives.

**Bentley**'s upcoming Residences in Miami is testament to this shift. Promising to be the tallest beachfront structure in Miami by 2026, the development encapsulates the essence of the luxury car brand: opulence, innovation and attention to detail. Other car manufacturers including **Lamborghini** and **Bugatti** are establishing a lifestyle footprint with branded residences in Europe and the UAE, respectively. For those who can't afford branded residences, they can bring in elements of this luxury lifestyle into their living rooms by purchasing items from **Bang & Olufsen** and **Ferrari**'s collaborative collection of audio products in Ferrari's iconic Rosso Corsa red.



*Viewpoint:*

# Heating Up Luxury Fashion for Gen Z

Mario Maher and Joe Wilkinson explain how they founded Heat to tap into Gen Z mindsets while also prioritising circularity

Founded by Joe Wilkinson and Mario Maher, **Heat** has become a go-to mystery box supplier, curating luxury fashion selections otherwise destined for discount retailers, sold at a fixed price with little indication of what to expect inside. For Gen Z, the concept ticks boxes, tapping into their desire for exclusivity, uniqueness and mystery – all while representing a smart financial choice.

Wilkinson's and Maher's background in personal shopping and styling means curation is central to Heat's success as they mix small designers with big names. 'The perception used to be that luxury lives in its own space. Luxury brands are on Bond Street in London and emerging brands are in Soho – they're in different spaces,' says co-founder Joe Wilkinson. 'Whereas Gen Z wear sportswear, emerging brands and luxury brands in the same outfit.'

The success of Heat has been driven by drop culture and Gen Z's obsession with exclusivity, and anti-mainstream culture. The brand capitalised on this appeal by collaborating with **YouTube** creators on unboxings, educating viewers on how Heat works. The very nature of the concept lends itself to virality, organic content creation and user-generated content.

'The point about peer-to-peer trading is one person's trash is another person's treasure'

In November 2022, the brand upgraded curation and introduced the style profile. Powered by machine learning, this feature takes customers' high-level preferences such as fit, colour or favoured brands to improve satisfaction. 'If we're selling to a customer in California in the middle of summer, we will no longer send them a ski jacket because we know that they don't want to receive heavy outerwear.'

What happens if a customer receives a product they don't love in a mystery box? Heat has the answer, with a peer-to-peer element in the works that would allow its community to trade items. 'We don't want to leave customers stuck with a product or have them sell it on a secondary marketplace,' explains Wilkinson. 'The point about peer-to-peer trading is one person's trash is another person's treasure.'

Heat's seasonless retail mindset and focus on excitement and exclusivity are revolutionising the off-price space and, crucially, benefitting the brands they partner with. By changing the perception of unwanted stock and reframing it as must-have pieces, brands can offload extra items, expand their consumer base and even use it as a marketing tool.

'Instead of ignoring stock that has passed its typical shelf life, we thought there can be an exciting way to make them appeal to a younger audience,' says Maher. The duo want to build a space where brands are happy for products of all ages to live together, combining both new and old collections and emerging and established designers.




**Heat**, US

# Fashion

Consumer demand for a sustainable fashion industry is peaking, pushing companies to find innovations in technology, garment care and more. And it doesn't end there. Consumers want to see inclusivity across size and disability. They want to enter the hallowed halls of prestige sports and they want to use fashion to showcase their discernment – embodying a playful, if-you-know, you-know vibe

As we come to the end of the year, we mark the death knell of ultra-rapid fashion trends. The core-ification of fashion that reigned supreme in 2023 and had consumers switching style at an unprecedented pace, is slowly being phased out in favour of a slower, more considered sense of dressing – one that is better suited to our current environmental needs.



**AOI**, UK

## **26** Fashion's Sustainable Future

In response to mounting calls for more sustainability in the fashion industry, a transformative shift is under way. The prevailing paradigm of relentless economic growth driven by the imperative to sell more is being challenged by activists advocating for de-growth strategies to combat climate change and an unsustainable product cycle.

These pressing considerations are sparking a wave of innovative solutions. From emphasising ecological wellbeing in product design to promoting responsible garment care and extending the lifespan of clothing, brands – both established and emerging – are pioneering novel solutions to reduce fashion's massive sustainability problem.

The **Laundry Landscape** is emerging as an important realm for innovation. Futures 100 Innovators Award nominee **Biorestore** is a Stockholm-based company focused on 're-tergents', which revitalise garments and extend their lifespan. Other brands are developing detergents into a more planet-friendly product. **Zara Home** has introduced a detergent that reduces microfibre release by up to 80%, while **Notpla** and **Mack** have teamed up to create microplastic-free laundry bio-pods.

But questions will be asked with more frequency and more urgency over the coming year. Is this enough? Will a multitude of small adjustments result in any meaningful change? We believe brands will find the answer in developing systemic antidotes to the overconsumption mindset inherent in the fashion industry. Look to London-based label **An Ocean of Ideas**, which is disrupting conventional norms by creating collectibles: clothing and accessories in limited quantities, prioritising quality, scarcity and durability over traditional seasonal production and fast-paced drop culture.






### Lab Insight

*Marta Indeka*
*senior foresight analyst*

'The proliferation of cores is making the trend cycle faster and more scattered, with many eclectic aesthetics happening at once and creating an overwhelming fashion landscape. Moving forward, fashion brands will shift from trying to keep up with TikTok's pace to only tapping into what aligns with their brand universe'

Left: **Biorestore**, Sweden; Above: **323** blends maximalism and quiet minimalism to create joyous and humorous clothing to be worn and enjoyed by anyone, US

## **27** Inclusive Fits

While the fashion industry has historically been sluggish in addressing inclusivity concerns, it has recently seen a surge in progress, with strong innovations coming out of the **Inclusive Fashion Market**. Various fashion segments are now accommodating a diverse range of body types and identities, demonstrating an evolving recognition of underserved consumer needs.

This shift is best demonstrated by New York-based **Fashion Institute of Technology** introducing two courses developed specifically to train the plus-size fashion creatives of the future. As an industry still riddled with fatphobia, there have been other positive shifts that we can expect to carry on into the next year. For its April 2023 cover, **British Vogue** featured leading plus-size models Paloma Elsesser, Precious Lee and Jill Kortleve, while its May 2023 issue highlighted disabled talents from across fashion, sport and the arts sector.

Edgy fashion line **GCDS** (Giuliano Calza Design Studio) is just one example of smaller brands rising to meet new inclusivity demands – in this case by pushing for greater inclusivity with three styles of high heels now available as unisex products in EU sizes 36 to 46. The extended sizing makes the footwear accessible to various consumers with larger foot sizes, from trans women to artists, drag performers, non-binary individuals and men.

## **28** Sporting Style

Fashion has long focused on sports that have traditionally been synonymous with luxury and leisure, reserved for those frequenting exclusive country clubs or indulging in the ambience of affluent beachside resorts. But in the past decade, leisure activities are being embraced by a new, savvy and diverse audience who, as revealed in our **New Codes of Luxury**, are practising discernment and referencing old-world wealth cues with a knowing wink, as shown by the growing popularity of **Racquet Culture**.

Fashion brands are playing an important role in defining how sports are being positioned within this new cultural shift. Luxury powerhouse **LVMH** sponsoring the Paris 2024 Olympic and Paralympic Games is a great example of how fashion and sport are collaboratively establishing new cultural clout.

