

HUMAN8

 SPACE
DOCTORS
Part of HUMAN8

WHAT MATTERS 2023





THIS IS A YEAR OF TRANSITION

A moment in time where people are reflecting on what really matters to them as they seek to create more meaning in their lives.

What matters to me and my family?

What matters to the communities I'm part of?

What matters to our planet?

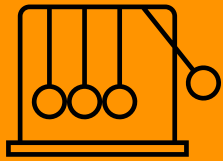
Of course, all of these things are interconnected. People are increasingly aware of the wider impact of their daily choices and actions. They are choosing to build deeper, stronger connections that help them to feel rooted and part of something. But they also seek change; to reimagine, invent, transform.

People are ready to create the future they want to live in, and are looking for brands to facilitate the transition to new ways of thinking, living and being.

This is not just a trends report, but a story about what matters. A guide for becoming more relevant and meaningful to people. We bring you 12 trends which provide new inspirations and pathways forward for your brand. No matter your role, these insights can help you navigate your daily conversations and decisions.

Join us on this journey as we help you to make sense of what lies ahead and what your role as a changemaker could be.

IN SEARCH OF MEANING THROUGH



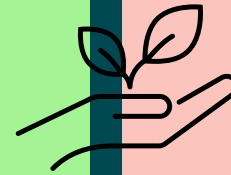
STRONGER CONNECTIONS

We're looking for connections that enrich and energize us, rather than absorb us.



DEEPER NARRATIVES

We're seeking narratives that describe us, but don't define us.



SUPPORTIVE SYSTEMS

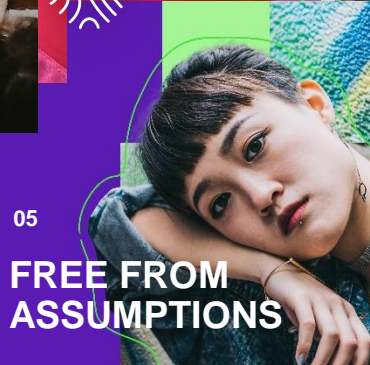
We're in search of systems that give back (to us) rather than extract from us.



WONDER INTEGRATED

We're in pursuit of wonder as an integral part of life, rather than a distinct domain.

12 TRENDS



THE METHOD BEHIND THE MAGIC

Our unique approach uses a mix of methodologies to help you understand what matters to people and, more importantly, how you can act on it.

1. ANALYSIS OF THE CULTURAL AND MACRO LANDSCAPE

Our Space Doctors team, a global network of cultural experts, researched how global and market forces are shaping and impacting the audiences and categories of the future. At the same time, we leveraged a range of future-facing sources to add richness to our thinking. This resulted in a set of future themes and hypotheses.

2. MEANING DRIVER IDENTIFICATION

Built on psychological models of human meaning we can identify four Human Meaning Drivers. They represent what people are searching for as they imagine a future they want to live in. Our Human Meaning Drivers takes us beyond individualised consumer happiness theory, to a model that helps create a future where people and planet can thrive.

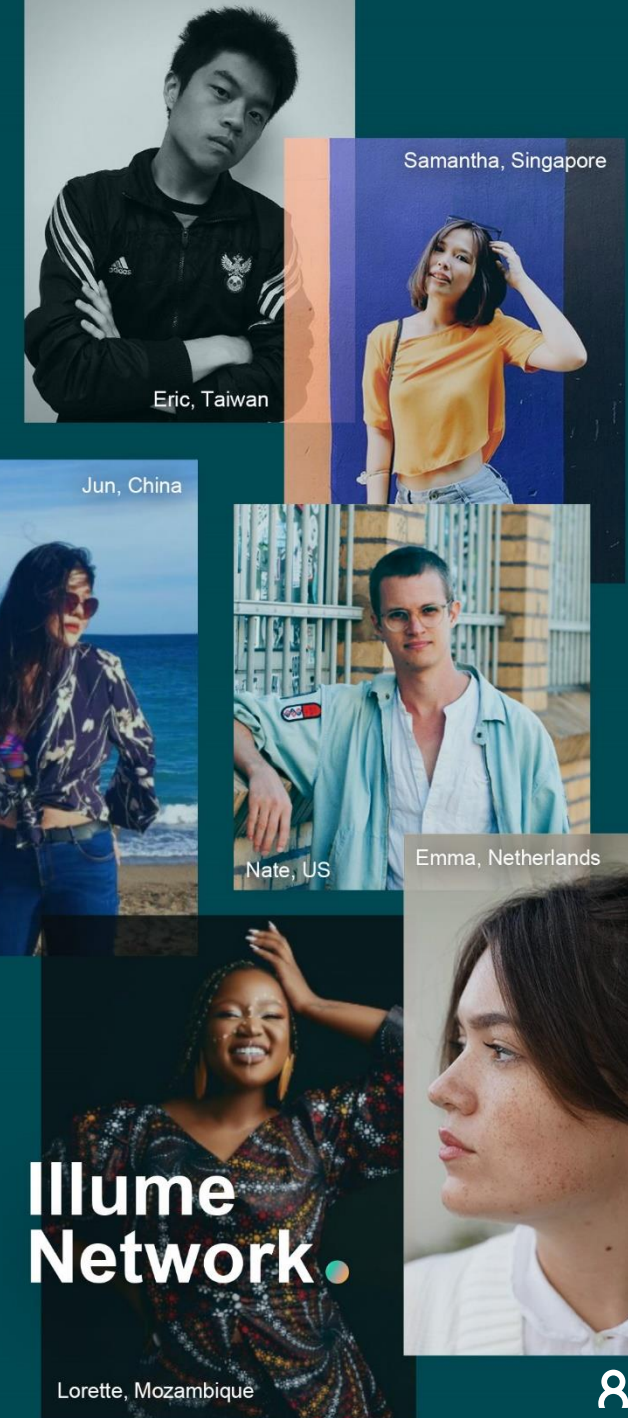
3. LEADING-EDGE CHANGEMAKERS FROM OUR ILLUME NETWORK

To contextualize these themes and hypotheses, we collaborated with 14 leading-edge guides from our global Illume Network. Creative tasks and co-creation sessions allowed us to capture the emerging lived experiences on a local level.

4. QUANTIFICATION IN 17 MARKETS

As well as understanding which trends are manifesting around the world, we want to know to what extent this happens.

Our global quantification tells us which trends are niche, nascent, emerging or expanding. Whether they are more dominant amongst younger generations or growing across the population at large.



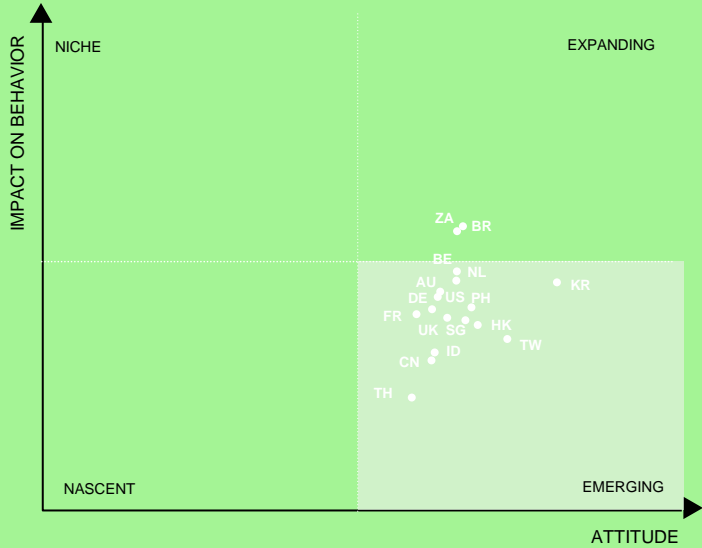
THE DATA STORY

TREND MAPPING: highlights how a trend is manifesting across the world in terms of attitude and the impact on behavior. This gives us four quadrants:

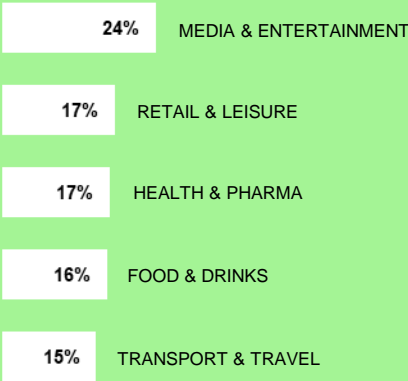
- Nascent trends: currently having low attitudinal adoption and low impact on behavior, trends are early in their adoption journeys, with only leading-edge consumers starting to meaningfully engage. Ones to watch for brands looking to show leadership in early-stage trends before they spread.
- Niche trends: lower adoption overall, yet high impact on behavior amongst people that already engage with the trend idea. Interesting for brands looking to meaningfully connect and collaborate with the specialist communities and narratives.
- Emerging trends: high attitudinal adoption and low impact on behavior are trends people are engaging with as an idea but not yet acting upon it. Brands can help people convert these views into action.
- Expanding trends: high attitudinal adoption and impact on behavior, these trends are manifesting in society and are key for brands to act upon.

