



# Nextatlas Future In Sight.





TREND CONFIRMATIONS & PREDICTIONS FOR 2022



NEXTATLAS

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# Introduction

## Year End Review & New Year's Forecast

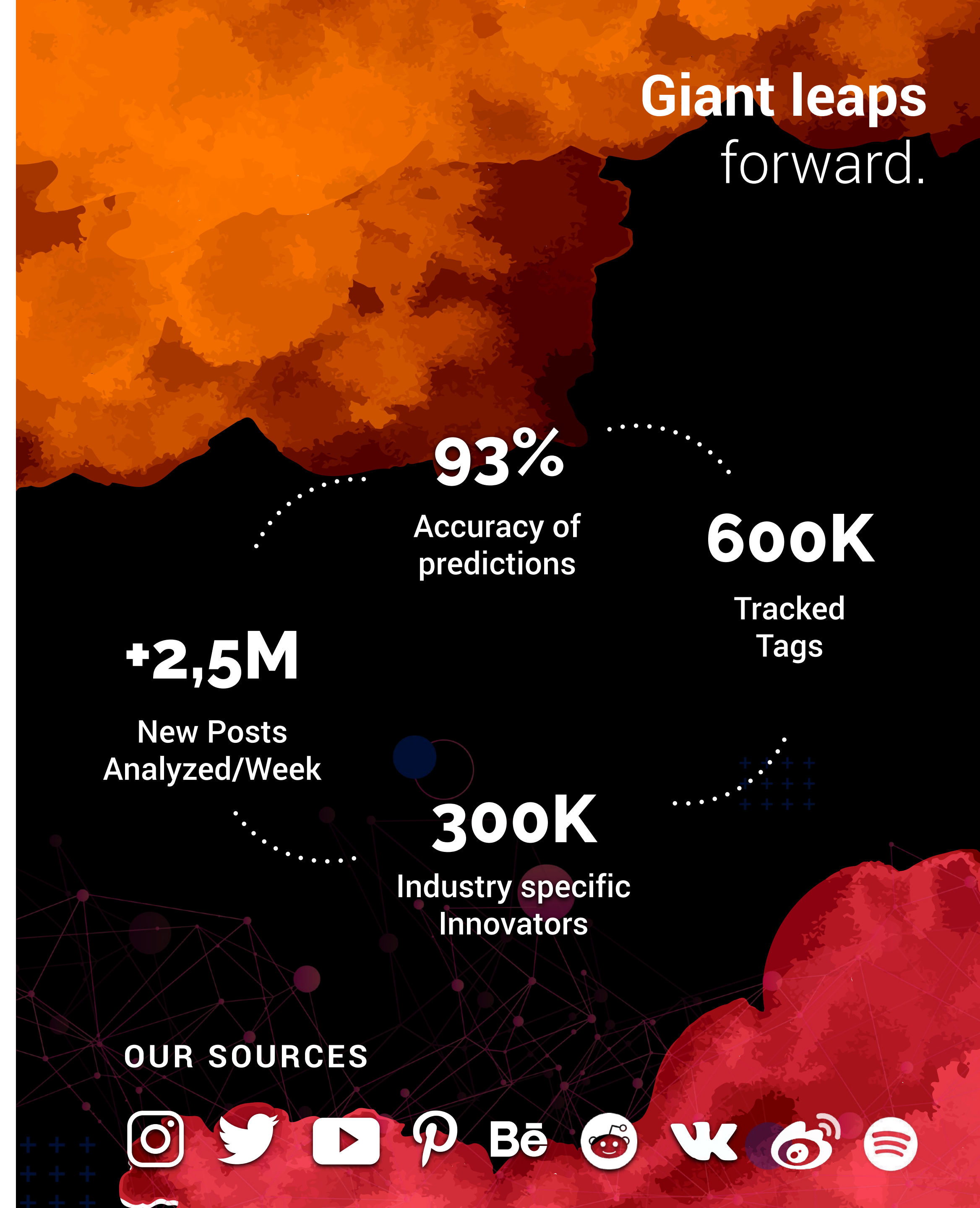
After this intense year, it's once again that time of year: time to evaluate what has happened in 2021 and project into the new year that is arriving, its promises and its outlook.

For this year's Nextatlas' Annual Report we have reviewed a few of our trends, decoded their evolution, and confirmed some of last year's predictions. It was also an opportunity to think about the future, interpret signals, and discover — thanks to our **600K tracked tags**, **1000hr machine time**, and **more than 2000 weak signals** identified this year — what will be the trends that define the next year.

This report contains a selection of trends early-detected by our AI over the past few years, which found their peak of popularity and became mainstream after we spotted them.

You will also find our newest bets for you: **a collection of emerging trends that will dominate the future of different industries, markets, and consumer interests as well as our recommendations on how to act on them.**

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



# Food & Beverage

## From Passive Consumer to Change-Makers: The Evolution of Sustainable & Ethical Consumption

**Sustainability** has become the biggest and **most challenging topic** that brands have been addressing over the last couple of years, especially in the Food & Beverage sector.

**So, what is going to be the next big thing? Social Responsibility and Food Activism:** As the pandemic highlighted the many complexities of the food system, going beyond the environmental concerns has become an inevitable path.



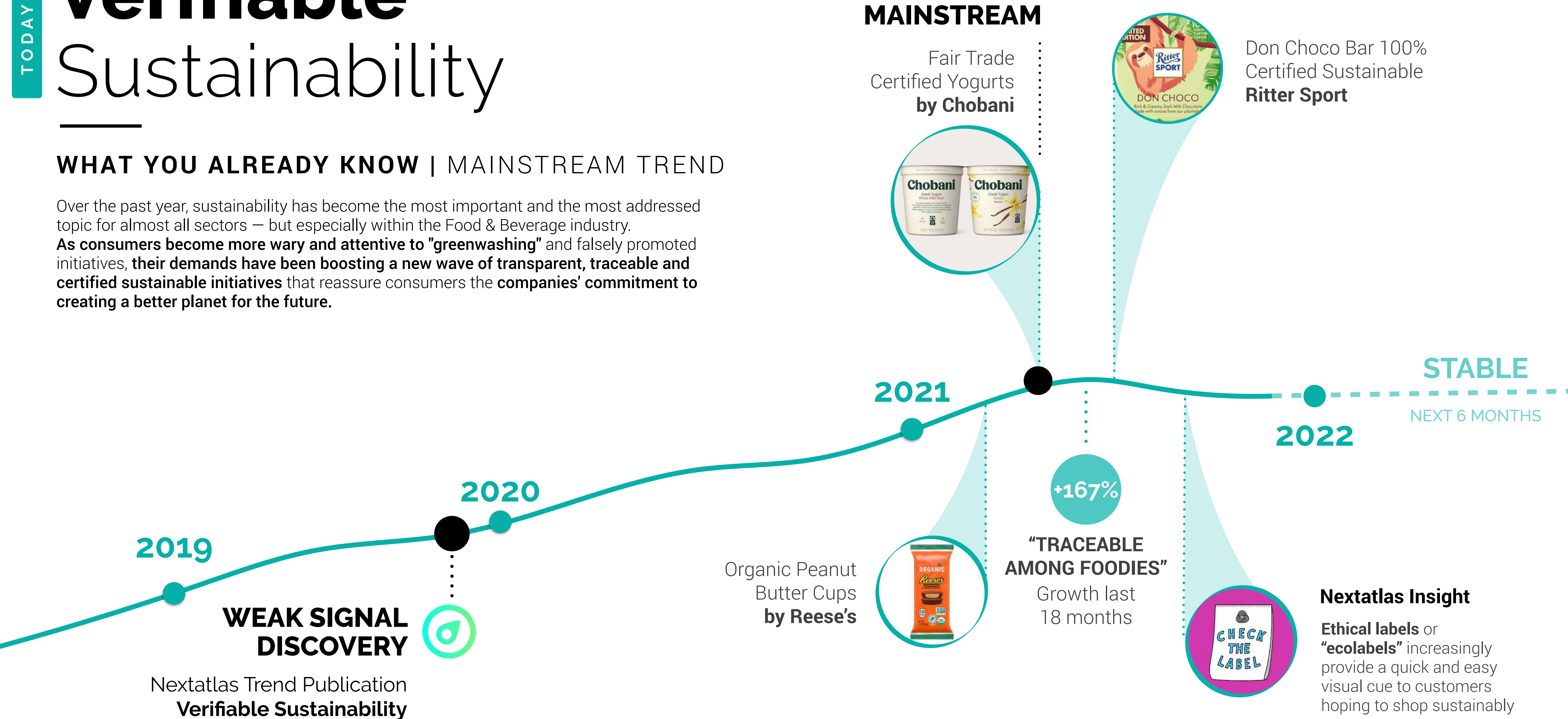


# Verifiable Sustainability

## WHAT YOU ALREADY KNOW | MAINSTREAM TREND

Over the past year, sustainability has become the most important and the most addressed topic for almost all sectors — but especially within the Food & Beverage industry.