Others are not far behind. To celebrate the 2023 FIFA Women's World Cup, Italian fashion house **Prada** joined forces with China's women's national football team as an official partner, while French fashion house **Céline** launched its capsule La Collection Tennis line in spring 2023, a year after Italian brand **Miu Miu**'s Tennis Club event in Saint Tropez.

We can expect to the see an evolution of sports and fashion collaborations in the coming year. Will we see Taylor Swift power bring high-end collaborations to the NFL in the US, for example? Prepare for a fresh era of inclusivity, enjoyment and social interaction from new demographics as these arenas increasingly collide.

**Recess** creates high-quality pickleball paddles, clothing and other accessories designed to fit the racquet culture revival, US




**Polo Ralph Lauren** exclusively for **Morehouse** and **Spelman Colleges**, US

## **29** Mood Dressing

From cottagecore to Barbiecore, from witchcore to the penultimate #corecore, this year's swift emergence of TikTok-fuelled fashion trends may appear ephemeral, yet it carries significance. It reflects a response to living in permacrisis, as individuals seek solace in styles mirroring their prevailing emotions, embracing the financial gloom with **Doom Dressing** one minute, while alternatively finding solace in nostalgic dressing the next.

Despite having majority secular leanings, for example, Gen Z are exploring different faiths and new modes of living that could offer reassurance and meaning, and are turning to fashion to express these explorations, as we detail in the microtrend, **Spiritual Cosplay**. Fashion houses including Y2K favourite **Blumarine** and Turkish womenswear designer Dilara Findikoglu are responding to these trends by building dreamy and ethereal visual directions with cues ranging from fairy tales to goth communities.

Others are finding comfort in reverting to age-old traditions. Collegiate prepster dressing has been a defining fashion trend, as seen in the collections of luxury powerhouses **Prada, Loewe, Stella McCartney, Fendi** and **Gucci**, for example. In addition, the popularity of tv shows including The Sex Lives of College Girls and Tell Me Lies reveals how Gen Z are yearning to experience rites of passage they missed due to lockdown. While this fashion trend itself might not carry on for much longer, we will continue to see Gen Z rapidly revive a patchwork of trends, spurred by cut-and-paste digital culture to suit whichever mood or mindset they adopt on a daily basis.



## **30** Style Comes Home

In the UK, consumers spend a total of 18 hours and 43 minutes at home every day (source: IPA TouchPoints 2023). People have significantly altered their habits and daily routines post-pandemic, adjusting their lifestyles to better align with their home environments. As explored in **Home States Futures**, our home has become not only a place of fundamental comfort but also of personal expression – and therefore consumers continue to look to home décor and refurbishments to individualise and make their safe spaces enjoyable.

It is no wonder that luxury brands want to get involved. Some, like Italian label **Missoni**, have been in the home business for decades, but are revamping their efforts to maintain their sector dominance. At Salone del Mobile 2023 in Milan, it unveiled a new outdoor tableware and leisurewear collection, playfully called Pleasure Wear. Italian brand **Marni**'s homeware division, Marni Market, was also upgraded during Milan Design Week 2023. New additions include tableware and wallpaper, created in collaboration with design labels **Serax** and **LondonArt**, respectively.

Celebrity-favoured French designer **Jacquemus** has also launched Objets, his eponymous brand's first move into furniture design, which includes a re-edition of Gae Aulenti's iconic Locus Solus outdoor furniture from 1964, created in partnership with Italian company **Exteta**. Expect to see more fashion forays into the home, moving beyond licensed ranges and further into creative stand-alone collaborations.



Missoni, Italy

*Viewpoint:*

# The Overconsumption Market

Dr Daniel Benkendorf, professor of psychology at the Fashion Institute of Technology (FIT), considers why a growing number of eco-anxious consumers isn't synonymous with a boom in the sustainable fashion market

Nearly three in four adult Britons (74%) reported feeling very or somewhat worried about climate change in 2022 (source: **Office for National Statistics**). To reduce their carbon footprint, some are turning to veganism or purchasing sustainable beauty and wellness products while others are turning to electric vehicles. But some of these eco-anxious consumers aren't investing in sustainable clothing, while other consumers don't make all their purchases with climate change in mind.

'There's a bimodal effect happening,' Dr Daniel Benkendorf tells LS:N Global. 'The shift is in the right direction, and consumers are more aware than ever. But for the larger share of the worldwide population, even if they were interested in sustainability at some level, it isn't at the top of the list.' A recent study by **Pew Research Center** confirms the professor's claims, as the Americans surveyed ranked climate change 17th out of 21 national issues in January 2023.

To catch up with players in the sustainable food and beauty industry, conscious fashion brands must rethink their approach to branding to attract younger consumers with good storytelling while prioritising resale and rental fashion.

'For the larger share of the worldwide population, even if they were interested in sustainability at some level, it isn't at the top of the list'

Professor Benkendorf credits Millennials and Gen Z for growing awareness of sustainable fashion. 'Exciting changes are happening, I see it with my students,' he says. 'So many of them are no longer buying in traditional stores. They are going to second-hand shops or remaking and mending things.' But sewing is less convenient and more time-consuming than shopping online. Prices have also increased in some second-hand shops amid rising demand and inflation. In the US, where the average young adult is now overweight, according to **Johns Hopkins University School of Medicine**, a lack of plus-size clothing also makes thrifting impossible for an entire generation.

The popularity of preloved fashion on social media and resale platforms like **Depop** and **Vinted** has also turned what was supposed to be a more sustainable way of shopping into an ersatz of fast fashion overconsumption. Despite a willingness to do better for the planet, it seems like resale can't escape consumers' relentless desire to own more things. 'In this market, social media only amplifies the way materialism and consumerism pull us,' says the FIT professor.

When asked whether there is space for conscious fashion brands to relieve their clients' eco-anxiety and eco-paralysis, Benkendorf explains that it is the silence around these subjects that is truly detrimental. 'I think the solution is to bring people together and restore our communities. Millions of people on the planet are super-passionate about these issues – we need to find each other.'



Photography by **Jacob Sierra**, US

# Retail

Retail is settling into a post-Covid landscape in which consumers frequently welcome brands into their homes, exploring products, consuming content and making purchases on their devices while still turning to physical stores as part of their shopping journey, as explored in our macrotrend **EQ-Commerce**

This purchasing journey requires retailers to work hard to acquire and retain customers, which is why they're adopting new strategies, from constructing narratives in-store to building virtual flagships – all while considering how to offer hyper-personalised experiences. As stores become a fourth space – a combination of home, work, leisure and entertainment – the heat will be on brands to deliver new and unique brand experiences.



**Hermès** Madison Avenue, US

## **31** Augmented Retail Realm

The metaverse may have lost its novelty in terms of grabbing headlines, falling along with NFTs into the shadow of AI innovations. But in the year ahead meaningful use cases for the metaverse and Web3 innovations will emerge, ranging from NFT-based loyalty schemes to virtual flagship stores located in those spaces where future generations are spending the most time.

French fashion company **Lacoste** has teamed up with creative studio **Emperia** to create a virtual store, featuring five seasonal products with further token-gated rooms for VIP customers in Lacoste's Web3 community. Other department stores, including **Printemps** in France and **Bloomingdale**'s in the US, have also opened virtual spaces, showcasing the future of multi-brand experiences occupying real and virtual realms simultaneously.

Italian clothing brand **United Colors of Benetton** demonstrated the potential of this new liminal retail space where the digital and physical collide – the augmented retail realm – with its virtual store experiment that mirrored its Milan flagship store. Visitors could use QR codes to make purchases in physical shops, showcasing the possibilities of a supercharged omnichannel model that is interconnected and intuitive, creating a seamless, personalised shopping journey that begins online and ends in-store or vice versa.