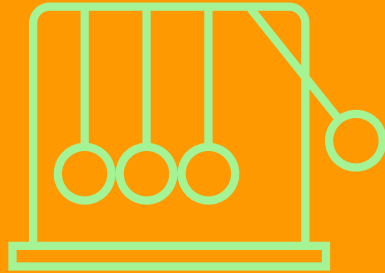
SECTOR OPPORTUNITY SPACE: gives an overview of the top five sectors which people believe should act upon these trends.

15,195 people were interviewed in 17 markets: Australia, Belgium, Brazil, China, France, Germany, Hong Kong SAR, Indonesia, the Netherlands, the Philippines, Singapore, South Africa, South Korea, Taiwan, Thailand, the United Kingdom and the United States of America. This was realized in field partnership with Dynata.



SECTOR OPPORTUNITY SPACE





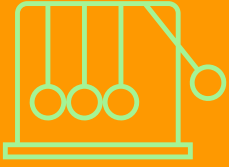
STRONGER CONNECTIONS

We're looking for connections that
enrich and energize us, rather
than absorb us.

Despite being more connected than ever, many of us feel lonely and detached.

The new modes of communication that are ingrained in our lives – from social media to remote working – have a profound impact on how we connect and form relationships.

As well as knowing *how* to connect, we want to understand *why*, resulting in us becoming more intentional with and choosier in our relationships.



01

SOCIAL HEALTH



02

HONEST SENSEMAKING



03

COLLABORATIVE MAGIC



01

SOCIAL HEALTH



SOCIAL HEALTH

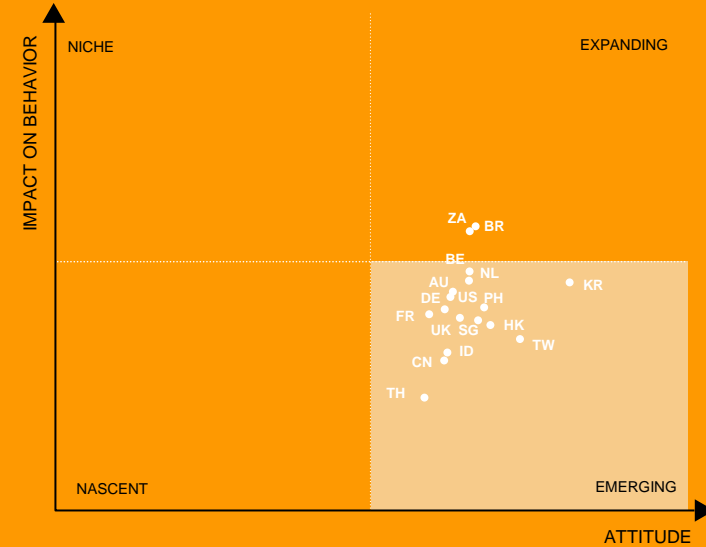
As feelings of loneliness and anxiety grow, we're thinking increasingly about our well-being through a social lens.

From whom we're friends with, to how we communicate in our relationships, we're understanding how social interactions impact our emotional, physical and mental state. We're as intentional with these connections as we are with our diets.

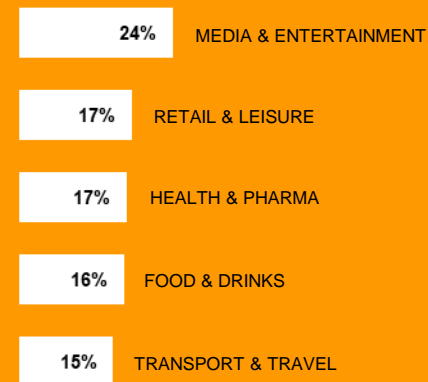
How brands can walk the talk:

As mediators and reflectors of our social connections, brands can have a positive impact in driving social health.

Ask yourself: how can we become the guardians of social wellbeing?



SECTOR OPPORTUNITY SPACE



F3 builds a community by blending free fitness, spirituality and male comradery, to develop new social ties between men

F3 (fitness, fellowship, faith) – a network of peer-led workouts for men – exploded in popularity in the US. This new approach to social health combines workouts with social gatherings to tackle loneliness.



Location
United States
Sector
Sports & Well-being

NHS prescribes surfing & dancing to young people suffering from anxiety



Young people's mental health is one of the greatest challenges facing the NHS, as well as the long waiting lists for therapy. As a temporary solution, NHS is prescribing taking part in surfing, roller skating, dancing and gardening to see whether these make them less anxious & depressed.

Location
UK
Sector
Health, beauty & personal care

Yodda connects caregivers and elderly people through future-facing app

Yodda is an exclusive care solution that connects caregivers and elderly people. In the absence of caregivers at home, it listens, advises, and communicates with elderly people to manage their self care needs, providing 24/7 support whenever needed.



Location
India
Sector
Health/Technology

Experience
the Future of
Elder Care

02

HONEST SENSEMAKING



HONEST SENSEMAKING

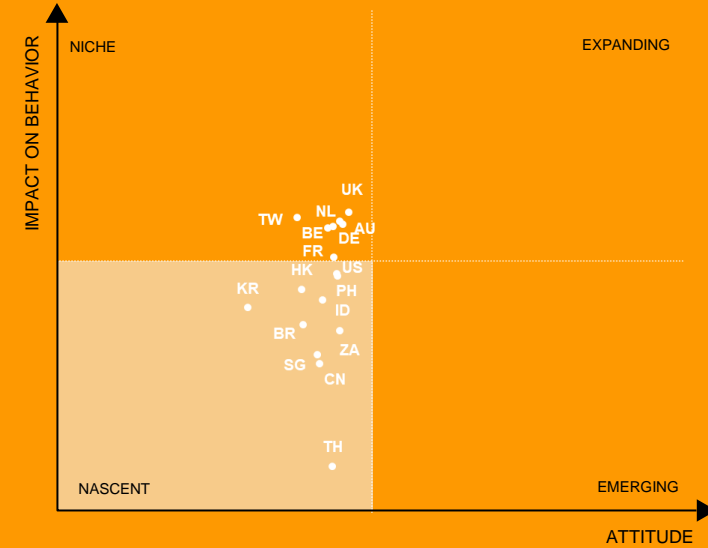
When we talk about different cultures and societies, we're not looking for the 'right' answer, but rather we're striving for openness and curiosity toward customs and beliefs beyond our own.

We hope for interactions to reach a common understanding rather than polarization or misinterpretation.

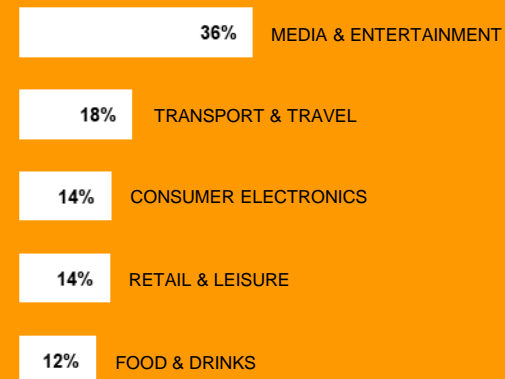
How brands can walk the talk:

While brands taking a stance on important issues is valued, sometimes what's needed is a safe forum to explore and discuss without judgement.

Ask yourself: how can we help people express how they truly feel about things in a safe way?