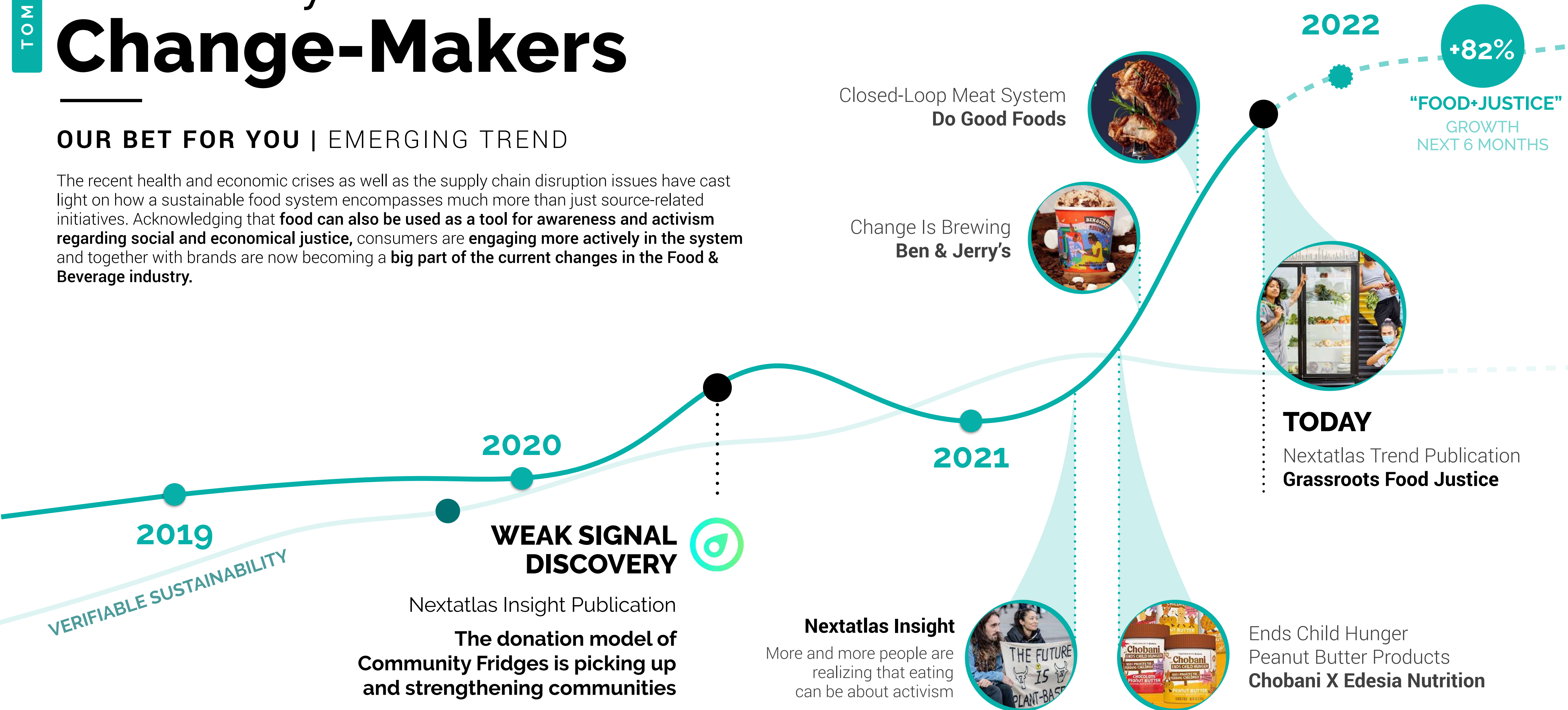
As consumers become more wary and attentive to "greenwashing" and falsely promoted initiatives, their demands have been boosting a new wave of transparent, traceable and certified sustainable initiatives that reassure consumers the companies' commitment to creating a better planet for the future.



# Food System Change-Makers

## OUR BET FOR YOU | EMERGING TREND

The recent health and economic crises as well as the supply chain disruption issues have cast light on how a sustainable food system encompasses much more than just source-related initiatives. Acknowledging that **food can also be used as a tool for awareness and activism regarding social and economical justice**, consumers are **engaging more actively in the system** and together with brands are now becoming a **big part of the current changes in the Food & Beverage industry**.





# Food System Change-Makers: Behind the Data

## Main Tags

Hunger

System

Food

Summit

Biodiversity

Poverty

Waste

Produce

Donating

Nutrition

## Top Sources

54% Instagram

29% Twitter

17% Reddit

## Emerging Targets

VALUES

Ecoconscious

Civil Rights Activists

Experimenters

## Eco-conscious & Activists

According to our data, this new **proactive approach** to food consumption **encompasses many different topics** that surround the food system, **from hunger and food security to food waste and biodiversity** matters. That is the reason why, **eco-conscious people and civil rights activists** are at the top of the most engaging target groups. They mainly use **Instagram, Twitter and Reddit to bring more awareness** to the topics as well as to promote good initiatives that address their main concerns.





# Food System Change-Makers: Brand Cases

**Chicken  
tastes better  
when it's  
changing  
the world.**

It's more than great-tasting chicken.  
It's a delicious way to fight food waste  
and combat climate change.



## Do Good Foods Closes the Loop of Meat System

Do Good Foods has developed a closed-loop system to convert produce and meats that cannot be sold in grocery stores or used by food banks into nutrient-dense animal feed. Each package of Do Good Chicken will keep 1 pound of food waste from being wasted, according to a website the company set up to promote the product. Do Good Foods is launching its business as grocery chains step up their focus on sustainability and look for ways to cut food waste.

<https://www.fooddive.com>

## Introducing Chobani™ Ends Child Hunger

The Chobani Ends Child Hunger Peanut Butter products have been created in partnership with Edesia Nutrition. The products consist of a delicious snack alongside a series of flavored peanut butter treats that can be provided to infants as a safe option to introduce them to peanuts. The profits from the sale of the products will be donated in full to Edesia Nutrition to produce Plumpy'Nut: a fortified peanut butter that is shipped around the world to help nourish children suffering from acute malnutrition.

<https://www.chobani.com>





# Food System Change-Makers: Brand Cases

## Change Is Brewing By Ben & Jerry's

The Ben & Jerry's Change Is Brewing ice cream is one of the offering from the brand as part of its Limited Batch lineup that will provide consumers with a tasty frozen treat that's also focused on social good.

The ice cream gets its rich coffee flavor thanks to BLK & Bold, which is the first Black-owned and nationally distributed coffee company that gives 5% of its profits to youth support initiatives. The fudge brownies in the ice cream are supplied by longtime partner and values-led partner Greyston Bakery, while the branding is the work of multidisciplinary artist Laci Jordan.

<https://www.benjerry.com>





## Insights to Action

# Embracing Responsibility

**Food is not just about what we eat anymore; it is now a tool for social and environmental change — both for consumers and companies.**

**Brands need to acknowledge** that in order to create a better and more fair planet for the future **they cannot limit their efforts exclusively to environmental issues.**

Addressing **social responsibility and ethical matters** — both internally and externally — is essential for brands **to be perceived as credible and to engage with the growing consumer base that wants to support the planet and the people in their choices.**



# Beauty & Cosmetics

## Breaking Taboos: Where are Beauty's New Cutting-edge Frontiers?

In 2018, we spotted the emerging behaviors that pointed out how **female consumers** were interested in addressing their most **delicate subjects in health and wellness**.

**What we envision as the next out-of-bound topic to be explored? Self-Image Enhancement:** The same social media platforms that have helped us create an idealized image of ourselves are now demystifying and encouraging the culture of plastic surgery and micro cosmetic procedures.