**Ralph Lauren** has revealed its first virtual store, The 888 House, inviting customers to discover the new collection in the immersive gamified landscape, US

**Lab Insight**

*Emily Rhodes,*
*creative foresight analyst*

'AI may have taken over the Web3 buzz in 2023, but brands should be mindful not to miss out on community engagement in the metaverse. Look to phygital activations as well as awe-inspiring digital experiences that can't be replicated in-store'




**Tiffany & Co** collaborated with the **United States Tennis Association** and **Snap** to create an immersive fan experience at the 2023 US Open, US

## **32** Recommendation Commerce

We've witnessed a transformation from social commerce as a mere extension of social media platforms to it becoming a dedicated destination for product discovery. These emerging platforms feature highly personalised shopping feeds that continually improve as users browse. This evolution coincides with the expected growth of the social commerce market, projected to increase at a CAGR of 31.6% from 2023 to 2030, according to **Grand View Research**.

**ShopTrue** is a new platform that combines editor-curated feeds with AI to create personalised product recommendations based on an individual's engagement and purchases. Users can use the app to curate their own shops, linking discovery to community. This is a key distinction from social media platforms' previous attempts to monetise content and enable purchase at the point of inspiration. New platforms are adopting social media structures to encourage community and, with that, recommendation power, acknowledging that social media users are not primarily in a purchasing mindset.

**Sune**, a retail newcomer in the US, is an experiential shopping platform that is looking to combine entertaining videos, engaging live-streaming and exciting product drops. The combination of discovery, recommendation and commerce is key to retaining consumers online, which is why many are partnering with platforms like **Snap** to improve their brand engagement with add-on services.

# **33** Heritage Placemaking

As consumers seek deeper knowledge of design archives and historical craftsmanship, the role of physical retail is now one of personifying brands' past and present DNA. **Burberry** juxtaposes modernity with craft in its revamped flagship store on London's New Bond Street. One of its key attractions is a trench coat library that showcases the brand's iconic and bespoke options, a major crowd-puller for new-age consumers who are always seeking to deepen their fashion history knowledge.

Similarly, there's a sense of dynamism at the refurbished **TAG Heuer** flagship store on New York's Fifth Avenue where archival storytelling meets interactive technology. The sleek updated store is set across 1,100 square feet and has partitioned areas for key collections such as the Carrera chronograph, brought to life via multimedia displays. A central connected watch display vignette highlights the brand's tradition – and core value – of craftsmanship.

French fashion powerhouse **Dior** is also focusing on displaying its archive prints as themes for pop-up stores. In August 2023, it partnered with London's luxury department store **Harrods** to take over its Brompton Road windows and a three-room pop-up display inside.

Through such celebrations of legacy and placemaking, brands can capture consumers who are demanding a redefinition of 'value', imbuing the term with cultural meaning and cachet.

**Burberry** New Bond Street, UK



Above: **Joyce** retrained its staff as content creators during the pandemic to engage isolating consumers, Hong Kong; Right: Lewis Capaldi for **ASOS**, UK

## **34** Live-stream Commerce

Western markets are finally reaping the success of live-streaming formats, despite having more apprehensive audiences. The success hinges on tailoring the service. Instead of copy-and-pasting formats that did well in China, retailers are finding success in service-orientated live-streams.

**The Fresh Market**, a specialist grocer in the US, has launched live-stream videos centred around special-occasion cooking such as Thanksgiving. It has seen conversion rates over 300% greater than its traditional digital advertising results, showcasing the success that live-streaming can have.

In Brazil, wine store chain **Evino**, a highly service-orientated market, has launched a live-stream service, where customers can make an appointment with the sommelier and receive bespoke advice.

Although live-streaming first emerged as a solution for many during the pandemic, brands are finally understanding its potential as a long-term channel that consumers can love. At the **World Retail Congress 2023,** Jennifer Woo, CEO of **The Lane Crawford Joyce Group**, Asia's premier fashion retail brand, revealed that retraining staff to live-stream as content creators has sparked a personalised and emotional retail experience.

## **35** Digital Display Futures

The pandemic may have motivated less tech-savvy consumers to start shopping online, but most sales are still generated in-store. Research from **Bolt** found that 75.7% of online shopping carts are abandoned. Simply investing in social media content to raise awareness is no longer a panacea for online retailers. To remain relevant, e-shops need a bolder approach to visual merchandising, from a video shift to mastering artificial intelligence.

British online fashion retailer **Asos** embraced a new online aesthetic through an unusual collaboration with award-winning singer and TikTok enthusiast Lewis Capaldi. Despite having little interest in fashion, Capaldi posed as a model and a photobomber in the e-shop pack shots, making the marketing activation fresh and funny while unlocking a new level of relatability.

Brands have also taken note that influencers aren't the final solution to social media strategy. User-generated content (UGC) is equally, if not more, important in establishing authenticity. Futures 100 Innovators Award nominee **Hue** is an American e-commerce technology platform that helps other brands find authentic, customer-generated video reviews across commerce channels. It helps brands create a people-first shopping experience for customers who are increasingly seeking transparency, trust and intention on digital platforms.



*Viewpoint:*

# Future-ready Retail

Ibrahim Ibrahim is managing director of Portland Design, a London-based multi-disciplinary retail design practice. He urges brands to reconsider the how, why and where of physical stores to respond to an audience, not a shopper

‘We talk about the third space’, Ibrahim tells LS:N Global. ‘But when it comes to retail we should be referring to this as the fourth space.’ Simply put, the fourth space is that blurring of home, work, leisure, streaming and entertainment services that, thanks to live-stream commerce, has knitted together our workspaces, homes, laptops, mobiles, even our tv, into a retail eco-system. This isn’t omnichannel, Ibrahim reminds us – that’s an old-school tech definition. It’s the space where we shop from and have services delivered to, so retailers need to consider how their brand, service and streaming package shine in this eco-system.

Transaction and fulfilment, he says, aren’t new, but will become increasingly automated to the point that we can pop into them. But they’ll also be fulfilment spaces that we’ll have products delivered from – think **Amazon Fresh** or the **Wheelys Moby Mart** in Shanghai. Here, revenue is based on speed, availability, convenience and low people contact time. In fact, the less interaction you have between purchase and delivery the better.

Think of the spaces developed by **Lululemon**, explains Ibrahim, or **Burberry’s Makers House**. They are places of fandom, learning, demonstration, ideas exchange (between staff, customers, invited experts and advocates), product innovation and market research.

‘The community model is about increased interaction, learning, attention and audience focus’

In other words, this is a try, live with and buy approach that allows more collaborative relationships to develop between audience members and the brand, which should now be more intimate, personal and friendly.

Ibrahim’s point is a simple one: in order to shift our sense of transaction, space and what we find there, it is crucial to change and elevate our sense of language, retail demeanour and how we define, orchestrate and produce these moments. ‘You are moving from a point-of-sale perspective to a point-of-connection one,’ he explains. This means that we need to work with our teams to speak like a magazine, change like a gallery, build loyalty like a club, share like an app, seed like an incubator and engage like a show.’

It also requires us to re-evaluate that old sales-per-square-foot chestnut that he still hears clients trotting out. Yet the portfolio of international clients he works with via his agency are increasingly emphasising community, engagement and, as he puts it, ‘engagement per square foot, surprise per square foot, delight, smiles, clicks, shares, dwell, sentiment, engagement, participation, footfall attention and experience’.

