



# Look Ahead 2022

Discover the most important trends set to shape the year ahead across Lifestyle, Product and Engagement.

STYLUS

# See past the now

Stylus is the expert source for trends and insights. We uncover trends, predict change, and provide the intelligence that gives you a true understanding of your consumers, and helps your business make the right decisions for a better future.

Our team of more than 30 in-house experts and global network of specialists track and analyse the most influential emerging consumer attitudes and behaviours – what they need, want and feel – then turn their predictions into commercially sound insights and ideas for your business.

We're already helping over 600 global brands and agencies across 20 industries create better futures

**Now we want to help your business do the same.**



## 2022: Where pragmatism meets play

**This is a new, updated edition of Look Ahead**

Inside, you'll now find additional evidence, from this year, of how forward-thinking brands across industries are bringing innovative products and campaigns to life – and simultaneously demonstrating the validity and power of the consumer trends we predicted for the year ahead. Use this exclusive update to validate, inspire and drive your plans for 2022.

2022 heralds a balancing act for brands, with two core themes that will underpin everything. One is Planet-First Pragmatism, which calls upon brands to respect nature and culture, normalise diversity and amplify sustainability. And the other is Pleasure and Positivity, where embracing wellness and hedonism will speak to people's post-pandemic desires.

**It's time to shake things up.**

Look Ahead 2022 is our annual Stylus members report that reveals the 30 cross-industry commercial trends that will shape the year ahead. It's a hive of creative ideas and imperative guidance on how to steer your future product and engagement strategies – and this e-book is your exclusive sample of what's inside.

We've distilled these 30 Look Ahead 2022 trends into 10 key trends to give you an idea of the commercial opportunities available to your business in 2022. From embracing hedonism and empowering every body, to staying local and meeting in the metaverse, read on to discover the forward-thinking insights you'll need to speak the language of your customers.





### March 2022: The Story So Far

US retailer Pottery Barn has launched a homeware collection, including tableware, a board game and home accessories, with the Black Artists + Designers Guild, an international organisation advocating for Black creatives. The range centres around the concept of Black joy, drawing colours and patterns from Black culture to express how communities of the African diaspora gather and entertain.

### September 2022:

Global hotel chain Marriott and US-Canadian 'idea engine' Ted collaborated to create The Curiosity Room, an interactive real-life hotel room concept. The space has scholastic puzzles and challenges, designed to expand the mind.

## Trend 01

# Healing Hedonism

### The Forecast

As we start to leave the pandemic behind, many people wish to transcend the overwhelming sense of loss, grief and inertia that has permeated this challenging time. They're seeking affirming, supportive and inspirational experiences – both inside and outside of the home – to help them heal, reset and recover.

### How will this trend manifest?

- **Playfulness** will be a key interior trend for 2022, a response to the home becoming a workplace for many: **three in five Americans say they now find it harder to carve out personal space to relax and find joy there** (Xiaomi, 2021). With **'home nesting'** here to stay, we'll see products that stimulate fun and entertainment representing a huge commercial opportunity – like Swedish designer Martin Thübeck's chair that turns into a slide.
  - **56% of US travellers believe that travel is a healing experience** (Expedia, 2021), so the rise of **'happiness tourism'** will continue as consumers find joy and comfort in creative, nature-led and **transcendent travel** experiences.
- As travel returns to something approaching normal, **destination dining** will also make a comeback. **Over half of UK travellers say that eating at a restaurant is the travel experience they missed the most during lockdown** (VisitEngland, 2021) – so chefs are getting creative in order to provide more **immersive, magical** and **memorable** dining experiences.

## Trend 02

# Sensorial Self-Care

## The Forecast

In the wake of the pandemic, people fully embraced and elevated their self-care, and beauty and wellbeing products are at the core of this. This will evolve in 2022 as consumers align wellness with happiness, and treat their physical and mental needs with innovative sensorial products that support both mind and body.

## How will this trend manifest?

- Psychedelic-assisted wellness is on the rise, boosted by growing scientific evidence of the **medicinal benefits of psychedelics. This is an industry that is forecast to grow by 16% in 2022** (Research and Markets, 2021).
- **Sex** will remain a big part of the wellbeing category, as consumer attitudes to the once-taboo subject continue to change. British online retailer Cult Beauty witnessed an 850% spike in searches for **'sexual wellness'** in 2020.
- After months of social isolation, people are longing for **thrilling physical experiences**, a sense of **drama**, and a return to tactility and **togetherness**.
- Next year, fully immersive installations will try to satisfy these **joy-seekers** by bringing back **fun – an emotion that has seen 8% more social media mentions since the start of 2021** (Brandwatch, 2021).