SECTOR OPPORTUNITY SPACE



Podcast to dissect, debate and make sense of what's happening in society surrounding culture

Still Processing is a podcast by the New York Times. The idea is to create discussion and understanding amid the 'cancel and call-out' context. It encourages listeners to reflect on what is happening in culture through considered conversation.



Location
United States
Sector
Entertainment

Illustrator helps people to release their honest frustration



In his artwork, famous illustrator Mainasu Otoko reveals the brutal reality of life. In this illustration, he talks about 'toxic chicken soup' (毒雞湯) to help people release their honest frustrations. This contrasts how chicken soup is usually perceived in the Japanese culture: as something comforting and good for the soul. Mainasu Otoko wants to normalize negative feelings, bringing the message that it's okay to have a bad day.

Location
Taiwan
Sector
Social media

Wrath month celebrates LGBTQ+ anger

Originating after an internet meme in 2018, LGBTQ+ Wrath Month focuses on letting out legitimate feelings of anger, despair and pain. People and businesses challenge the sense of toxic positivity surrounding Pride Month, calling attention to issues affecting LGBTQ+ acceptance and support causes that are close to them.



Location
United States
Sector
Communications

03

COLLABORATIVE MAGIC



COLLABORATIVE MAGIC

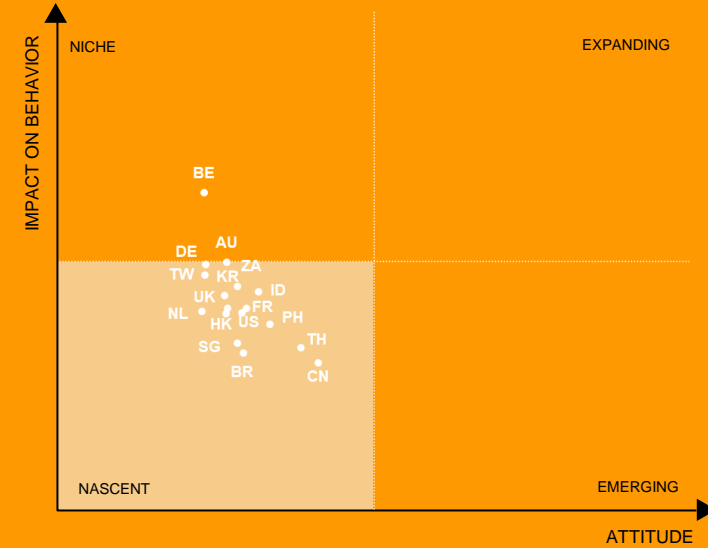
Celebrating the creative energy that comes from diversity, we're layering and reframing different perspectives to construct something more meaningful and powerful.

We're embracing the synergies that hail from building on each other's ideas to establish a lively online ecosystem of communal creativity.

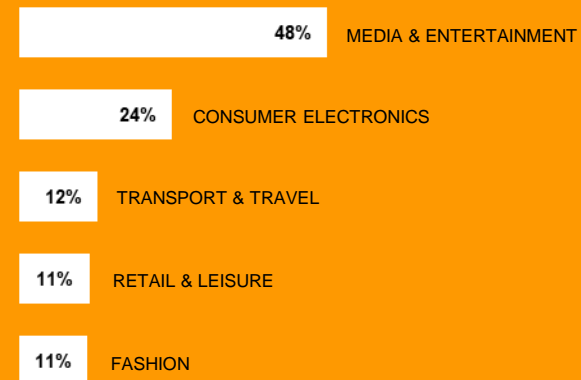
How brands can walk the talk:

Brands are already experimenting in dynamic spaces like TikTok, but they're not always engaging in a way that uplifts or nourishes the creativity already there.

Ask yourself: how can we act as a springboard for new collaborations by providing a space for co-creation?



SECTOR OPPORTUNITY SPACE



‘Disney Parks’, Disney’s fandom channel on TikTok, is a playground for the fans’ content creation

Disney Parks on TikTok is a window into expressive fandom. Fans are creating subcommunities that embrace novelty, originality, and self-expression.



Location
United States
Sector
Entertainment

Nike’s On Air Studio invites consumers to co-create and be part of the design process

Nike’s On Air Studio is a collaborative and open session run by Nike that seeks to engage with fans - digitally and in real life. By inviting them into the design process and to write the future of their brand and its products, Nike built a creative ecosystem amongst its audience.



Location
China
Sector
Retail



DEEPER NARRATIVES

We're seeking narratives
that describe us, but don't
define us.

Faced with a myriad of perspectives on roles and identity, we're seeking the flexibility to choose how we frame our lives.

We're deconstructing the views and perspectives we've inherited from previous generations (e.g., gender, nationality, race, sexuality, disability, appearance), and we're creating our own set of multi-faceted identities to express ourselves in full color.

We're demanding proper labels and narratives, without boxing ourselves in.