**Freitag Store Shanghai**’s design mimics that of a factory, offering customers the opportunity to personalise their own bags, China

# Pop Culture & Media

A saturated media environment has left consumers tired of old news formats. Instead, they want new forms of stimulation and entertainment that can be savoured and swiped in a couple of seconds. Consumers want visual aids with their podcasts, dress codes for theatre screenings and digital immersion from live concerts

Young consumers are also fully engrossed in gaming environments, engaging with old and new brands through strategic collaborations on **Roblox** and **Fortnite**. But any brand that wants to capture future audiences knows that the key to success lies in working with authentic influencers upholding diverse values.



Email is Dead exhibition by **Design Museum**, London, UK

## **36** News Re-imagined

Although the newsstands are still filled with print issues, the lifestyle magazine industry's circulation and reader numbers have fallen drastically in the past two decades. In the UK, in 2000, some 1.6bn magazines were circulated. In 2021, this was down to only 565m (source: **Audit Bureau of Circulations**).

Generative artificial intelligence could be the cost-cutting panacea to save some publishers from bankruptcy. In 2022, **Cosmopolitan USA** produced its first AI cover in 'only 20 seconds' using **DALL-E 2**. In the same vein, **PANTA RHAI** is a new German lifestyle magazine created entirely by AI in only five days. Its first edition, published in April 2023, featured visuals and long-form articles on technology, art, culture, science and design.

Other media outlets are racing to re-invent themselves for the next generation.

**Vox Media**'s **The Verge** has redesigned its website to free journalists from covering minor events, instead redirecting readers to rival publications or websites where these events are originally discussed. News companies like **The News Movement** are laser-focused on social media, meeting young consumers where they are. Short, snappy videos mixing pop culture and sociopolitical events are tailor-made for tomorrow's consumers who will not endure traditional media formats.








Left: **MidJourney** magazine is an AI-generated, monthly print publication acting as a flagship showing off the creativity of the tool's users, US; Above: See Yourself in Sound by **Bang & Olufsen**, Denmark

## **37** Audio to Watch

Today, music is hitting the right note; in 2022, people listened to more music than ever, for an average of 20.1 hours per week (source: **International Federation of the Phonographic Industry**). This research also found that over three-quarters of respondents enjoy music through various formats, including video and audio streaming, radio, television, film and gaming. The once audio-only format of podcasts has also evolved into a hybrid model of distribution that often prioritises short-form video snippets for formats including **TikTok**, **Instagram Reels** and **YouTube Shorts**.

Businesses in the music and music tech industries are adapting to these changing consumer behaviours. Danish high-end consumer electronics company **Bang & Olufsen** introduced The See Yourself in Sound campaign in June 2023, which allows users to share personalised 3D visualisations of their listening habits on social media. A new image generator that visualises **Spotify** habits to create shareable art, **N-Gen** follows the enthusiasm that **Spotify Wrapped** generated. Launched in 2023, this open beta generator responds to users' curiosity about their data and allows them to share their musical DNA. As consumers effortlessly switch between audio and video formats, multi-sensory messaging is key to resonating with consumers' blended habits.

## **38** Brands in Play

The global gaming market is growing at an unprecedented rate; by 2027 the number of global video game users is expected to reach 3bn (source: **Statista**). The past few years have shown how strategic cross-industry collaborations on gaming platforms can help aged brands dust themselves off for Gen Zalpha. Fashion, film and even food and drink businesses are rolling up their sleeves and getting involved in **Roblox** and **Fortnite** in the hope of gaining early brand converts.

In April 2023, American crisps brand **Pringles** joined forces with video game **Minecraft** to unveil a tub of crisps inspired by the game's 'suspicious stew', which helps players replenish their food meter. Pringles transcribed the virtual stew into a real aroma that was rich and savoury. Beverage brand **Coca-Cola** also turned to one of the most watched games, **League of Legends**, to develop Coca-Cola Ultimate Zero Sugar + XP Flavour.

Gaming is no longer restricted to being an activity for the home. Saudi Arabia has invested millions in digital theme park start-up **HyperSpace,** which designs, builds and operates future-forward theme parks in shopping centres that mix physical and gaming entertainment. The company's first site, **AYA**, is already open in Dubai and will shortly be followed by a second location, **House of Hype**, at the end of 2023.

AI imagery by The Future Laboratory, UK

### Lab Insight

*Dan Hastings-Narayanin, deputy foresight editor*

'The over-consumption of pop culture has made most consumers ultra-literate in everything from TikTok-trending sounds to the resurgence of indie sleaze. The challenge for businesses is to tap into this volatile source of references and aesthetics while remaining authentic. Running after high social engagement is no longer enough to remain relevant'

## **39** Inclusive Influencers

For the longest time, influencers, whether content creators or celebrities, have largely been associated with white women. Typically, these influencers have been young, slim and privileged. Most often straight and cisgender, they wield their influence through tv roles, advertisements and magazine covers, resulting in substantial parts of society being under- or entirely unrepresented.

The tide is turning on exclusionary influencing. From awards ceremonies to online viral content and fashion magazine cover stories, we are witnessing a new era of influencers who defy stereotypes based on race, gender, age and sexuality. Jennifer Coolidge's resurgence, courtesy of her humorous role in **HBO**'s tv show The White Lotus, and Maggie Smith's appearance in Spanish luxury brand **Loewe**'s spring/summer 2024 campaign, highlight that older faces are cool without the need for excessive airbrushing.

We aren't just leaving behind aged stereotypes. **Indigenous Influencers** are also claiming their space on digital platforms, providing valuable lessons to businesses aiming for meaningful inclusivity. In Brazil, **Maeí**, a sales e-commerce platform, sells products crafted by ethnic groups including Cinta Larga, Paiter-Suruí and Kamayurá, who have historically faced oppression in the country.



Lídia Guajajara, of the Guajajara people in Araribóia Indigenous territory in southern Maranhão, uses digital platforms to make their local reality mainstream, Brazil

## **40** Living It Live

In 2022 we published **The Awe Economy**, examining how brands were crafting experiences to invoke wonder and awaken self-transcendence in consumers. Since then, consumers have been deeply immersed in hyperphysical activations. But, instead of seeking such experiences through brands, they have redirected their time and resources back towards enjoying the spectacle of live events.

If people dressing up in costumes for the Barbie-Oppenheimer film weekend in theatres wasn't enough, the great concert comeback was cemented when musical acts Beyoncé and Taylor Swift created ripples in the American economy because of the sheer impact their tours had on local tourism and hospitality. Swift's Eras tour generated £4bn ($5bn, €4.7bn) (source: **QuestionPro**) while Beyoncé's Renaissance tour closed in at £3.7bn ($4.5bn, €4.2bn). For scale, the Renaissance tour generated about as much revenue as the 2008 Olympics did for Beijing (source: **The New York Times**).

This profitability equation explains the £1.8bn ($2.3bn, €2.2bn) investment in the **Las Vegas Sphere**, a new entertainment venue in Las Vegas from **Madison Square Garden Sports Corp** with a capacity for 18,600 people. With plans to expand globally, consumer demand for in-person events surpasses the notion of a mere post-pandemic boom.