## March 2022: The Story So Far

Nike has installed a multisensory extended-reality pop-up in its Paris House of Innovation to introduce its Fit ADV clothing range. The experience immerses participants in three different environments: an arid desert, snow-capped mountains, or rainy plains. Scanning a QR code in one of three 'weather chambers', each containing a garment, sets off dramatic nature-based visuals, sounds, and sensations like blasts of hot air or icy winds.

## September 2022:

Delaware-based Psychedelic Water claims to be the world's first US Food & Drug Administration-compliant psychedelic beverage. The brand leans heavily into wellness-boosting language around hallucinogens, with taglines like "For fluid thinkers... every day is psychedelic".





### March 2022: The Story So Far

British architects Foster + Partners' renovation of Apple's LA flagship uses nature to communicate vitality, locality and community. 1.5m (4.9ft) skylights pour sunshine into the open interior, 16 indoor ficus trees (which reference the subtropical climate) mirror those outside the store, while the glass sliding doors of the façade also blur exterior-interior boundaries.

### September 2022:

Japanese architect Sou Fujimoto designed the large roof of the House of Music museum in Budapest to mimic a tree canopy. The overhanging structure allows sunlight to reach through its perforated surface.

Meanwhile, Beijing practice Waa has transformed the city's former grain warehouses into an undulating, challenging playscape, offering a sense of freedom to children in urban areas lacking space to play in the street.

## Trend 03

# Nature Nurture

### The Forecast

The extension of global lockdowns in 2021 and prolonged periods of isolation have given rise to a growing appreciation of nature and its power to heal, both physically and mentally.

### How will this trend manifest?

- Products and experiences will be inspired by **green environments, aquatic biodiversity, biophilic design** and powerhouse **natural ingredients** like fungi, bacteria, and newly discovered materials that offer resilience and improved defences.
- **90% of people feel that nature is great for their mental health** (Mazda, 2021), and we'll see the **obsession with gardening**, the outdoors and **biophilia** evolve into a romantic and thoughtful **fascination with flowers, plants and wildlife**. Design will pivot towards plant-based colours and materials, and poetic expressions of nature.
- Following a pandemic-induced exodus to rural or suburban locations, there will also be a concerted effort to **'green the grey'** by weaving **biophilia and biodiversity into the cityscape**, too. We're seeing designers rethink how to give urban living its lustre back, with more **third spaces** conceived with nurturing nature at their heart.

## Trend 04

# Radical Regeneration

## The Forecast

Sustainability now needs to be met head-on, and brands should align with and influence customers by shifting their focus from practices that do less harm, to solutions that contribute to healthier ecosystems.

## How will this trend manifest?

- People will need to adapt their palates to planetary needs. In 2022, we'll see more foregrounding of **rare ingredients** at risk of being lost, as well as suggestions of **foods we should eat more of**, like **sea urchins** (to help revive Pacific Ocean aquaculture).
- We anticipate brands pioneering clever colour and materials solutions to help make a positive impact on the planet. Material **efficiency, traceability and recyclability**, along with **responsible production**, will be key – and can already be seen in Sony's eco-conscious packaging made from locally harvested bamboo, sugarcane and recycled paper.
- The war on **e-waste** will also accelerate next year in the face of frightening projections; **a 2020 study predicted it's set to double from 2014 levels by 2030** (Global e-waste Statistics Partnership, 2021). Tech's brightest minds must find innovative new ways to safely **repurpose** obsolete components or develop **cleaner alternatives**.

## March 2022: The Story So Far

Rubi Laboratories is creating environmentally friendly fabrics that are carbon-negative, water and chemical-neutral, 100% traceable and naturally biodegradable. The technology bypasses the water-, land- and chemically-intensive steps traditionally used in the manufacturing process, removing waste CO2 from the atmosphere.

## September 2022:

As many much-cherished flavours and ingredients come under threat – like the particularly vulnerable Arabica coffee bean – Brooklyn-based Nguyen Coffee Supply uses hardier, ethically sourced Vietnamese Robusta beans, promoting their peanutty, acidic taste as a flavour asset.



## Trend 05

## Neighbourgooding

## The Forecast

In 2022, people will champion brands that prioritise equitable brand engagement. They will also value companies that supplement or fill the gaps of municipal organisations.

## How will this trend manifest?

- The power of **'neighbourgooding'** – brand-backed, neighbourhood-empowering networks – will soar. Pioneers in this area include Japanese sports brand Asics, which is measuring a UK town's mental wellness with its Mind Uplifter tool. Users scan their faces and answer questions on their mood before and after exercise, and the tool then measures the difference.
- **Empowering neighbourhoods** to unite to get better deals is a rising trend in Asia that we expect to see spread globally next year, particularly in retail. Otipy, for example, is India's largest social commerce platform for groceries, connecting consumers with farmers via small-scale sellers through WhatsApp group chats.
- Expect more strategies in 2022 designed to **level the playing field** – from e-marketplaces for adaptive products, to ads that everyone can access. **With less than 1% of TV ad time globally portraying people with disabilities, despite one billion people worldwide living with some form of disability** (Nielsen, 2021), this is particularly crucial.