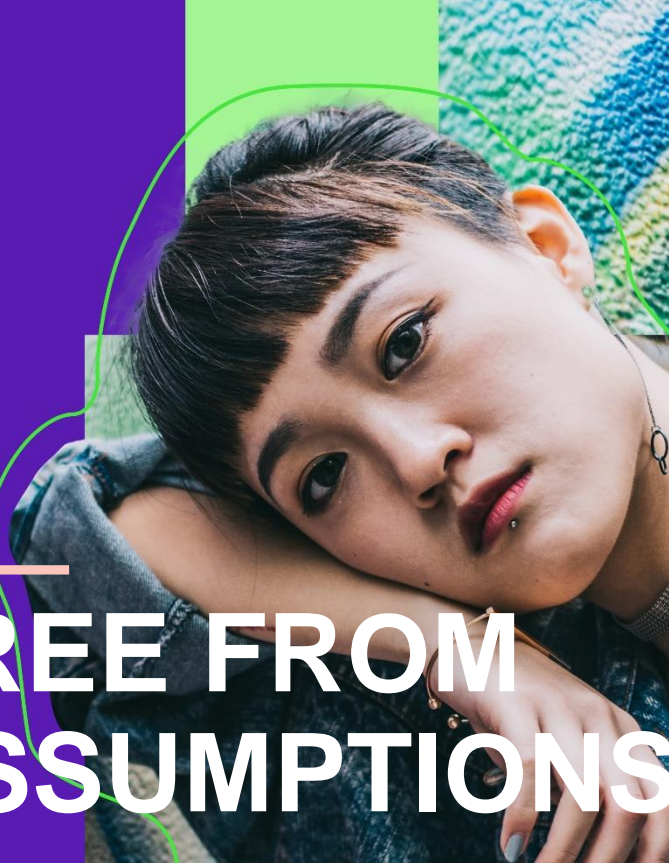
04

INTO THE NUANCE



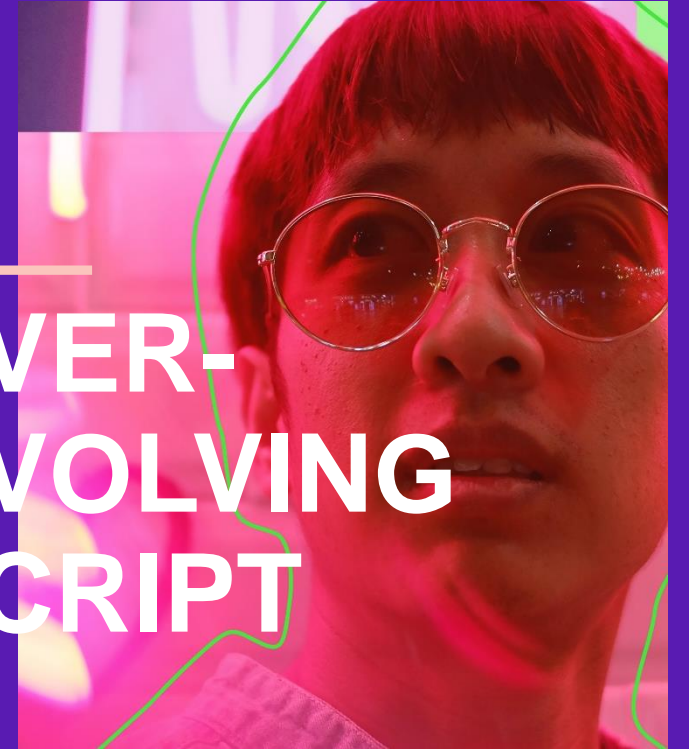
05

FREE FROM ASSUMPTIONS



06

EVER- EVOLVING SCRIPT



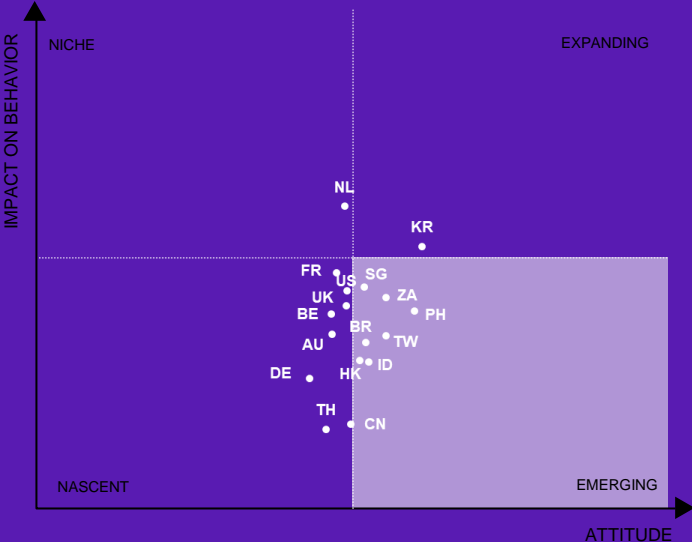
04 INTO THE NUANCE



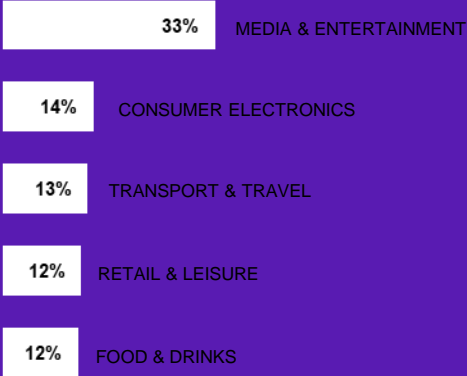
INTO THE NUANCE

In an information-rich world where mental health is pulling focus, we're exploring, learning and communicating more about *how* we feel, think and function, and *why*.

By viewing ourselves through a neuro-, hormonal, bio-, emotional and cultural lens, we're trying to get to a more nuanced sense of what our experience of life is.



SECTOR OPPORTUNITY SPACE



How brands can walk the talk:

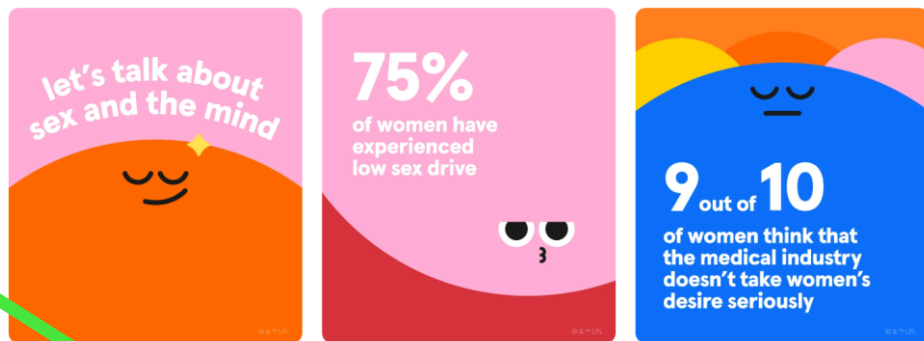
In this search for self-understanding, there is a need for brands to empower people through expert opinion, information and personalization.

Ask yourself: how do we add value to the emerging identity topics people are exploring?



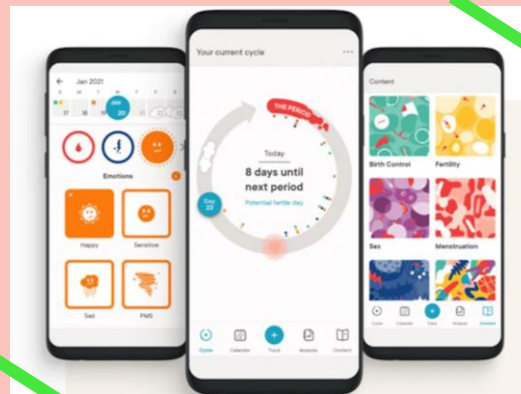
Headspace rethinks and normalizes sexual wellness for women by providing holistic resources

Meditation app Headspace teamed up with Peanut, a leading online community for women, to have real conversations about sexual wellness in all its forms – whether that’s asking questions, getting advice, learning about bodily processes, or sharing experiences.



Location
United States
Sector
(Sexual) health

Clue's period tracker helps users find deeper patterns in their cycle and learn how their body works



With more awareness for female health, Clue allows everyone with a cycle to feel more empowered and informed about their menstrual, sexual, and reproductive health. Science-based, it helps people uncover patterns by tracking things such as mood, bleeding, and skin changes.

Location
Germany
Sector
FemTech/Health

Oura ring explores bodily knowledge at deeper level

The smart ring by Oura takes health tracking to new levels and provides its wearer with in-depth understanding of how their body functions (e.g., sleep, activity, temperature, heart rate). Oura provides deep personal guidance that improves over time as the system gets to know the wearer's body.



Location
Finland
Sector
Healthcare

05

FREE FROM ASSUMPTIONS



FREE FROM ASSUMPTIONS

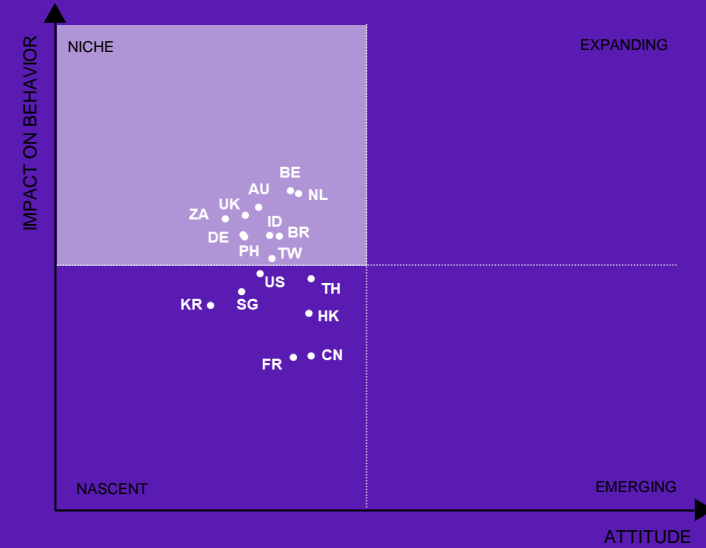
We're moving away from identity labels that don't represent the complex nature, or subtle distinction of who we are.

We're demanding narratives that are freeing and fluctuating.

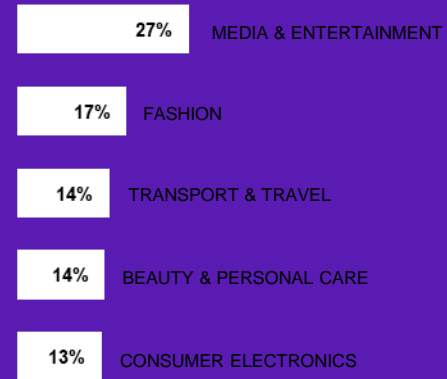
How brands can walk the talk:

There's a role for brands to provide the space for people to explore who they are, free from labels and assumptions.

Ask yourself: how can we deliver the emotional empathy people will increasingly expect?



SECTOR OPPORTUNITY SPACE



Virgin Atlantic is scrapping the airline's gendered uniform policy

RuPaul's Drag Race All Star Michelle Visage is standing proudly with Virgin Atlantic's crew, pilots and ground staff. The airline updated its gender policy allowing employees to wear a uniform – designed by Vivienne Westwood – that best reflects their gender identity.