**Sphere Entertainment**, Los Angeles, US

# Taylor Swift's Eras tour generated **£4bn** ($5bn, €4.7bn) for the US economy

*Source: QuestionPro*

*Viewpoint:*

# The Great Concert Comeback

Between silver chrome cowboy hats and a supercharged local economy, foresight analyst Simar Deol unveils how live concerts are serving much more than music

Our post-pandemic musical era is being defined by over-the-top live tours: Beyoncé's Renaissance, Taylor Swift's Eras, Harry Styles' Love on Tour to name a few. From the BeyHive (Beyoncé fans) clearing out Etsy's stock of silver cowboy hats to the emergence of SwiftTok (a dedicated group of Taylor Swift TikTok followers), it is evident that live music and concert entertainment are back with a bang. **Live Nation**, the world's largest concert and live events producer, reported a record £10bn ($12.3bn, €11.6bn) in revenue in November 2022, a 43% increase on its 2019 earnings (source: **The San Diego Union Tribune**).

This revenge return to musical events is testament to how many consumers missed real-life performances. While digital iterations of live experiences were entertaining for the first few months of the pandemic, their novelty wore off quickly.

'In this state of isolation, we lacked community, so it is unsurprising that we're willing to pay exorbitant prices to stand shoulder to shoulder at a concert now'

Thankfully, our eagerness is being rewarded. Most concerts between 2021 and 2023 have been more than just a musical event. They're sophisticated, seamlessly fusing together light, sound, visuals and props like never before. They're also technologically advanced as concert producers embrace new technologies, including augmented reality (AR) and virtual reality (VR). In May 2022, concert-goers at **Electric Daisy Carnival** in Las Vegas used **Snap**'s AR features to access festival maps, pinpoint the direction of their friends and enhance their experience by turning on night lens, which showed the festival's iconic owl mascot flying overhead.

The sheer amount of revenue generated by concerts explains the £1.8bn ($2.3bn, €2.2bn) investment in the **Las Vegas Sphere**, a new entertainment venue in Las Vegas from Madison **Square Garden Sports Corp** with a capacity for 18,600 people. It was inaugurated by legendary rock band U2 and this state-of-the-art structure is envisaged to be the first of many next-gen concert venues.

Interestingly, fans are not only clamouring to catch their favourite artists on tour, but their no-holds-barred spending is also supercharging local economies. Taylor Swift fans have spent on average more than £1,057 ($1,300, €1,225) on tickets, travel, meals and clothing, for example (source: **QuestionPro/Fortune**). This isn't just purchasing a sequinned mini-dress; research estimates that Swift's Eras tour generated £4bn ($5bn, €4.7bn) for the US economy (source: **QuestionPro**). This figure is closely matched by Beyoncé's Renaissance tour, which is expected to generate £3.6bn ($4.5bn, €4.2bn) for the American economy. For scale, that is about as much as the 2008 Olympics generated for Beijing (source: **The New York Times**).

As live entertainment continues to elevate the experiences it can offer, fans will only grow hungrier for more. And while musical fandom isn't new, this level of consumer spending is unprecedented. Local businesses that keep an eye on the revolving door of artists coming through their cities can reap a large economic benefit – although it might come from teens sporting silver chrome wallets.



Taylor Swift The Eras Tour, US

# Technology

## Rapid advances in technology are creating a new pool of consumers who are happy to leave the social, economic and political crises of the real world behind, instead immersing themselves in alternative universes that offer them a distracting respite

Brands are racing to establish themselves in these other worlds by integrating augmented and virtual reality technologies into their marketing activations; building homes, restaurants, and cafes on gaming platforms; and finding community on the metaverse. Familiarity in conversing with AI is increasing, as consumers turn to artificial intelligence in the hope of finding companionship or spiritual guidance.



Heirloom Hardware by **Modem** and **HB-AS**, The Netherlands

## **41** AI Companionship

An advisory issued in May 2023 by the **US Department of Health and Human Services** has officially recognised loneliness as an epidemic and a public health crisis. This issue, severely exacerbated by the isolation brought by the Covid-19 pandemic, has a global impact despite many of us using multiple devices every day.

Artificial intelligence, with its ability to converse with users seamlessly, is presenting itself as a plausible antidote to this endemic. Powered by **OpenAI**'s ChatpGPT, **Snap** launched **My AI** in February 2023 which can recommend birthday presents, help to plan a hike or suggest dinner recipes. This persona can also be added to a group chat and will soon be able to produce its own Snaps, occupying the role of a best friend.

Other AI bots have more specialised capabilities. **Mabu** self-defines as a wellness coach and helps with health-related tasks such as logging users' treatment times and setting health goals. Another AI-powered device, **ElliQ**, can offer daily conversations, entertainment and prompts for physical and mental activity, and was designed specifically for older audiences.

In our **AI Believers** report we looked at how today's youth are seeking spiritual and religious grounding through AI bots including **Ask Jesus** and **Midrash Bot**, highlighting alternative routes people will seek in the future to keep loneliness at bay.



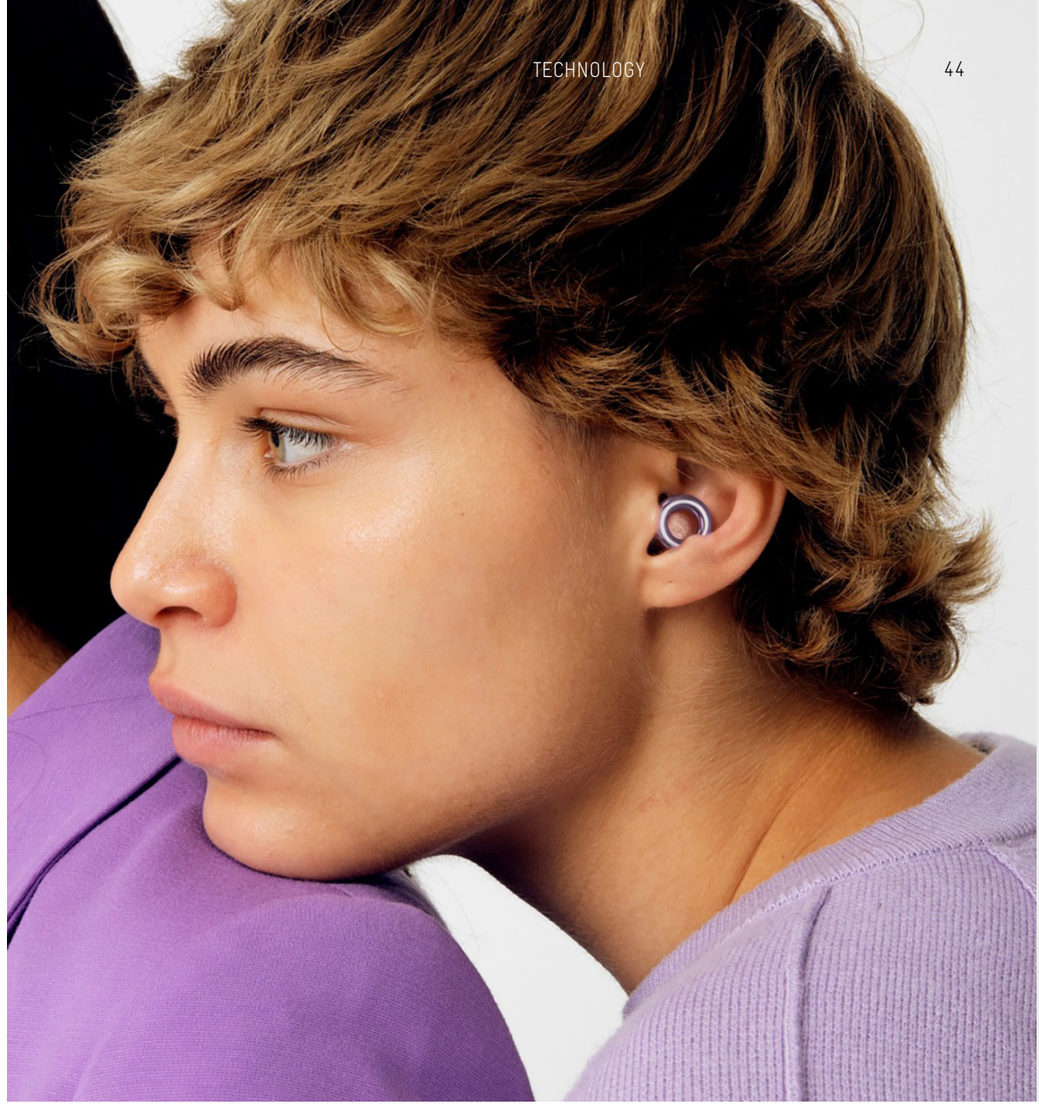
Replika was founded with the idea to create a personal AI that would help you express and witness yourself by offering a helpful conversation