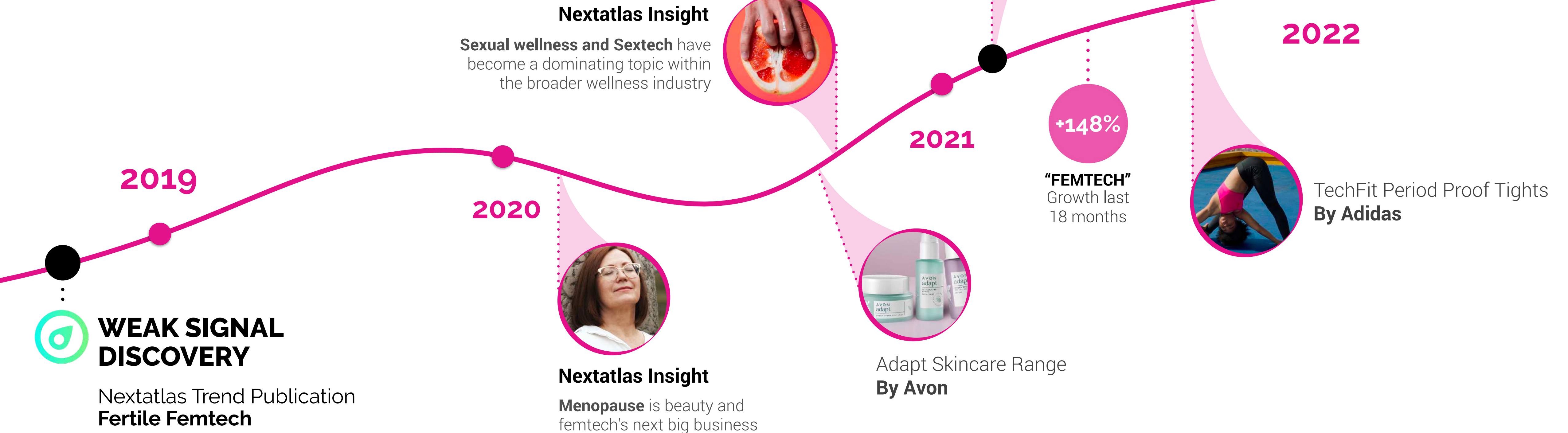


# The New Age of Femtech

## WHAT YOU ALREADY KNOW | MAINSTREAM TREND

In 2018, we spotted a weak signal showing how the Health and Tech sector — previously dominated by men and targeted at them — were slowly focusing on women's healthcare by putting women in control of their own health.

Over the past couple of years, this women-first approach has been spreading through different industries, influencing a **vast range of new products, especially in the Beauty industry, that are addressing some topics that until recently were considered delicate and unconventional** — such as periods, fertility, menopause, and sexual wellness.

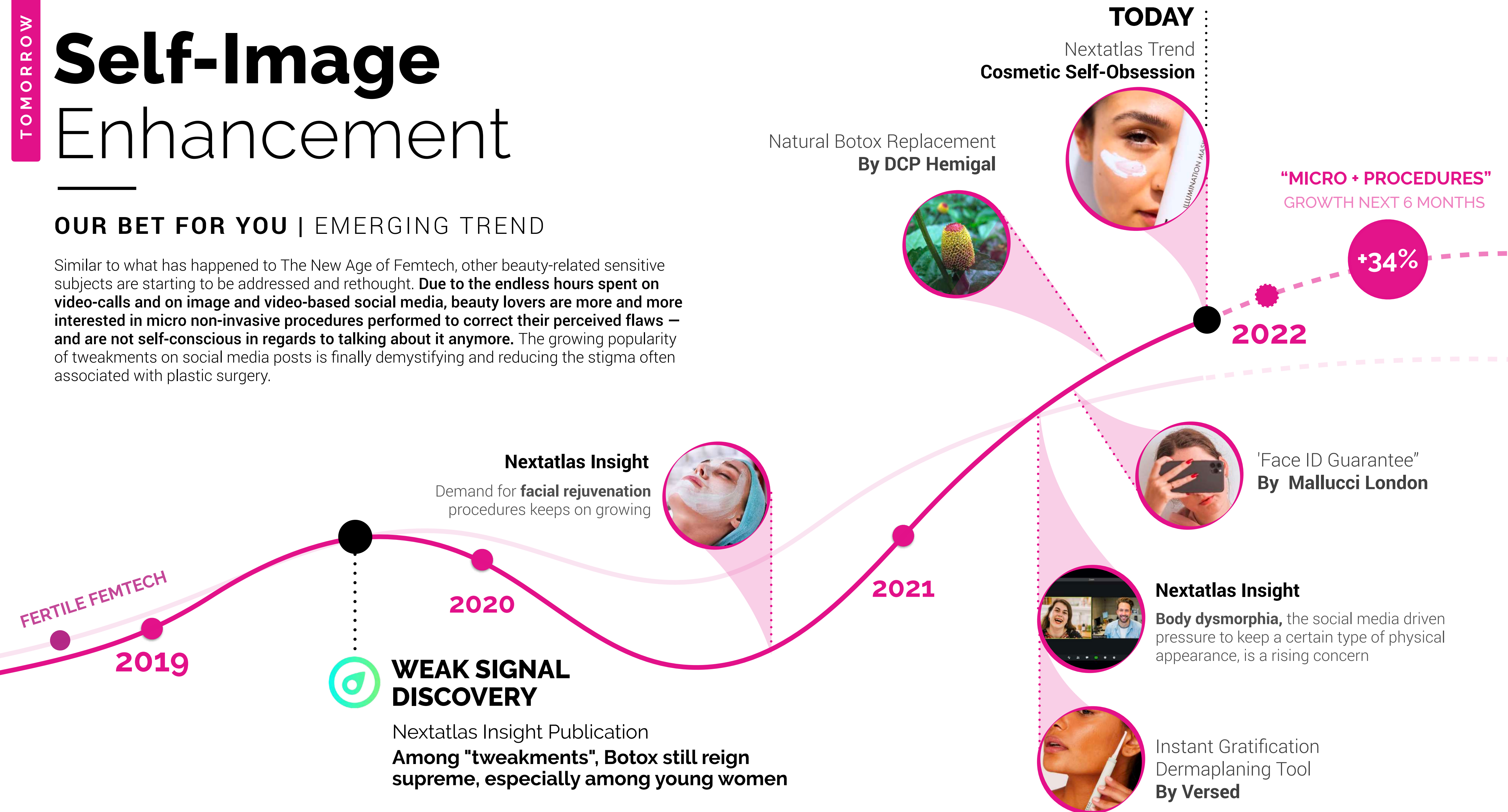




# Self-Image Enhancement

## OUR BET FOR YOU | EMERGING TREND

Similar to what has happened to The New Age of Femtech, other beauty-related sensitive subjects are starting to be addressed and rethought. **Due to the endless hours spent on video-calls and on image and video-based social media, beauty lovers are more and more interested in micro non-invasive procedures performed to correct their perceived flaws — and are not self-conscious in regards to talking about it anymore.** The growing popularity of tweakments on social media posts is finally demystifying and reducing the stigma often associated with plastic surgery.





# Self-Image Enhancement: Behind the Data

## Main Tags

Filler

Dysmorphia

Microdermabrasion

Tweakments

Wrinkles

Lifting

Procedures

Collagen

Micro

## Top Sources

45% Instagram

28% Reddit

17% Pinterest

## Emerging Targets

DEMOGRAPHICS

Gen Z

Millennials

GENDER IDENTITY

Female/Feminine

## Young and Flawless

According to our data, the desire to achieve the idealized images of ourselves boosted by posting filtered selfies is most frequently related to **women from the youngest analyzed generation, Gen Z**. They **engage with the topic mostly on Instagram and on Reddit**, where they **gather information and speak more openly about the different procedures and treatments** — such as face lifting, lip fillers and collagen injections.