Location
Global/United Kingdom
Sector
Travel

Dove Canada debuts anti-ageism for women to embrace their grey hair in new campaign

The Unilever-owned personal care and beauty brand is encouraging women to embrace their grey hair, in a new campaign designed to fight age-based discrimination. They switched the logo from gold to grey to protest ageism and sexism in the workplace.



Location
Canada
Sector
Personal care

Neiwai empowers individuals to stand out authentically

Neiwai, China's progressive underwear & loungewear brand, spreads awareness about sexism in Chinese language by replacing the female radical with real women. Neiwai features diverse women owning up to their own diverse beauty in its communications. Their message liberates the individual to 'stand out' authentically by embracing their uniqueness and celebrating their individuality that feels raw, real and authentic.



Location
China
Sector
Fashion

Pleasing brings joyful experiences and products that excite the senses and blur the boundaries

The tagline of beauty brand Pleasing – founded by singer-songwriter Harry Styles – is 'Find your Pleasing', referring to finding little moments of joy. The brand sets out to dispel the myth of a binary existence and celebrates the brightness, kindness and compassion of the human experience.



Location
Global
Sector
Beauty

06

EVER- EVOLVING SCRIPT



EVER-EVOLVING SCRIPT

Traditional milestones and life moments such as education, marriage and family planning are not aspirational for everyone.

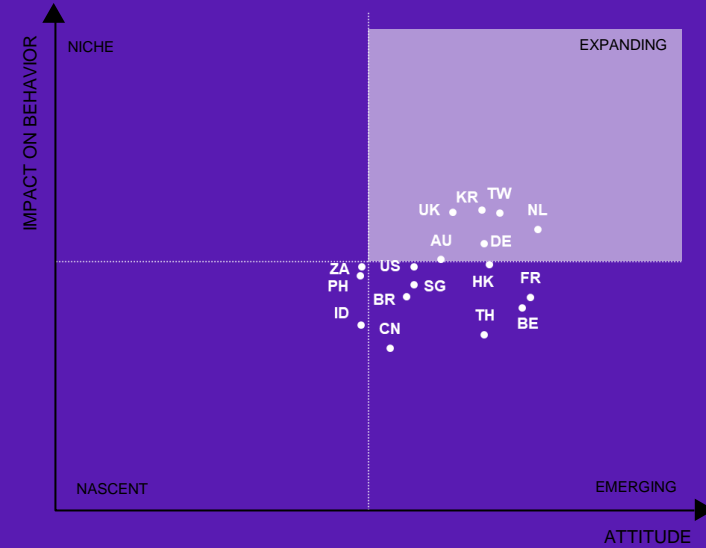
Recognizing that our needs and lives are evolving, we're finding ways to feel comfortable with this constant change.

How brands can walk the talk:

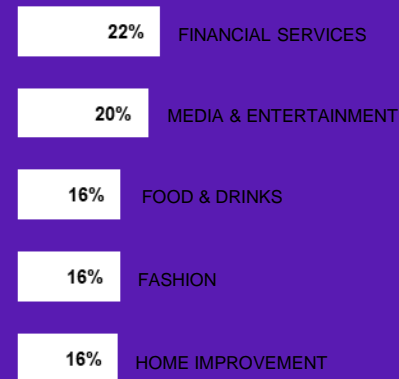
There is a role for brands to embrace our more flexible life cycles.

Ask yourself: with life being unscripted and ever-changing, what does that mean for how we think about our audiences?

EXPANDING GLOBAL TREND

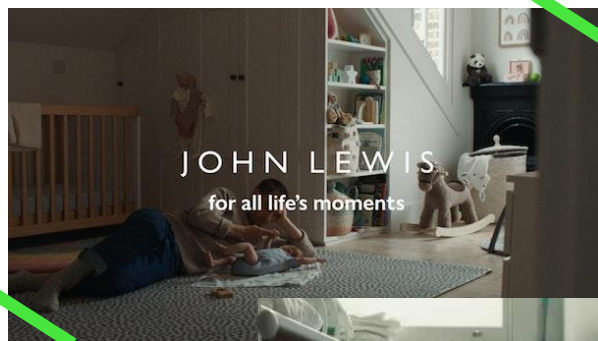


SECTOR OPPORTUNITY SPACE



John Lewis' ad shows the ups and downs of being a stay-at-home dad – embracing the new realities in families

British retailer John Lewis introduced its new brand promise 'For All Life's Moments' in a spot that highlights fathers guiding their new-born child through life, instead of the mother. This ad illustrates how fathers also take on the role of stay-at-home parenting – which is still seen as an exception in society.



Location
United Kingdom
Sector
Retail

Mars Wrigley adapts job interviews for new priorities



Mars Wrigley Australia is rolling out 'The Loved One Interview', whereby candidates can bring along a loved one who will be able to ask questions to the recruiter in a virtual chat. By doing so, the company wants to provide employment opportunities that are aligned with people's personal lives.

Location
Australia
Sector
FMCG

French start-up Commune creates co-housing communities for single parents

Commune believes co-housing can provide huge benefits for those that are raising kids on their own. Each unit is equipped with a kitchenette, bathroom and bedrooms for the parent and their children. The house features community dining and kitchen spaces, a play area and a laundry room. Parents can easily access paid services such as cleaning, babysitting, kids' activities, and transport to school.



Location
France
Sector
Real estate



SUPPORTIVE SYSTEMS

We're in search of systems
that give back
(to us) rather than
extract from us.

We're becoming aware of the flaws and weaknesses in our systems and the pressure that some organizations put on people and planet.

More and more of us are asking for pragmatic solutions that focus on care, support and resilience.

We're looking for alternative systems that provide reliable stability.



07

ADAPTABLE ESSENTIALS



08

LOCAL FLOURISHING



09

INTERCONNECTED WELL-BEING

07

ADAPTABLE ESSENTIALS



ADAPTABLE ESSENTIALS

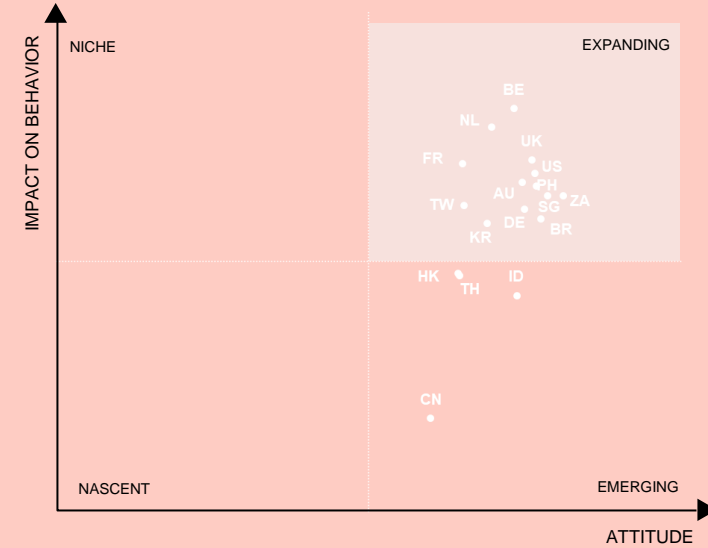
Living in a state of ‘permacrisis’, we’re ensuring that we have what we need to survive.

We’re trying to be more conscious in our purchase decisions to deal with the unexpected and live a high-quality life.

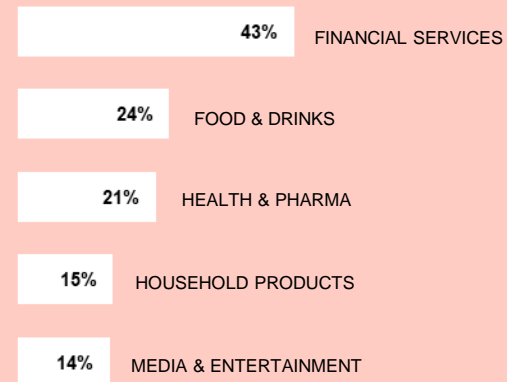
How brands can walk the talk:

The current financial and environmental crisis demands brands to demonstrate reliability, empathy and agility.

Ask yourself: what is truly essential or necessary in the products and services we offer, and how can we play a relevant role in people’s lives?