### Lab Insight

*Gabriela Białkowska,*
*creative foresight analyst*

'AI companionship goes beyond just addressing loneliness. Consumers and brands can harness AI to combat isolation, acquire emotional support, foster self-discovery, and even delve into intimate and sexual realms. As AI evolves into a life-long partner, ethically sound practices will be crucial in shaping the multi-faceted future of companionship'





**Loop**, Belgium

## **42** In Our Quiet Era

Covid-19 brought with it a period of solitude and **Enlightened States** of introspection, but now society is increasing its expectations of in-person activities, from working and socialising to dating. For some consumers, this transition to what was once normality feels overwhelming. In a world full of noise, they are demanding innovative features from tech and social media companies to fulfil their craving for a new kind of quiet.

In January 2023, **Instagram** announced Quiet Mode, a new way to help users focus, manage their time and set boundaries with their friends and followers. The feature allows users to turn off notifications, especially while driving or studying. In March, tech giant **Apple** introduced the new AirPods Pro with a range of audio innovations, specifically a more powerful Active Noise Cancellation feature.

With the noise-cancellation headphones market forecast to reach a value of £1.7bn ($2.1bn, €1.9bn) by 2028, according to **360 Research Reports**, brands are developing better devices to help consumers feel at peace. Belgium-based brand **Loop** teamed up with UK-based **Flare Audio** to create Calmer Earplugs that can reduce stressful sounds while focusing on the most important ones. This can help people with sensitive hearing, misophonia, ADHD, autism and other hearing vulnerabilities. Bespoke technological innovations that offer an intentional break from screens and social media will help consumers live with more positivity and productivity – and control.

# **43** Quantumised Futures

You may have heard of it, but don't quite understand it. You're not alone. Quantum technology is the next driver in our technological evolution – but what is its immediate relevance for brands and businesses?

We went direct to the businesses driving this tech in 2023 to see how quantum computing will be influencing numerous sectors in 2024 and beyond. 'Four years ago [2019]… the questions were more centred around: What is quantum computing?' Kate Marshall, global technical ambassador lead at **IBM Quantum** in the UK, told LS:N Global. Since then, IBM's clients have evolved from quantum-curious to quantum-literate.

Four industries are likely to see the earliest economic impact from quantum computing – automotive, chemicals, financial services and life sciences – and could gain up to £1 trillion ($1.3 trillion, €1.2 trillion) in value by 2035 (source: **McKinsey & Co**). There are pioneers seizing opportunities in this growing landscape, from quantum-safe encryption to healthcare innovations. In March 2023, IBM unveiled the first on-site, private sector IBM-managed quantum computer at the non-profit, US-based **Cleveland Clinic**, dedicated to healthcare research including developing a pipeline where quantum computers can help screen and optimise drugs that target specific proteins.

From social media platforms to e-tailers, it will start to become imperative for businesses to make their algorithms and data collection processes quantum-proof to retain trust among their customer base and grow credibility as a future-forward business.

Quantum System One at Cleveland Clinic by **IBM**



**Veri** has partnered with **Oura Ring** to demonstrate the connection between sleep and metabolic health, Finland

## **44** Wearable Wellness

Wearables may have been a novelty 10 years ago, but today this technology is fulfilling its promise to elevate human potential, particularly in the realm of healthcare. Wearables are no longer relegated to the category of fitness-tracking, but can function as virtual doctors, as we reveal in our **At-home Doctor** report. **Viscero**'s ECG Vest by **Design Partners** allows for non-intrusive, non-invasive monitoring of the heart without the aid of a healthcare professional.

As wearables become more portable and less intrusive, people will soon access the same quality of information and care they receive in hospitals and medical practices from the comfort of their homes. Finnish healthcare start-ups **Ōura** and **Veri**'s new partnership adds continuous glucose-monitoring data to Oura's well-known smart ring, giving individuals more control and autonomy over their health and wellbeing.

**Dyson** has developed a product that offers a simple solution to an everyday problem. Its first move into audio with a set of noise-cancelling headphones, Dyson Zone, also doubles as an air-purifying system with a detachable visor that enables users to breathe in filtered air. Expect a further surge in the integration of wearables into our daily routines, focused on health and care.



## **45** Augmented Adventures

Virtual reality (VR) and augmented reality (AR) have long promised digital solutions for better connection, away from their application in the entertainment and gaming sectors. Today, they are being recast as important tools for marketing activations and to unlock previously inaccessible environments.

In March 2023, Gen Z's favourite social media app **Snap** unveiled its AR Enterprise Services (ARES), which will use its in-house expertise in filters and lenses to help brands expand their shopping suites. Snap's most recent collaboration is an educational endeavour, working with Paris-based **Museé du Louvre** to present **Egypt Augmented**, a collection of AR experiences breathing life into artefacts from ancient Egypt. Interactive explanations and 3D reconstructions help bring the exhibit to life, deepening audience engagement, especially among children.

If going to Paris isn't feasible, embarking on a field trip to the Louvre is still possible thanks to VR. **Google**'s Arts & Culture VR app can transport students to Paris, the Amazon and even back in time to learn about World War I. VR tools are also being used to break down social barriers for people on the autism spectrum; **Floreo** is the world's first behavioural therapy metaverse that enables neurodivergent people to practise their social skills in virtual settings.



Issé by **Morrama Lab**, UK

*Viewpoint:*

# The Future of Responsible AI

Ashyana-Jasmine Kachra, an AI regulation and public policy expert who currently works at OpenAI, discusses the need to establish an ethical framework for AI that relies on humans

The use cases of AI are continually evolving. We have seen a recent explosion in large language model (LLM) capabilities that have barely scratched the surface. But alongside an exploration of how AI can help us in our daily lives, significant investments are being made across new areas, such as AI for military capabilities. The future of responsible AI, however, cannot exist without humans.

The time spent thinking we may become obsolete provides the perfect opportunity for humans to realise how vital we are to the future; to exercise all the things that make us human such as reflexivity and reflectivity, critical thinking and emotional cognition.

## ‘We must understand that the harms and biases proliferated by AI are a mirror of the existing fractures that exist already’

AI is a tool and if extra efforts are not taken to amend the existing biases which it may have picked up through design, training data or lack of robustness, it could result in harm at unprecedented speeds.

In The Netherlands, for example, 1.4m people were wrongfully flagged as fraudulent by an AI-powered risk profile system due to bias, which resulted in tens of thousands of people being pushed into poverty and thousands of children mistakenly taken into foster care. Such cases make it imperative that we prioritise the development of human-led safeguards and standards.