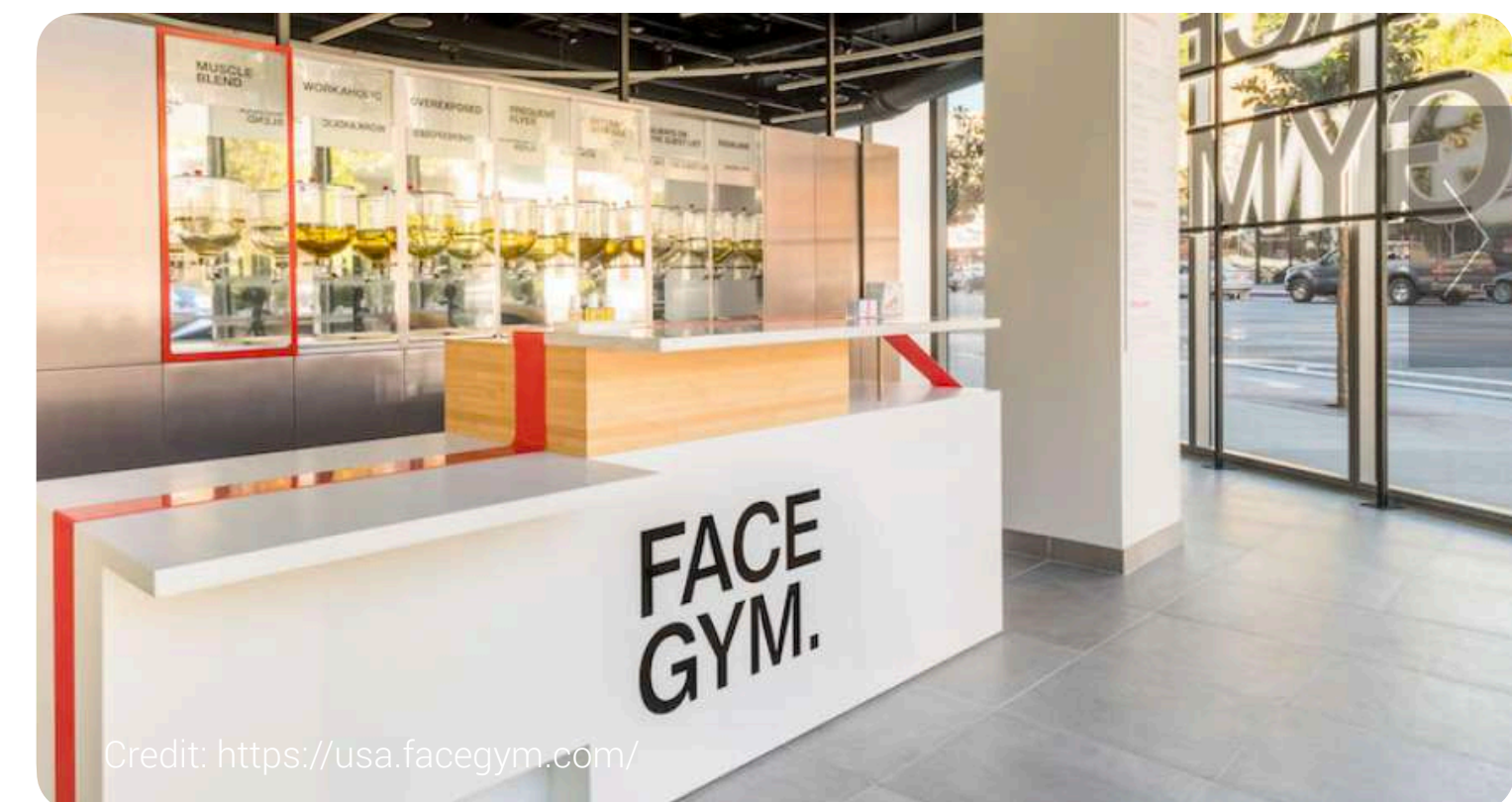
Credit: PHOTOGRAPHY DONNA TROPE



Credit: instagram/@Shiseido S/Park



Credit: instagram / cellarmdskin

Credit: <https://usa.facegym.com/>



# Self-Image Enhancement: Brand Cases

## Instant Gratification Dermaplaning Tool

In May 2021, clean skincare brand Versed took to Instagram to tease their newest product. Featuring several slides of satisfying scraping videos, the social media post had fans of the brand excitedly trying to guess what could be coming next. Well, all has been revealed and Versed has officially launched Instant Gratification, an at-home dermaplaning tool that removes dead skin and facial hair for a smoother looking complexion.

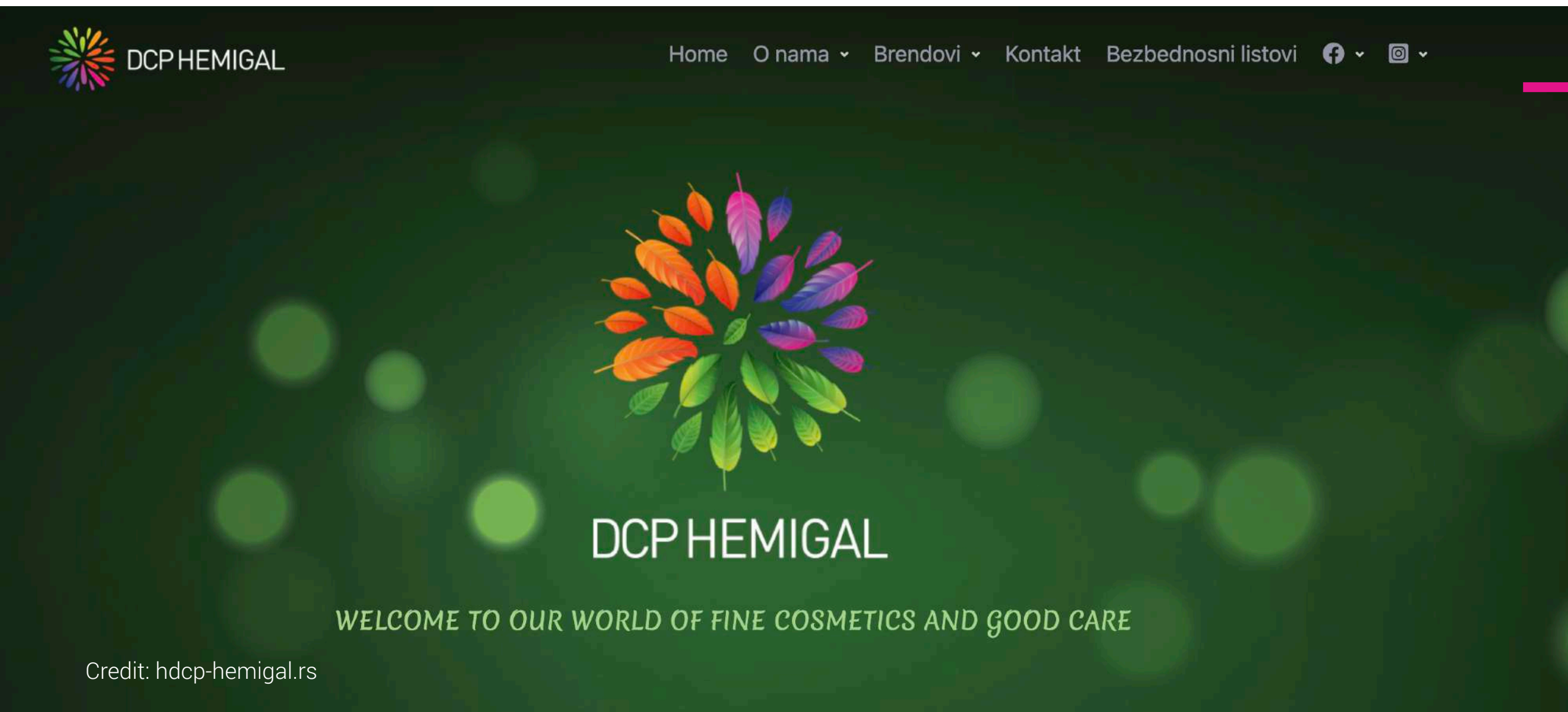
Offering professional-grade exfoliation, Instant Gratification will produce smooth, fuzz-free skin in just one swipe.

<https://www.thetease.com>





# Self-Image Enhancement: Brand Cases



## DCP Hemigal Discovery : Natural Botox Replacement

The Serbian cosmetic company, DCP Hemigal, believes to have found an all-natural and non-invasive alternative to botox. The company's scientists have conducted a study that has concluded that a natural flowering herb known as acmella oleracea is a strong potential alternative to botox.

The company found that the plant's main molecule, N-alkylamide spilanthol, is a powerful agent in firming the skin and reducing the appearance of wrinkles.

<https://www.cosmeticsdesign.com>

## 'Face ID Guarantee' by Mallucci London

Aesthetic clinic Mallucci London has introduced a 'Face ID Guarantee' on a number of their treatment offerings. The guarantee is a promise to clients that they will only see subtly enhanced results after their appointment, as opposed to overly dramatic changes, that would cause glitches with phones' facial recognition technology. "Excessive use of fillers and Botox caused significant changes to people's faces, that in some cases, they are no longer recognisable," explains Dr Jana Vogt, plastic surgeon at Mallucci London.