SECTOR OPPORTUNITY SPACE



DIY solar panels on the rise as a creative solution to tackle rising gas prices

We Do Solar is a Berlin-based start-up that sells DIY solar panels that can be fitted to balconies. The smart balcony solar system saves up to 25% on electricity bills – helping households to free up budget for other increasing living costs.



Location
Germany
Sector
Technology

Tala offers accessible digital financial services for all



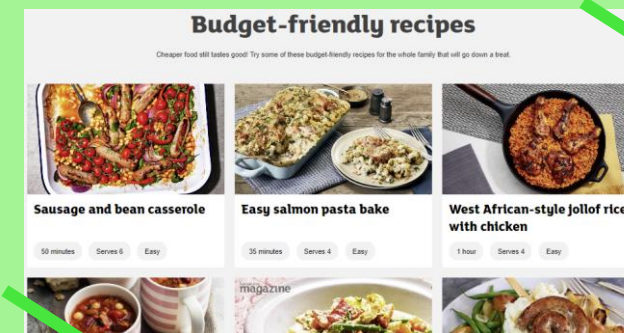
Tala, an emerging-markets digital lender, offers loans between \$10 to \$500 to consumers and small business owners. Via its app, the brand offers accessible digital financial services, as they believe every person deserves the opportunity to take charge of their financial life, regardless of their credit history.

Location
Kenya
Sector
Financial services

Sainsbury's is promoting budget-friendly recipes

UK supermarket chain Sainsbury's launched a campaign around recipes that use affordable ingredients and can be easily adapted depending on what's left in people's fridge. Some recipes are coming in at less than £1 per meal.

Location
UK
Sector
FMCG/Retail



08

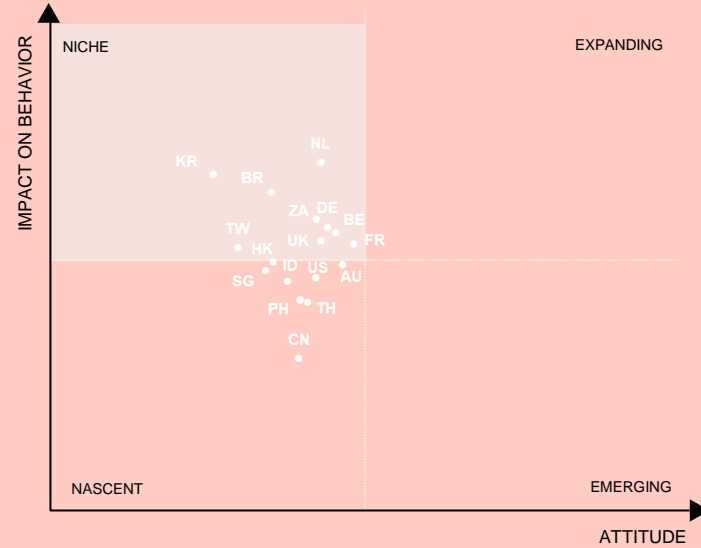
LOCAL FLOURISHING



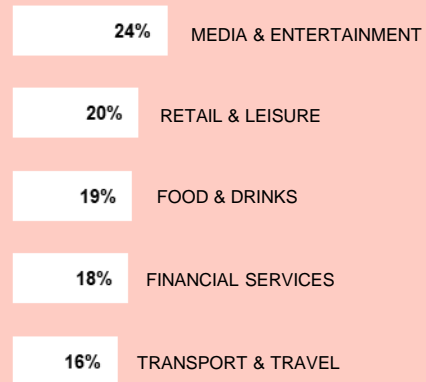
LOCAL FLOURISHING

Having experienced the limits of globalization, we're realizing the need to become more self-sufficient.

We're investing more in local networks that are more supportive and robust in the face of change.



SECTOR OPPORTUNITY SPACE



How brands can walk the talk:

Being a niche trend, brands can lead the way through decentralized thinking and local initiatives.

Ask yourself: How can we support local collaborations and partnerships?

‘Bread for all’ machines in Dubai fight food poverty and social issues

These innovative vending machines feed underprivileged families and laborers. They are installed in supermarkets and have a credit-card reader for donations. As everyone can donate, the machines create a comprehensive charity movement and enhance the spirit of solidarity, ensuring everyone has what they need.



Location
Dubai
Sector
Public sector

Estée Lauder launches incubator to nurture India’s homegrown beauty start-ups



In partnership with India’s biggest beauty e-commerce platform Nykaa, Estée Lauder launched BEAUTY&YOU India to nurture local Indian beauty entrepreneurs. The program looks to discover, spotlight, and propel the next generation of Indian beauty brands. BEAUTY&YOU offers financial support and guidance in product development, distribution and marketing.

Location
India
Sector
Beauty

Food delivery service Meituan supports essential workers

Meituan Delivery provides service to anyone in need, especially for essential workers. From bikes to get professors to their classes, to helping local farmers sell their crops. It connects people in various communities and enables anyone in need.



Location
China
Sector
FMCG

09

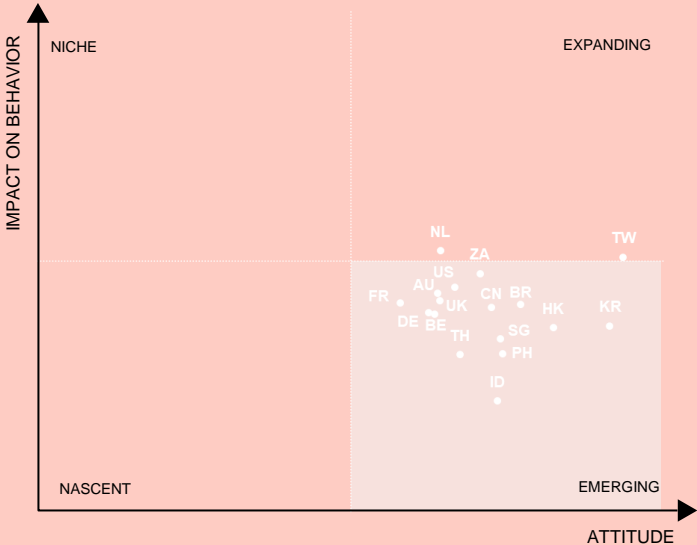
INTERCONNECTED WELL-BEING



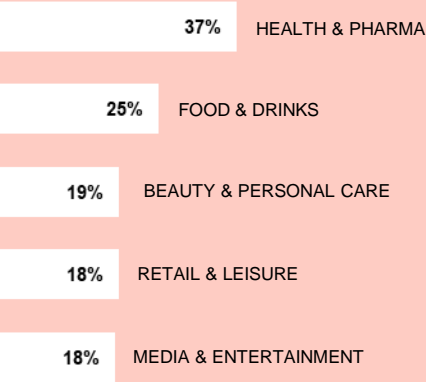
INTERCONNECTED WELL-BEING

The pandemic increased our awareness of how different factors interconnect and impact our well-being.

We're thinking more holistically about what defines 'health'. From workspace design to air pollution, we're taking a broader perspective on health and well-being.



SECTOR OPPORTUNITY SPACE



How brands can walk the talk:

Brands need to (re)consider their footprint in impacting people's well-being.

Ask yourself: how can we address the systemic challenges we are accountable in, and use this to contribute to a better welfare standard overall?



UK retailer Tesco combats period poverty via its 'Ask for Beth' program

Through its program 'Ask for Beth', Tesco provides free sanitary products that can be accessed by using a discrete code phrase. Anyone in need of female sanitary products can go to the retailer's customer service desk and ask for a bag of Beth. They will be given a free package with everything they need, no questions asked. With this initiative, Tesco wants to help people facing surging costs and battle period poverty.



Location
United Kingdom
Sector
Health

German DIY retailer Hornbach offers all its employees tailor-made working hours

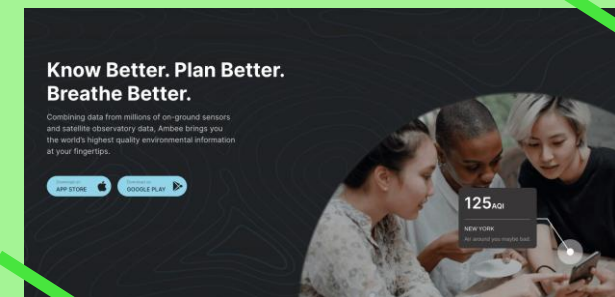


While most efforts on flexible working policies focus on office workers, Hornbach is launching 'Arbeitszeit nach Maß,' or tailored working hours for all its 11,000 employees. As of September 2022, everyone – from store associates to executives – can adopt tailor-made working hours for the coming year.