This is not a novel concept. Across AI domains, from generative AI to military uses of AI, there have been calls for the role of humans in detecting risks, harms and gaps in robustness. In February 2023, for example, the **US State Department** released the **Political Declaration on Responsible Military Use of Artificial Intelligence and Autonomy**. The declaration, signed by 63 countries, including the US, China and the UK, put forth a list of 12 best practices for responsible AI in the military domain, four of which relate directly to the role of humans in responsible AI: human control, human oversight, human judgement and human training.

London-based software platform **Holistic AI** has been a pioneer in this field since 2020 by promoting the essentiality of establishing governance frameworks for AI within organisations and enterprises to enable AI systems that are explainable, robust, unbiased and not susceptible to privacy breaches.

Responsible AI is only possible with the commitment of upper-level executives, government officials and industry leaders. From the top, there must be active efforts to deploy responsible AI best practices and foster cross-functional collaboration, which is human-dependent. The onus lies on more than just developers and engineers. Human oversight should be expected across teams, pushing socio-technical cooperation across verticals and domains.



AI imagery by Max Bzdr, Russia

# Design

Design plays a central role in shaping our daily interactions, influencing our patterns of behaviour, and enhancing our experiences in those spaces we occupy the most: schools, offices and our homes

Designers, architects and creative agencies play pivotal roles in shaping the discourse on subjects pertinent to consumers and are often early drivers of change. From elastic agencies responding to changing B2B requirements to designers creating adaptable furniture suited to our post-pandemic lifestyles, design is essential in discovering solutions that not only alter products but also affect consumer behaviour.



**Atelier100 Drop02**, UK

## **46** Subversive Sustainability Ads

Today's consumers are inundated with misleading sustainability claims. With fast fashion industry players such as Shein and Boohoo frequently accused of co-opting the language of sustainability without fully reflecting this in their practices, there is a widespread mistrust among shoppers. To combat this, brands must opt out of binary messages of climate doom and denial, instead using rebellious humour to cut through the noise.

Swedish multinational company Vattenfall, which produces fossil-free hydrogen, is set on proving just how pure its emissions are. It launched an Industrial Emissions Face Mist made from its industrial waste, showcasing how water is its only waste by-product. Starring model and actor Cara Delevingne, the advert resembles a 1990s fragrance commercial with Delevingne diving into a pool of waste – using irony and humour to get the message across.

Oat milk veteran Oatly is confronting negative press head on and has launched a website, F*ck Oatly, which highlights its more explosive controversies, including its trademark infringement lawsuit and the time it came under fire for selling leftover oats to pigs.

UK-based charity Make My Money Matter also enlisted tv's Game of Thrones actors Kit Harington and Rose Leslie to star in a campaign, humorously mimicking a therapy session for couples when in fact they were discussing the destructive alliance between oil and finance industries.





Left: Bliss Sofa by **Mother** is a conceptual floating sofa designed for a world with rising sea levels, UK; Above: **Isola** at **Material Matters 2023**. Photography by **Anwyn Howarth**, UK

## **47** Sustainable Staging

Sustainable practices are expanding, ensuring that every step of a product cycle – from inception to sale to end of use – upholds the highest standards of sustainability. The results include transient spatial designs and re-usable retail structures.

At **London Design Festival 2023**, **Atelier100 Drop02**'s showroom in East London was designed to be both adaptable and re-usable. Imagined by design studio **Mitre & Mondays**, the showroom used recyclable materials such as aluminium and corrugated cardboard to replicate the awnings and structures found in traditional market stalls throughout the city. The structure's fixtures could also be taken apart again to allow for further circularity. Similarly, Italian design studio **IAMMI** executed a sustainable city concept for **Isola Design**'s exhibition at **Material Matters**. The installations sat on colourful and modular foam-like plinths made from Re-mat and represented a soft and malleable city.

Madrid-based architectural practice **Burr Studio**'s new modular format for retail display transforms the concept of a flagship clothing shop. The innovation consists of a versatile and generic container space that can be installed in various locations. Purpose-led, stainless-steel structures create circular sections in the room for product displays, hangers, mirrors and more. The design sets a new standard for flagship stores of the future, where each element is transformable and fully re-usable.

# **48** Urban Playgrounds

Architects and urban planners have been making concerted efforts to enable public spaces to offer higher levels of urban health and civic wellbeing. In Chorzów, Poland, a new dynamic public space designed by architecture firm **SLAS** embodies the essence of play. It has created an Activity Zone Park featuring a diverse range of colourful shapes and structures to creatively punctuate the concrete landscape while also offering fitness equipment, green spaces and easy wheelchair accessibility.

Across the pond in Brooklyn, New York, artist CJ Hendry created an exhibit, **Plaid,** focused on pushing children's playgrounds to new frontiers. The 5,000-square-feet colourful labyrinth was designed to mimic a check pattern and was designed for adults to connect with their inner child and experience the joy of simplicity.

In Los Angeles, musician Flea collaborated with architecture firm **NBBJ** to transform Nickerson Gardens Playground into one of America's largest social housing projects. Keeping Californian weather in mind, the renovation incorporated misting poles, shade structures and adult exercise facilities.

The imminent health crisis that will emerge from climate change, and issues arising from densely populated urban landscapes, require forward-thinking, collaborative and community-centric solutions for reinvigorating public spaces.

Activity Zone by **SLAS Architecture**, Poland



**Lab Insight**

*Emily Rhodes,*
*creative foresight analyst*

'As cities become more densely populated, urban spaces will have to serve multiple purposes: functioning as places for play, community wellbeing and even food production without leaving a large carbon footprint'