<https://www.glamourmagazine.co.uk>





## Insights to Action

# Tackling New Beauty Taboos

Diversity, inclusivity and self-acceptance continue to change the game in the Beauty industry.

Exploring beauty lovers' openness about their self-image and their growing acceptance of cosmetic procedures is a great platform to **develop products that help customers achieve a better version of them selves.**

As beauty lovers are not self-conscious in talking about their body and image insecurities anymore, **other delicate topics** — such as BIPOC and transsexual-related issues — **could emerge as the engaging subjects for beauty lovers.**



# Lifestyle

## Thinking Ahead and Being Prepared: The Transition From Seeking Solutions To A Future-proof Mindset

Over the past year and half, **adaptability and hybridism have been adopted as a mindset** thanks in big part to our routines being heavily affected by the pandemic.

How will this mindset continue to grow in the pandemic's aftermath? **A Future-Thinking Attitude is merging these mixed and dynamic approaches with a long-term mindset focused on preparing ourselves and the world around us for new unprecedented crises and upheavals.**

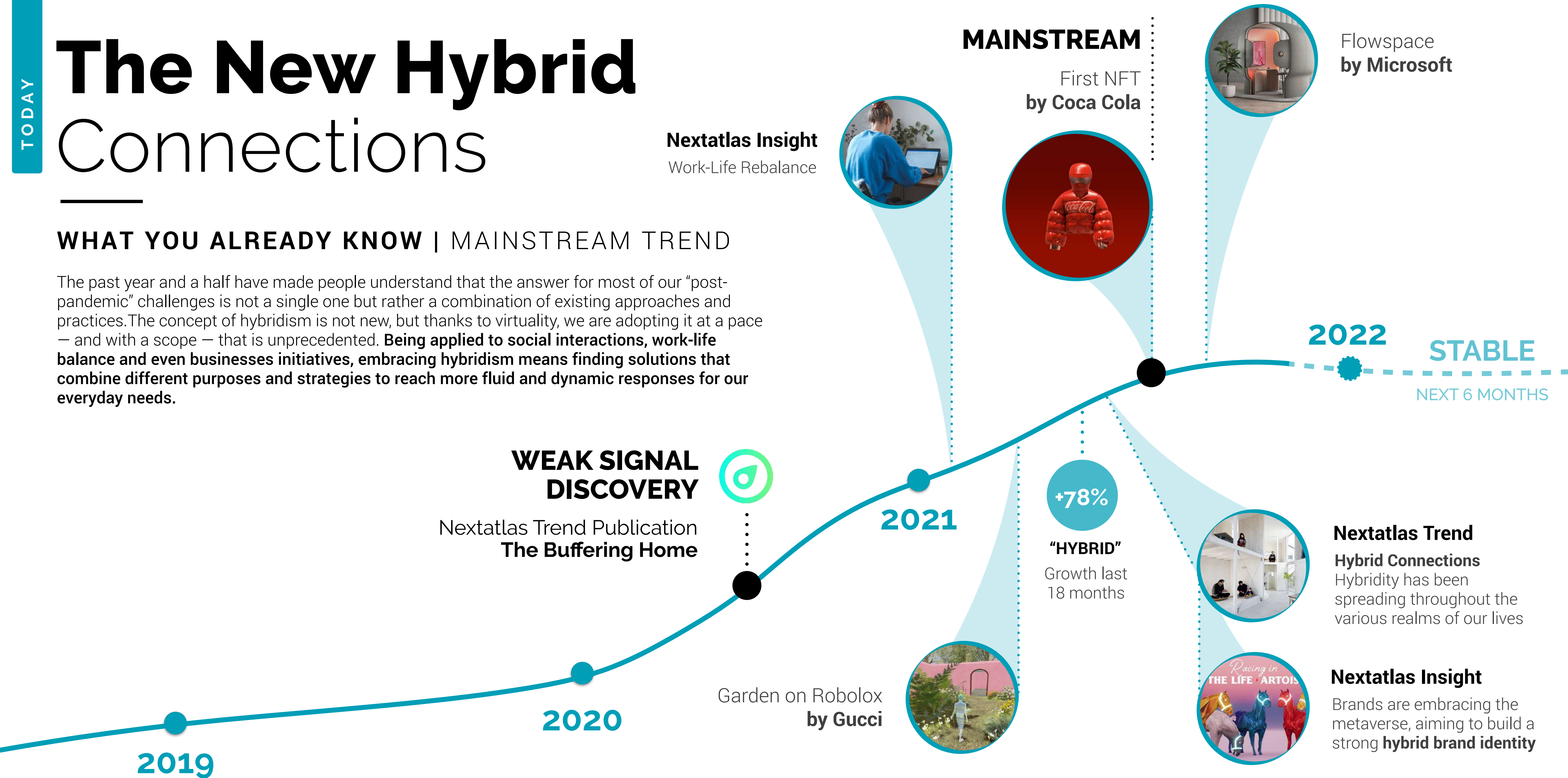




# The New Hybrid Connections

## WHAT YOU ALREADY KNOW | MAINSTREAM TREND

The past year and a half have made people understand that the answer for most of our “post-pandemic” challenges is not a single one but rather a combination of existing approaches and practices. The concept of hybridism is not new, but thanks to virtuality, we are adopting it at a pace — and with a scope — that is unprecedented. **Being applied to social interactions, work-life balance and even businesses initiatives, embracing hybridism means finding solutions that combine different purposes and strategies to reach more fluid and dynamic responses for our everyday needs.**





# The Long Lasting Road

## OUR BET FOR YOU | EMERGING TREND

If adaptability and hybridism have been the immediate answers for the unprecedented situation we have recently experienced, the long term view is focused on planning and preparing ourselves for possible future crises. **A more future-driven mindset is emerging in the pandemic's aftermath, where we rethink all our habits — from health and wellness to the consumption of goods. Instead of just remedying our unhealthy and unsustainable past behaviors, we are trying to reflect and address the aftermath and consequences at the principal point.**



### WEAK SIGNAL DISCOVERY

Nextatlas Trend Publication  
**Durable and Profitable**

2019

### Nextatlas Trend Seasonless Cycle

Because of the obsolescence of traditional fashion, designers embrace the notion of seasonless fashion

2020

### Nextatlas Insight Reusable packaging is becoming a reality for mass consumption



2021

### Nextatlas Insight The right to repair your own devices and vehicles is getting recognition, in the name of longer lasting products



### Made to Remade by Adidas



### "Blue Zones" on Down to Earth by Netflix



### Nextatlas Insight

The **pursuit of wellbeing** is now relying on diets of **Blue Zones**, communities with overall health and extreme life longevity