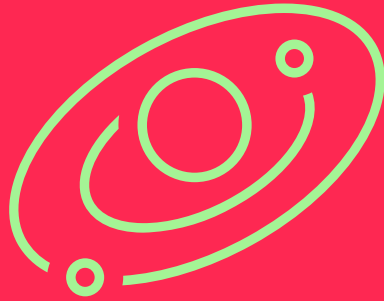
Location
Germany
Sector
Retail

Ambee helps people gain control over their health via accurate environmental data

Via its app, Ambee summarizes data from millions of on-ground sensors and satellites to connect people's health with environmental information (e.g., air quality, pollen exposure). Tracking this local climate and environmental data helps people understand how their surroundings impact their mental and physical health.



Location
India
Sector
Healthcare/Technology



WONDER INTEGRATED

We're in pursuit of wonder as
an integral part of life, rather than
a distinct domain.

With uncertainty being the only given, we're in need of something to hold onto.

Wonder is becoming an integral part of life as we need hope to deal with these hard times.

From connecting to nature and the universe, to stimulating our senses, we're finding ways to cope and establish meaning via phenomena that are higher in power and purpose.



10

LIFE REWILDED



11

SENSORY INTENSITY



12

EMBRACING THE UNIVERSE

10

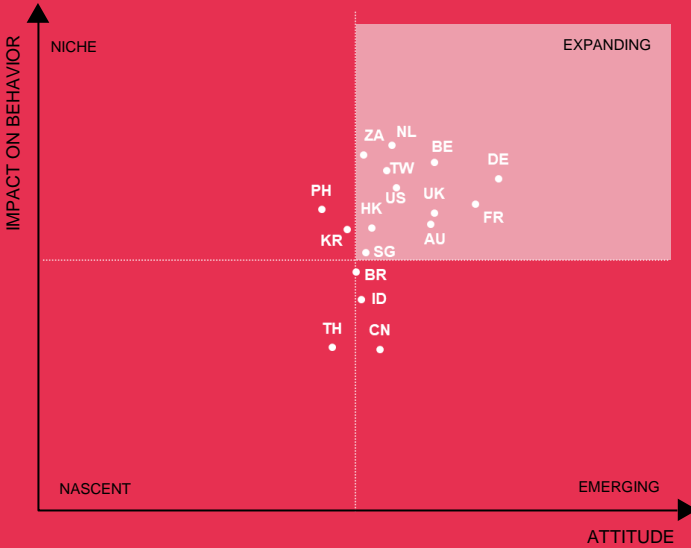
LIFE REWILDED



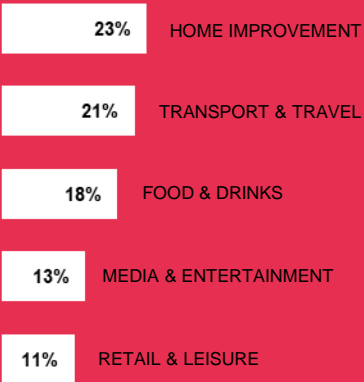
LIFE REWILDED

Our renewed appreciation of and love for nature is making us explore new ways to rewild our daily lives and wider environment.

By embracing the natural state and form of ourselves and our surroundings, we're accepting the world as it is meant to be.



SECTOR OPPORTUNITY SPACE



How brands can walk the talk:

For brands, rewilding doesn't just apply to the great outdoors – there's a role for sectors, from home to transport to food.

Ask yourself: as well as cuing wildness, how can we go beyond zero impact and make nature flourish?

The Living Cocoon is the world's first coffin grown from mushroom's mycelium

The Living Cocoon is a coffin made from mycelium – the underground root structure of mushrooms – that helps bodies decompose faster while improving the surrounding soil. The coffin takes one week to grow and then, containing the body of the deceased, takes an estimated two to three years to decompose. In comparison, conventional burial coffins take over ten years to break down in the earth. This innovation is a leap forward in moving sustainable death care from fringe to norm – with people being increasingly conscious about their footprint.



Location
The Netherlands
Sector
Death care

Unyoked provides a prescription to wilderness through outdoorsy off-the-grid cabin experiences

Unyoked is all about unplugging and unwinding in the wilderness. The brand brings off-grid cabins to natural areas just outside cities in Australia, to help people get outside their head, destress, and get away from the relentlessness of regular life.



Location
Australia
Sector
Travel

11

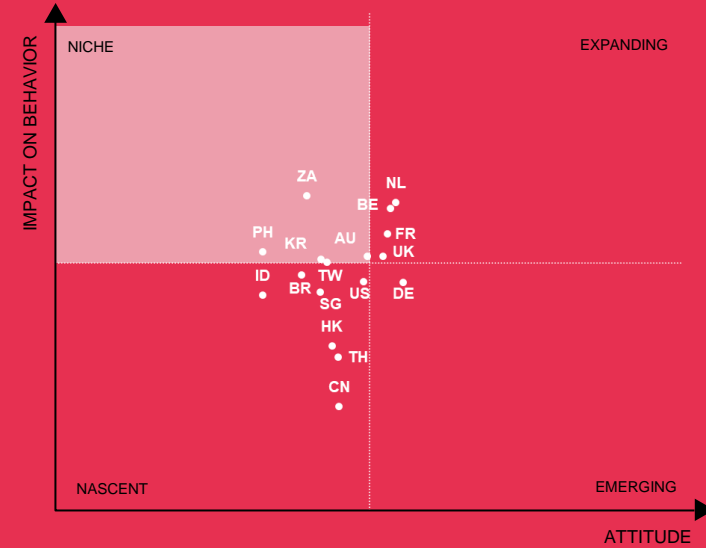
SENSORY INTENSITY



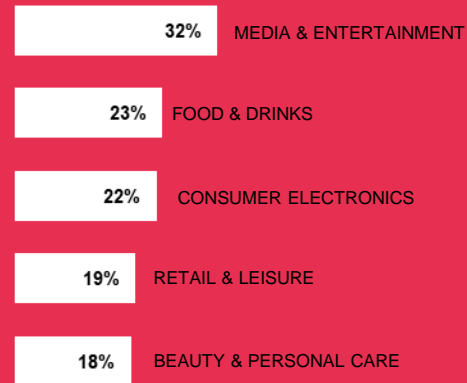
SENSORY INTENSITY

As an antidote to digital, we're refocusing on the physical, embodied experience of life.

We're looking to experience the world in more dynamic sensory ways, using sound, smell, touch and taste in increasingly creative ways. We're going beyond the flat visual to unlock delight, wonder and intensity.



SECTOR OPPORTUNITY SPACE



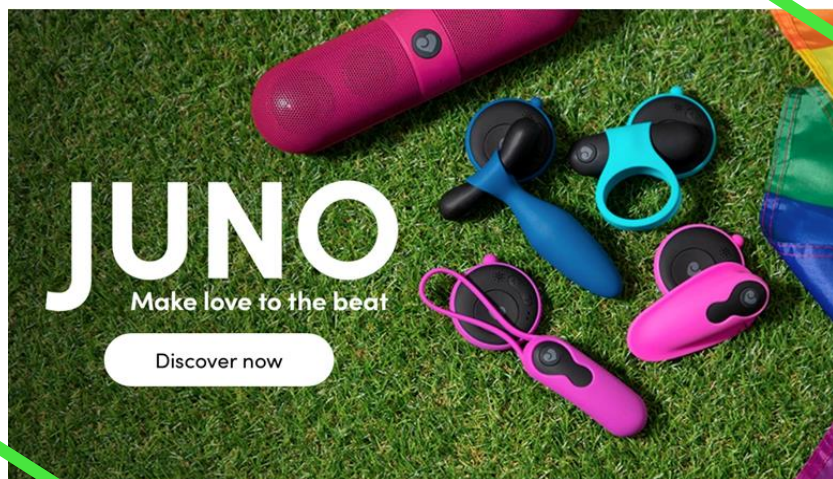
How brands can walk the talk:

We are at the tip of the iceberg when it comes to sensory exploration in brand communication and innovation.