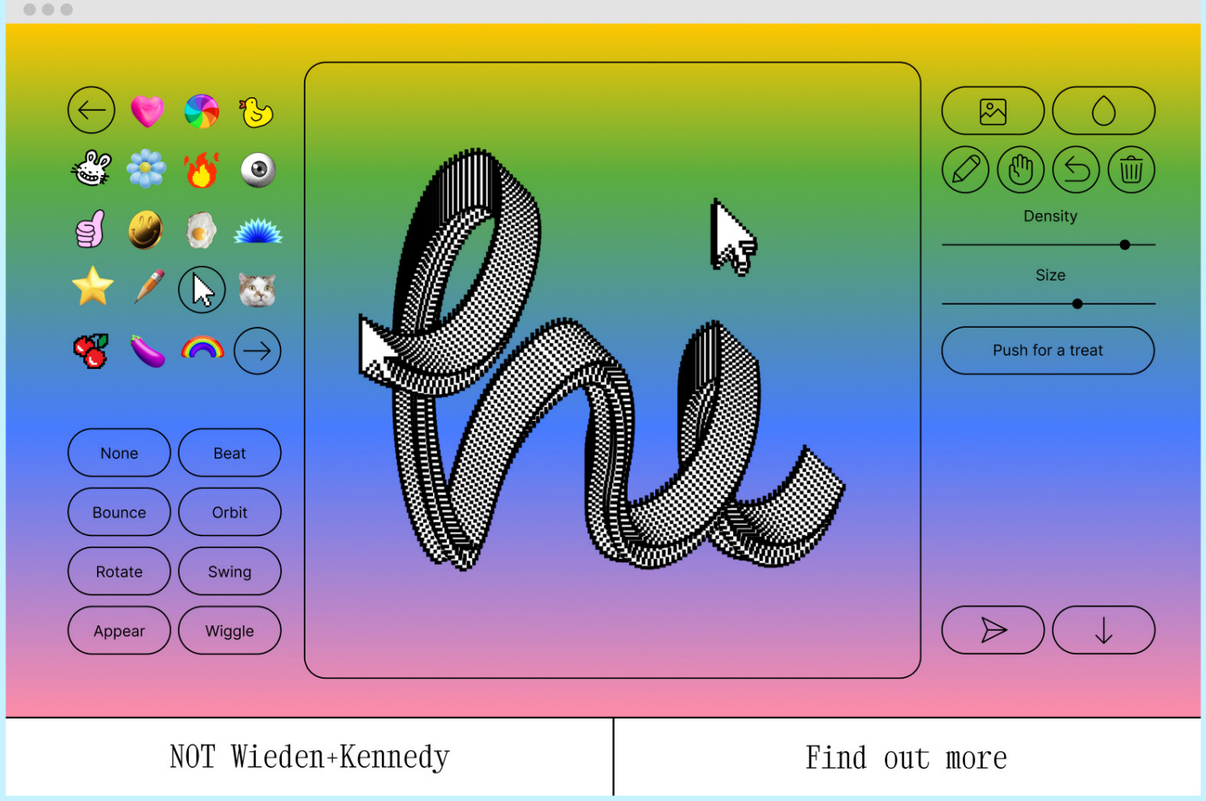
## **49** Elastic Agencies

In the past few years, brands have had no choice but to adapt to consumers' higher standards, value shifts and demand for greater transparency. Creative agencies are now following the same path as their B2B clients, re-evaluating their approach to branding – seeking both innovation and authenticity.

In January 2023, the London branch of global creative agency **Wieden+Kennedy** introduced cheekily named **Not Wieden+Kennedy**, an in-house studio dedicated to branding and design. The launch included the Not Machine, a digital generator creating colourful word marks and animations, demonstrating that branding isn't a discount offer but a nimble and agile service.

London and Los Angeles-based **Nexus Studios** has opened **Nexus Design Studio**, a new division entirely dedicated to motion design. Its new team comprising VFX gurus and animation experts will work on bespoke projects focusing on graphic aesthetics and typography for social media assets, website design and product launch films.

In the coming year, agencies will work to harvest better ideas by breaking out of their comfort zones to better service clients, all while re-evaluating their purpose and resources in order to offer timely services.








Left: **Not Wieden+Kennedy**, UK; Above: CoLab by **Pearson Lloyd**, UK

## **50** Adaptive Furniture

As addressed in our **Work States** and **Home States Futures** reports, our lifestyles have changed dramatically since before the pandemic. A shift in our working, living and learning patterns consequently affects the functionality we require from offices and classrooms.

Industrial design studio **Pearson Lloyd** has partnered with British brand **Senator** to create CoLab, a furniture range designed specifically for next-generation learning. Developed after a two-year research project exploring changing teaching methods and technologies, CoLab is intended to facilitate active and social learning in modern classrooms. CoLab features hybrid objects that offer a range of seating and surfaces, allowing students to sit, lean, perch or stand. The designs support non-hierarchical interaction, catering for the shift to group work and peer-to-peer learning.

Danish circular and subscription-based furnishing service **Nornorm** was launched in the UK in May 2023 with a mission to help businesses significantly reduce their environmental impact by replacing single-use office furniture. The **Ikea**-backed firm aims to help businesses improve flexibility, cost-efficiency and achieve environmental benefits.

Ikea's former design lab and research agency Space10 used ChatGPT to design a sofa that weighs 22 pounds, can be folded flat and fits into an envelope. It was built in collaboration with Swiss design firm **Panter&Tourron** with the aim of understanding how to make furniture more practical, especially as younger consumers prefer low-commitment purchases to align with their no-strings lifestyles.

*Viewpoint:*

# Is Essentialism the Future of Branding?

Tim Jones, head of strategy at global branding agency venturethree, believes brands should embrace the philosophy of essentialism and tap into their significant societal power to establish stronger connections with consumers

A global pandemic, dislocated democracies, rising distrust in media, a cost of living crisis and the tangible consequences of global warming have led consumers to navigate the world with increased anxiety while questioning their place in this world – their essence, as such – and the meaning of life.

'We are more aware of our own mortality because of Covid and our limited resources because of climate change,' says Tim Jones of London-based branding agency **venturethree**, whose clients have included **Just Eat, NOW, Penguin Random House, Sky, Sports Direct** and **Trustpilot**. 'Consumers are re-evaluating their relationships with everything: parents, work, religion, government and institutions.'

According to Jones, brands have a significant responsibility to soothe consumers who are hungry for both mindful and meaningful consumption. 'A fully realised brand is the most powerful force in business, if not the world,' he says, 'because it mixes commerce, culture and customer.'

In the past, Jones's work would focus on keeping brands relevant. Today, he prioritises finding the highest ground for brands: searching for where they can express their values and how they can contribute to society. Jones wants brands to become more purpose-driven and build consumer trust to address ongoing disconnection.

Purpose-driven brands capture more market share and grow on average three times faster than their competitors. They also report 30% higher levels of innovation and 40% higher levels of workforce retention (source: **Deloitte**).

To increase trust, Jones believes brands should focus on developing messaging that serves both culture and the community. Also important is emphasising longevity, he says: 'Our role now is in building brands that will last 50 years.' He encourages brands to embrace their essence and meaning. He always asks his clients: 'Why would the world care if you didn't exist?'

> 'A fully realised brand is the most powerful force in business, if not the world, because it mixes commerce, culture and customer'

Jones suggests brands should see essentialism as a driver and a need state – something that motivates a consumer to purchase. 'If a brand is going to take up space mentally, physically or digitally, it needs to really know the essentialist role it can play,' he says. He cites British bike apparel brand **Rapha**, saying. 'They truly believe life lived through the bike can be transformational. The romance, the simplicity and the nature of life on a bike feel pretty essentialist to me.'

For Jones, brands should believe in their power to be a force for good. He wants them to recognise their influence and understand the transformative value they have in meeting consumers' needs. He envisages a future in which brands embracing essentialism will serve society with intention. A hopeless optimistic, he concludes: 'I see a world where only brilliant companies exist.'



The **Nike United Pack** and **Nike Tiempo Legend 10**, US

# Methodology

In the course of researching our Future Forecast 2024 report, our team of analysts, creatives and strategists implemented The Future Laboratory's renowned methodology. At its core is an assessment of the impact of six long-range Global Drivers alongside our seven core Human Needs. This is how we pinpoint significant shifts in attitudes and behaviours that could affect the lifestyle industries in the coming years. These findings are then cross-referenced with our macro- and microtrend reports, along with weekly and daily reporting, to conclusively determine 50 key trends for the year 2024



# Future Terms

Defining terms for the year ahead, according to LS:N Global's experts

## Girl Economy

Girl Math, Girl Dinner: women are having candid conversations on the struggle of womanhood while flexing cultural and economic power

## Quantumised

The feeling that your brain is in multiple places at once, generated by the increasing speed of digital culture

## Lobotomy Core

That post-lobotomy sense of numbness, detachment and nihilism. Best performed on social media while maintaining perfect external appearances

## Niche-ified

An intense, pervasive compulsion to present, behave and indulge in manners that boldly defy mainstream culture and societal norms

## Hi-Lo Lifestyles

A lifestyle characterised by having limited financial resources but a penchant for high-end, luxurious tastes and preferences

## Woke-washing

Brands using social justice themes to create captivating marketing campaigns instead of taking meaningful action or enacting real change

# Search Terms

An overview of the 10 most searched terms on LS:N Global from 1 January 2023 to 8 November 2023 compared to the same period the previous year



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