### Self Repair Program by Apple



2022

+53%

"LONGEVITY"  
GROWTH  
NEXT 6 MONTHS

### TODAY

Nextatlas Trend  
**Longevity Moonshot**



HYBRID CONNECTIONS

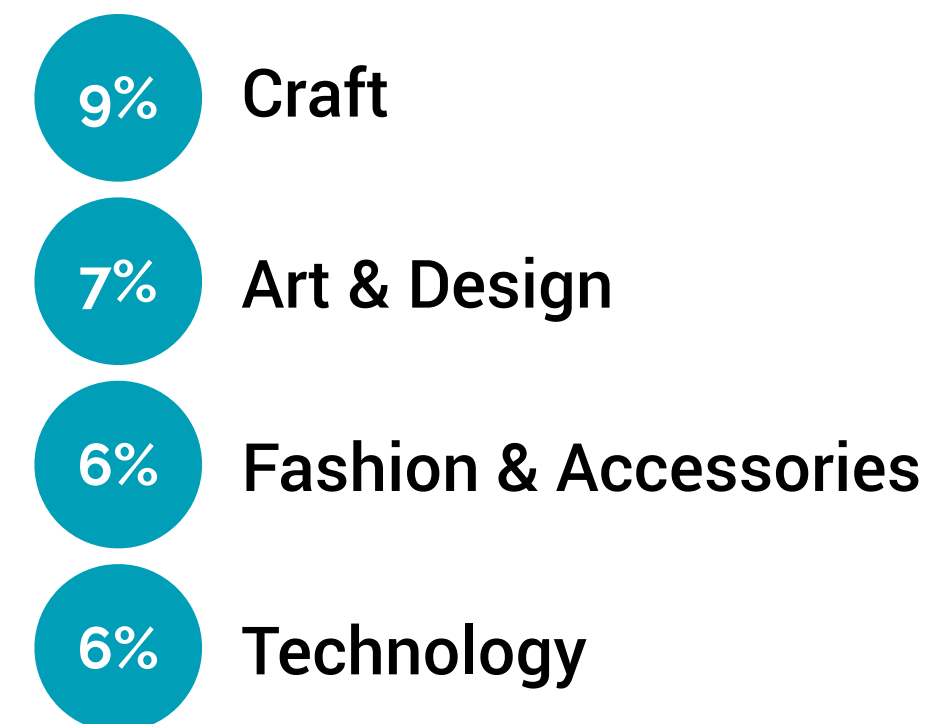


# The Long Lasting Road: Behind the Data

## Main Tags



## Top Industries



## Emerging Targets

### VALUES

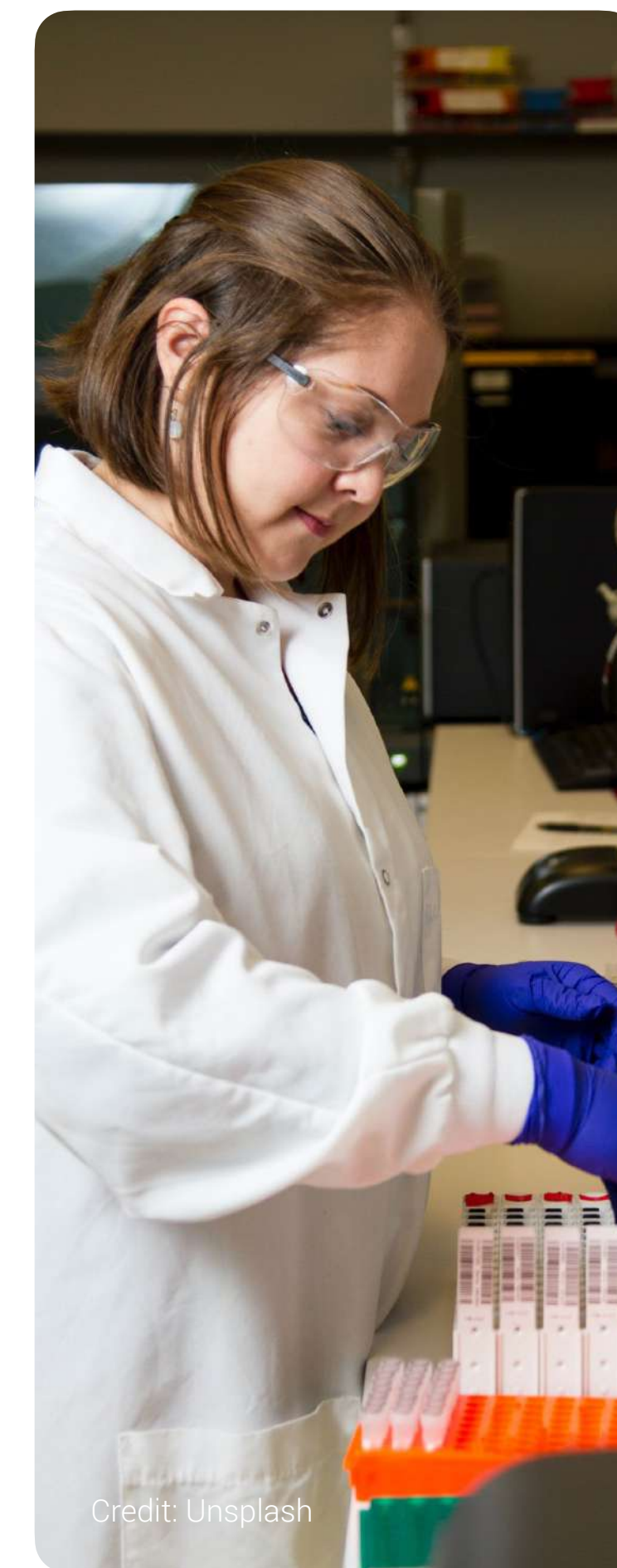
Ecoconscious

Experimenters

Spiritual

## Timeless & Cross-sectorial

The desire for longevity is **not only related to life quality and health**, as the tags quality and diet highlight. **It also encompasses a sustainable aspect that now values products' durable materials, repairing features, and timeless aesthetic.** Therefore, it is an approach that is **spreading throughout different industries**—e.g. Craft, Art & Design, Fashion & Accessories, and Technology — as well as among **people with diverse values.**



Credit: Unsplash



**Mary Catherine Bateson**  
Live Longer, Think Longer  
Credit: twitter/@@longnow



Credit: Unsplash



Credit: @ALEXANDRA FRUHSTORFER



# The Long Lasting Road: Brand Cases



## Made to Remade by Adidas

Now dubbed the UltraBoost “Made to be Remade,” the sneaker will be the biggest step yet in Adidas' efforts to achieve a circular loop. Once the sneaker has reached the end of its lifespan, the wearer can return it to Adidas to be recycled and made into yet another shoe. A QR code appears prominently on the tongue to make the process of beginning the return simple. Last year, Adidas released 1,500 pairs of the recyclable UltraBoost as a pilot program. Those chosen were then instructed to wear the sneaker for 21 weeks before returning it and giving feedback on its performance.

[www.news.adidas.com](http://www.news.adidas.com)

## “Blue Zones” on Down to Earth by Netflix

Sardinia is one of only five “Blue Zones” in the world which means that the residents often reach an age of 90 or older. There are many theories as to why Sardinians live such long lives, from their diet of beans and vegetables to the notion their lives are rooted in tradition because of their isolation from the rest of the world. Zac and Darin take a journey through Sardinia to get their own take on why everyone here lives so long.

[www.downtoearth.com](http://www.downtoearth.com)





# The Long Lasting Road: Brand Cases

## Self Repair Program by Apple

Apple has announced Self Service Repair, which will allow customers who are comfortable with completing their own repairs access to genuine Apple parts and tools. Available first for the iPhone 12 and iPhone 13 lineups, and soon to be followed by Mac computers featuring

M1 chips, Self Service Repair will be available early next year in the US and expand to additional countries throughout 2022. Customers join more than 5,000 Apple Authorized Service Providers (AASPs) and 2,800 Independent Repair Providers who have access to these parts, tools, and manuals.

<https://www.apple.com>





## Insights to Action

# Planning For The Aftermath

Envisioning a more positive scenario in the pandemic's aftermath, a new future-thinking mindset is emerging.

In order to create a better future, businesses must be aware of how **people are growing more concerned with not only their health and longevity**, but also **their personal footprint** — they don't just remedy their past unsustainable mistakes but create a more long-lasting and healthier future scenario.

Products and services in this vein will need to **reassure consumers' safety, protection, and health** for today and **for the uncertain and volatile future**.



# Retail

## Decentralized & Hyperlocal: How The Renewed Interest In The Local Economy Is Now Impacting The Retail Sector

The growing appreciation and support for **small independent business** and for the **local economy** were just the first steps of the major shift in the retail sector.

**How should big retailers tackle this new trend? Decentralized Selling Points:** A more decentralized, independent, and hyper-local business model that brings convenience, a sense of community, and more sustainable and ethical initiatives to consumers.





# Going Local

## WHAT YOU ALREADY KNOW | MAINSTREAM TREND

The implementation of social distancing and mobility restrictions have helped us reconnect and restore our sense of community and solidarity with those who are nearby. Over the past year, **while consumers were prioritizing and supporting small independent businesses and producers** in order to boost the local economy, **bigger companies have also been trying to address this renewed interest in localism** by focusing their strategy in each communities' specific needs and demands.

### WEAK SIGNAL DISCOVERY

Nextatlas Trend Publication  
**Communal Compassion**



2020

2019

#### Nextatlas Trend

**Direct-to-Communities**  
There is a growing need to move beyond the "direct-to-consumer" model.



+538%

"SUPPORTLOCAL"

Growth last 18 months

### MAINSTREAM

NYC's Hyper Local Flagship Store  
**By Mac Cosmetics**



#WhopperAndFriends  
**by Burger King**

2021



"Nike Unite"  
Retail Concept  
**by Nike**

2022



#### Nextatlas Insight

**15 mins cities** and other citizen-centric projects are gaining momentum, mainly boosted by community appreciation

**STABLE**  
NEXT 6 MONTHS



# Decentralized Selling Point

## OUR BET FOR YOU | EMERGING TREND

Mobility restriction and the “support local” economy combined with the recent supply chain instabilities have completely transformed our purchasing habits and our perception towards the retail market.