Ask yourself: how is our brand embodied across the different senses?

Lovehoney adds extra sensory dimensions to sexual wellness with music-activated sex toys

Lovehoney's Juno collection of sex toys is music-activated, buzzing along to the beat of your favorite music, and adding a powerful extra sensory dimension and a greater sense of delight.



Location
United Kingdom
 Sector
(Sexual) health

The 'Sleep Stone' lotion bar offers a tactile and sensory experience that calms body and mind



Kate McLeod's 'Sleep Stone' is a highly tactile and sensory stimulating lotion bar containing chamomile and lavender. It calms mind and body through its soothing blend of fragrances and keeps the skin soft. It can be used as a pre-bedtime ritual, or at any moment when people need a dose of instant calm.

Location
United States
 Sector
Personal care

Perfume brand BYREDO launches a perfume in the metaverse

Digital fashion start-up RTFKT and luxury fragrance brand BYREDO partnered on a perfume for Web3. The collab involves wearable digital 'auras', customized digital and physical scents, packaged in bottles with near-field communication (NFC) tags that connect to NFTs. BYREDO and RTFKT are visually rendering 26 ingredients that represent emotions (such as acuity, harmony, naivety and virtue). These will be treated as digital collectibles and will come in limited quantities and wearable via RTFKT's 'avatar ecosystem'.



Location
Sweden
 Sector
Beauty

12

EMBRACING THE UNIVERSE



EMBRACING THE UNIVERSE

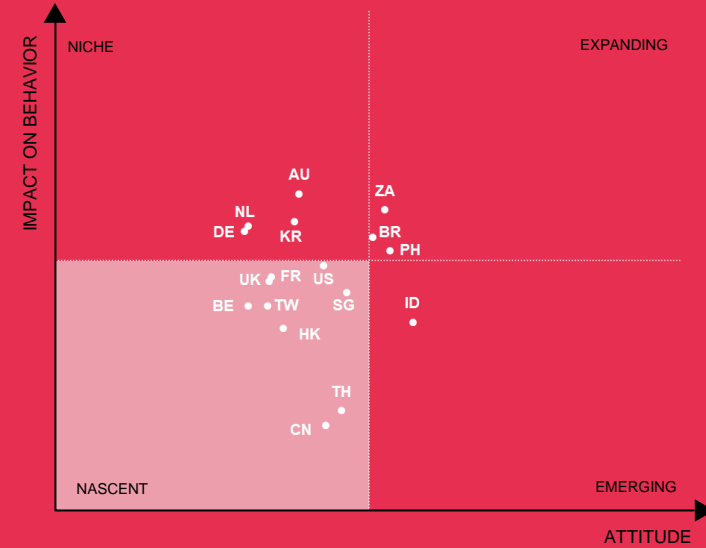
In uncertain times, we're looking for alternative coping mechanisms to make the uncontrollable more meaningful.

Thinking about how we're part of a bigger universe and embracing the circularity of life brings comfort in times of distress.

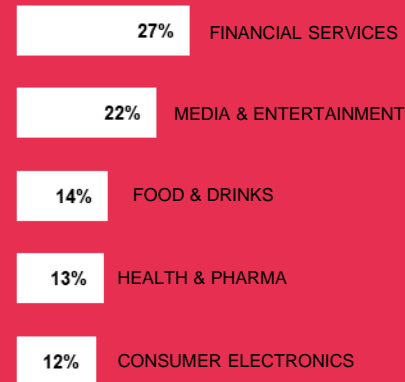
How brands can walk the talk:

There's an opportunity for brands to help people grapple with the existential conversations that arise in a crisis context.

Ask yourself: how can we inspire in a way is accepting of the reality, but still takes us 'beyond'?

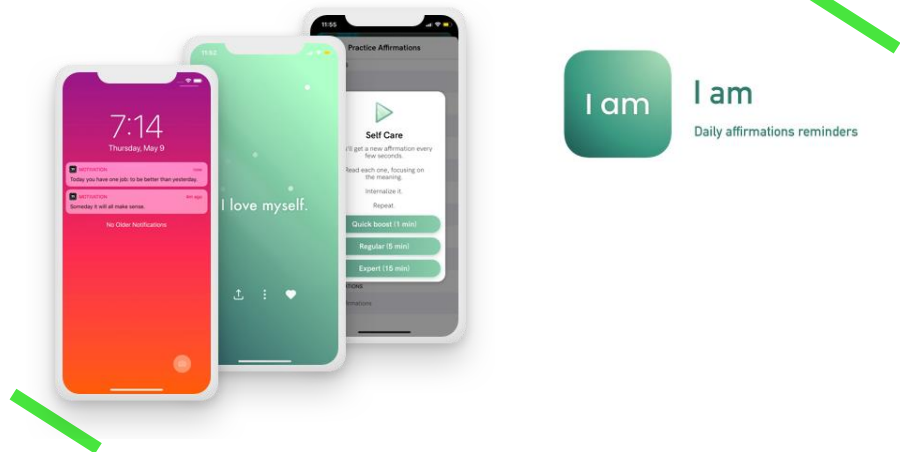


SECTOR OPPORTUNITY SPACE



Daily affirmations app 'I Am' helps people achieve a sense of control and guidance

The app 'I Am' helps people rewire their brain, build self-esteem, and change negative thought patterns through daily affirmations. The app empowers people to verbally affirm their dreams and ambitions.



I am I am
Daily affirmations reminders

Location
Global
Sector
Health

Febreze embraces the world of astrology with a star-sign-themed range of car scents

Febreze recently created the CARstrolgy Collection, which features twelve scents matching each of the zodiac signs. The brand reached out to Aliza Kelly, a well-known astrologer, to help narrow down the fragrance options by considering what each sign gravitates toward.



Location
US
Sector
FMCG



**SOCIAL
HEALTH**



**HONEST
SENSEMAKING**



**COLLABORATIVE
MAGIC**



**EVER-EVOLVING
SCRIPT**



**INTO THE
NUANCE**



**FREE FROM
ASSUMPTIONS**



**ADAPTABLE
ESSENTIALS**



**LOCAL
FLOURISHING**



**INTERCONNECTED
WELL-BEING**



**LIFE
REWILDED**



**SENSORY
INTENSITY**



**EMBRACING
THE UNIVERSE**



THIS REPORT IN A SNAPSHOT

MEANING
DRIVER

STRONGER CONNECTIONS

In which...
connections enrich and energize us, rather than absorb us

BRAND
ROLE

And brands...
create a space for human connection and creativity

I'm looking for...

**SOCIAL
HEALTH**

**HONEST
SENSEMAKING**

**COLLABORATIVE
MAGIC**

TRENDS

DEEPER NARRATIVES

In which...
narratives describe us but don't define us.

And brands...
open up changemaking conversations and perspectives

I'm looking for...

**INTO THE
NUANCE**

**FREE FROM
ASSUMPTIONS**

**EVER-EVOLVING
SCRIPT**

SUPPORTIVE SYSTEMS

In which...
systems give back (to us) rather than extract from us.

And brands...
work together to build regenerative solutions that give back

I'm looking for...

**ADAPTABLE
ESSENTIALS**

**LOCAL
FLOURISHING**

**INTERCONNECTED
WELL-BEING**

WONDER INTEGRATED

In which...
wonder is an integral part of life rather than a distinct domain.

And brands...
help us explore new dimensions of life

I'm looking for...

**LIFE
REWILDED**

**EMBRACING
THE UNIVERSE**

**SENSORY
INTENSITY**

**NOT
THE END**

**WANT
TO MAKE IT
MATTER?**





What matters for your brand, category and audiences?

Powered by Space Doctor's cultural analysis, we combine the data behind this report with leading-edge perspectives to identify the emerging needs for your brand and audiences.



Are you innovating on what matters?

Apply these trends to your innovation pipeline to develop winning concepts. Design the right thing and find the sweet spot of desirability, viability, feasibility and sustainability.

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