**Global interconnectivity and dependency has been replaced by a more decentralized, hyper-local, and community-centric form of purchasing, mainly driven by convenience, efficiency, and ethical & sustainable matters.**

LOCAL COMMUNITIES

2020

Hyper-local Delivery  
By Bond



### Nextatlas Insight

**Dark stores** are the future of post-pandemic retail



Dark Store  
Grocery Delivery  
By Gorillas

2021



### WEAK SIGNAL DISCOVERY

Nextatlas Insight Publication  
“Ghost kitchens will likely remain popular in the post-coronavirus world”



“Store to Door” retail  
And delivery service  
By Weekday



### Nextatlas Trend

**Long Tail Price Hike**  
The supply chain crunch has called consumer attention to global interconnections



**TODAY**  
Nextatlas Insight Publication  
**Infrastrutture is sexy again**

2022

+37%

“DECENTRALIZE”  
GROWTH  
NEXT 6 MONTHS



# Decentralized Selling Point: Behind the Data

## Main Tags

Process

Logistics

Stores

Shortage

Manufacturing

Port

Global

Transparency

Supply

Chain

## Top Industries

54% Twitter

34% Reddit

## Emerging Targets

DEMOGRAPHICS

Gen X

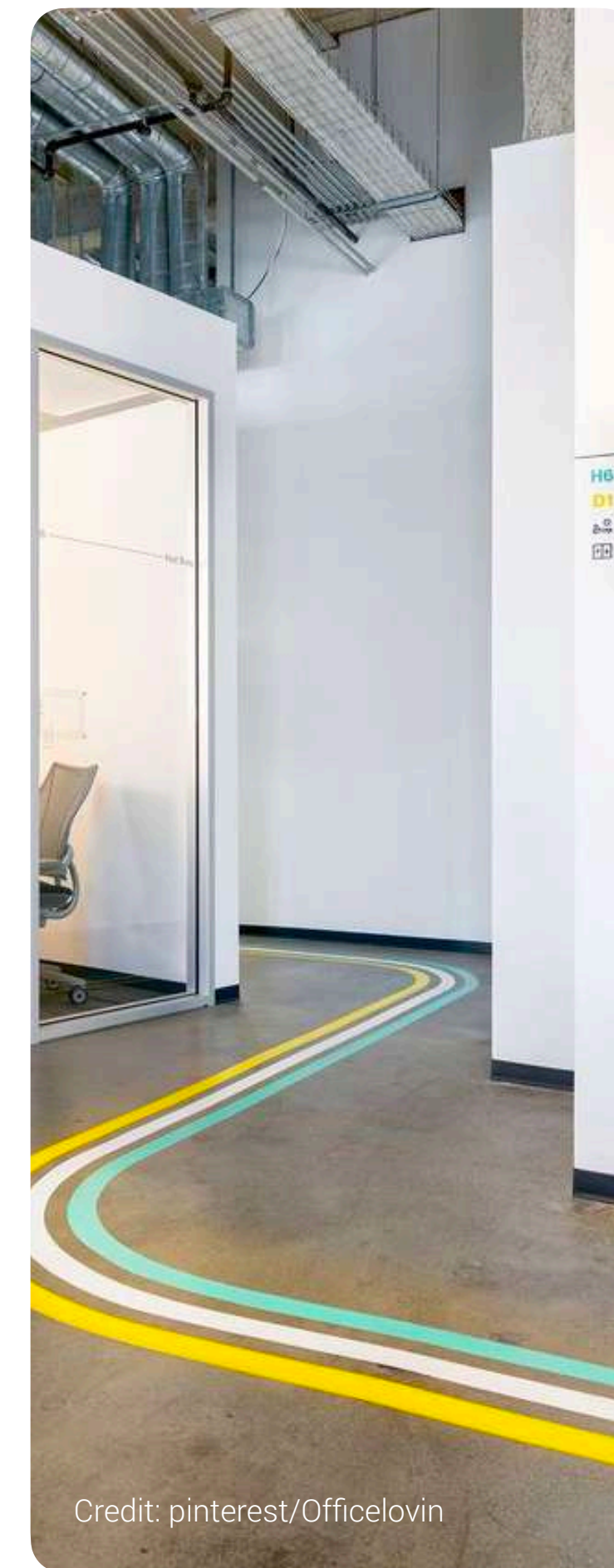
Seniors

GENDER IDENTITY

Men

## Experts & Solution Seekers !

The recent supply chain disruption has been boosting an ever-growing debate in social media. Factors regarding **the manufacturing and transportation process as well as the transparency** of the whole network has become **a topic of discussion among older men in text-based platforms such as Twitter and Reddit** — that are trying to find new and innovative solutions to the current global crisis.





# Decentralized Selling Point: Brand Cases

## Bond Delivery

Bond is a New York-based startup that offers e-commerce companies delivery and distribution center services. This startup wants to replace traditional package delivery with hyperlocal, electric-trike-driving couriers. Bond is opening a series of small warehouses in basements and storefronts to do delivery differently than the big carriers, in the hopes of making urban delivery quicker and lower-emission. The company looks at data to determine how much stock that a neighborhood needs of a particular product in each tiny distribution center. "We're calculating demand within hyperlocal territories," says Asaf Hachmon, Bond's CEO.

<https://www.withbond.com/>





# Decentralized Selling Point: Brand Cases

## 1. NEED

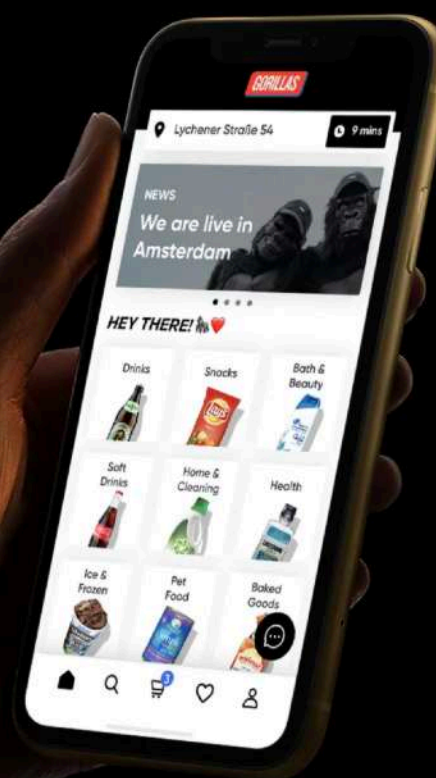
1000s of products — all at retail prices!

## 2. ORDER

Everything at your fingertips.

## 3. GET

Within 10 minutes! Delivered by our legendary rider crew.



Credit: gorillas.io/en

## Gorillas' Dark Store Delivery

The fastest-growing player in the proliferation of dark-store-powered ultra-fast fulfilment, Gorillas uses small ultra-local warehouses to enable 10-minute delivery. Positioning itself as the cool kid of on-demand delivery with its streetwear branding, it was launched in Berlin in 2020 and now covers much of Europe and New York City. As with ride-hailing apps, users see the estimated delivery time for their exact location before adding items (ranging from fresh produce to pet food and local independent brands), checking out and tracking delivery on a street map. Average delivery fees are €1.80 (\$2).

<https://gorillas.io/en>

## Weekday's "store to door"

Swedish street and fashion brand Weekday has teamed up with Danish tech company Zliide to launch a 'store to door' retail and delivery service. Zliide has developed a retail shopping app that aims to "enhance the way we buy" by allowing consumers to shop fashion in the same way they order food. Through the app, customers can browse up-to-date inventory at their local Weekday store and simply place an order and have it delivered within three hours, free of charge. All deliveries will be made by bicycle and are guaranteed to arrive within the allotted timeframe.

<https://fashionunited.uk>



Credit: Weekday



## Insights to Action

# Scaling Down Buying Behavior

Globalization and one-size-fits-all retail solutions are not trending anymore.

Adapting or creating specific **retail solutions that reflect the neighborhood and the local community culture** and behavior will continue to be relevant as **consumers are more aware of their role in the community and their personal footprint.**

Focus on **hyper-local distribution and delivery services** as they will continue to thrive as an **effective and convenient retail solution for the unsolved supply chain disruption and sustainable issues.**



# So What?

The 4 Words that will drive consumers' needs and values and that brands must consider to make forward-looking actions and strategic decisions **in 2022** are:



**Food + Justice** **+82%**

NEXT 6 MONTHS



**Micro + Procedures** **+34%**

NEXT 6 MONTHS



**Longevity** **+53%**

NEXT 6 MONTHS



**Decentralize** **+37%**

NEXT 6 MONTHS



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## In-Depth Section

# The Trending Topic of the Year



# Into The Metaverse

## Are You Missing Out on the Metaverse?

We started to talk about “**Digital Memorabilia**” back in 2018. In November 2020, we published the first fact on **NFTs** and, in April 2021, we published the first Trend dedicated to “**Metaverse Worldbuilding**”. More than two years after the initial “weak signals,” we now **have collect all the data and insights to drive you through the opportunities and threats** of such a multi-faceted and topic.





# Meta lives

## WHAT YOU ALREADY KNOW | MAINSTREAM TREND

Although new technologies, protocols and innovations will be required for a metaverse to come into existence, many of its main ingredients already exist as we anticipated in 2018.

From Facebook making the switch to Meta to virtual fashion brands, the metaverse keeps sweeping through industries, building more fidelity along the way. Even more, it is quickly becoming imperative for brands across the marketplace to find a foothold in the virtual world

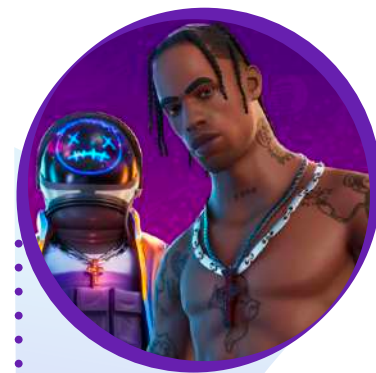


### WEAK SIGNAL DISCOVERY

Nextatlas Trend Publication  
**Digital Memorabilia**

#### Nextatlas Trend

**Decentralized Art Connoisseur**  
The spread of AI-based technologies is reshaping the art market



**"Astronomical" Concert**  
By Travis Scoot & Fortnite

**+703%**

**"NFT"**  
Growth in 18 months

**"Everydays: The First 5000 Days"**  
NFT, \$69 million  
By Beeple



## MAINSTREAM

Meta  
By Facebook



**RISING**  
NEXT 6 MONTHS

**2022**

**+50184%**

**"METAVERSE"**  
Growth last 18 months



#### Nextatlas Trend

**Metaverse Worldbuilding**  
The metaverse is often said to be the next version of the Internet

**2019**

**2020**

**2021**



# See Just How Far The Metaverse Stretches

## OUR BET FOR YOU | NEXTATLAS METAVERSE FOCUS

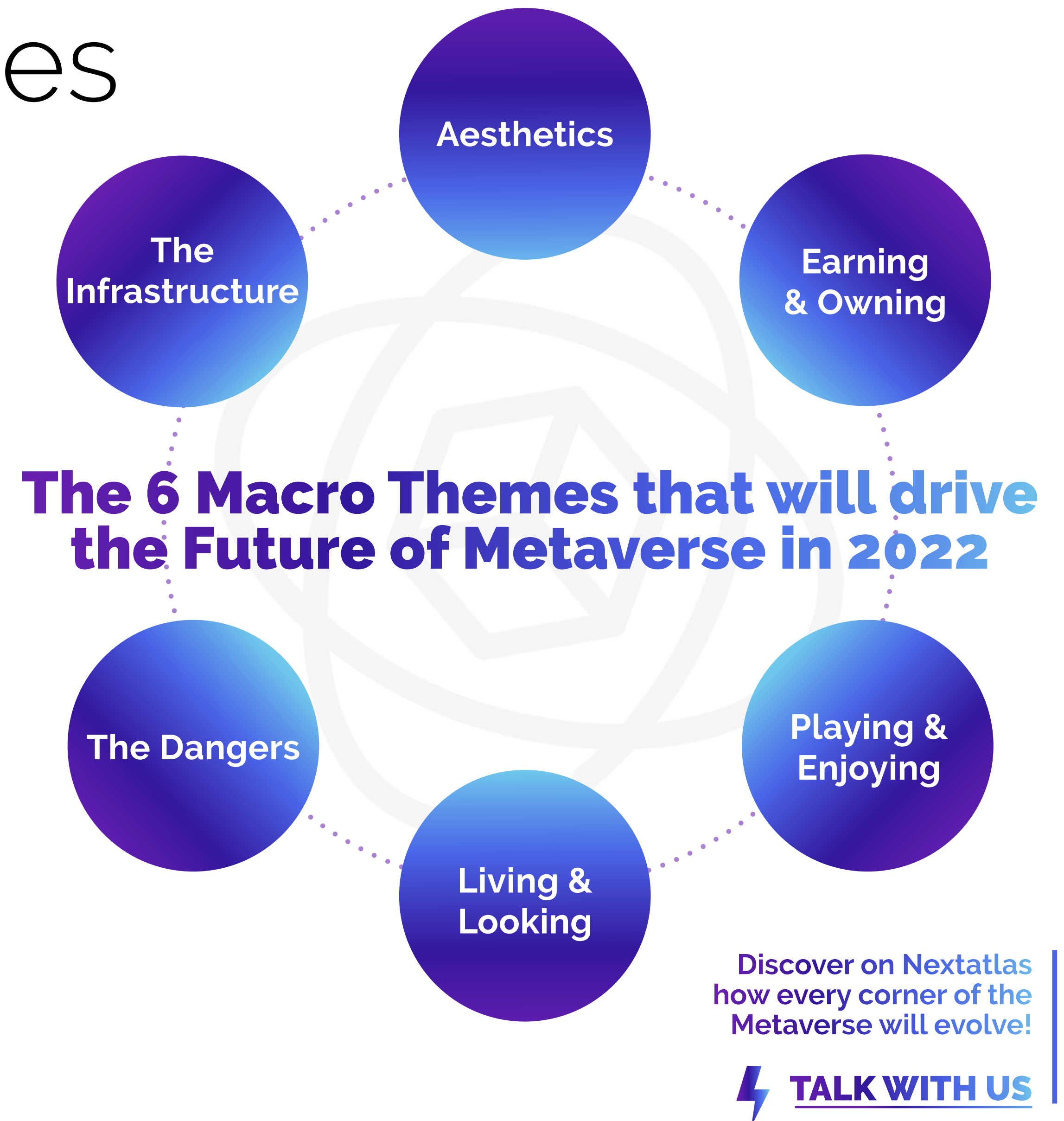
Our newest Focus section on Nextatlas platform unravels the layers of the Metaverse and helps light the path forward.

The metaverse keeps getting bigger and as new, powerful, innovative players enter the space, it will undoubtedly keep finding unexpected ways to evolve.

We found that trying to address and keep tabs on the innumerable aspects of the landscape as a singular topic tends to lead to even more confusion. So instead, **we broke the Metaverse down into 6 Thematic Areas** to help you grasp the complexity of this phenomenon and stay on top of all the individual movements.

### WHAT DOES IT MEANS FOR YOU?

1. Develop a **holistic, nuanced understanding** of the Metaverse through **6 Unique Thematic Areas**
3. Become familiar with **the new language and emerging concepts** in the conversation
5. Evaluate the **threats and opportunities** for different sectors and product categories





WE ARE NEXTATLAS

# Want to discover white-space opportunities through our AI?



## Hunting First Movers Smarter

Nextatlas scouts and analyses the data of **industry specific innovators** and **early adopters** across multiple **social-web sources**.



## Next Gen AI Faster

Nextatlas applies **AI and Machine learning** to **Content and Visual Analysis** to generate **automated insights** that are further enhanced with **expert curation**.



## Foresight Better

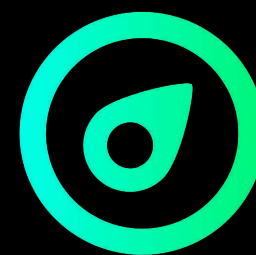
Nextatlas **predicts patterns and behavioural shifts** and visualizes **trends and insights** in easy to use formats.



# WANT TO KNOW MORE? CONTACT US

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