## March 2022: The Story So Far

Free app Street Tag is currently being trialled by several UK local councils. It allows participants to form virtual teams with friends and family and earn points for movement, like playing sports or walking, and climb up their community's leader board. Users can also raise funds for charity by opting into a monthly Health Tag Challenge.

## September 2022:

British soft drink brand Lucozade redesigned a community pitch in Salford, Manchester to support grassroots sports and promote gender equality during the UEFA Women's Euro 2022. The centre of the turf featured phrases like 'A player is a player', 'Sacrifice is sacrifice' and 'Team England is team England'.



## Trend 06

# Revitalising Localism

## The Forecast

We saw localism – the consumer shift towards more grassroots, community engagement – grow over the last two years. Expect to see that continue as it features even more heavily across retail, fashion, and many other industries in 2022.

## How will this trend manifest?

- **Staycationers** will continue to use their first-hand knowledge of their own countries and cultures to unearth meaningful, community-fuelled experiences. Ongoing measures to **counterbalance overtourism** will also propel adventurers towards **overlooked local destinations**.
- In product design and production, smart brands will **refresh the relevance of the traditional indicators of luxury**. By collaborating with local craftspeople, we'll see them establishing luxury associations with the **desire for sustainability** and **aversion to cookie-cutter design** to keep up with modern consumer attitudes.
- We'll also see **collaborations with local craftspeople** on homeware and appliances to cater to **custom preferences**, too. Italian coffee machine manufacturer La Marzocco's Australian headquarters partnered with Melbourne-based studio Specht Design to craft custom-designed coffee machines. Buyers can pick and choose features and components, with one even opting to incorporate a repurposed vintage Chanel tweed suit into their design.

## March 2022: The Story So Far

Sao Paulo's new Rosewood hotel has paintings, drawings, sculptures and murals from 57 local artists covering the walls, floors, guestrooms, windows and elevators for a completely immersive and collaborative experience. Pieces include a colourful geometric mural by famed Sao Paulo street artist Caligrapixo, a stained glass window by Brazilian visual artist Vik Muniz, and a collection of intricate drawings throughout the rooftop foyer by Brazilian artist Virgilio Neto.

## September 2022:

India's Tega Collective – spearheaded by designer Niha Elety – is spotlighting south Indian textiles and the intricate craft of Lambani embroidery. The brand emphasises a fashion culture that is built around slow, sustainable craft.



## March 2022: The Story So Far

The British Royal National Institute of Blind People has collaborated with national newspaper Metro to highlight accessibility in print media with the release of a Braille cover page. Inside the cover is a QR code where readers can find out more about how people who are blind or partially sighted see things differently.

## September 2022:

US media company Snap has launched its ASL Alphabet lens, which uses machine learning to recognise users' hand gestures. Stepping up accessibility in visual social messaging, the update is not only useful for people with hearing loss, but also helps others learn sign language via a series of guides and games.

## Trend 07

# Empowering Every Body

## The Forecast

The loudening consumer call for diversity everywhere will hit fever pitch in 2022. This will encourage brands to not only unpack what it truly means to be an inclusive business, but also how to better address the needs of different demographics and celebrate underrepresented cultures.

## How will this trend manifest?

- By 2030, the World Health Organization estimates that **two billion people worldwide** will require access to at least one **assistive technology**. Next-gen hearing aids, wearable robotics and AI-assisted smart glasses are poised to transform the lives of people with disabilities.
- Fashion brands are finally giving diversity, equity and inclusion the attention they demand. In 2022, we expect to see some **exciting and authentic developments** from mainstream players – like US luxury department store Nordstrom with its Found in Translation edit. The collection features **diverse brands, inclusive representation**, and donates part of its profits to KIND (Kids in Need of Defence).
- We'll see more businesses making it easier to purchase and use **products created by and for diverse voices**. Leading the way are The Phluid Project, a fashion platform that showcases gender-free brands; and Thirteen Lune, an e-commerce site that sells products from brands founded by Black, Indigenous and people of colour.

## Trend 08

# Self-Sufficient Solutions

## The Forecast

The aftershocks of living through pandemic-era stockpiling, product scarcities and financial uncertainty had a big impact, and people are revisiting their perceptions of 'worth' and 'value', alongside their newfound 'lived experience' of what is essential. A pragmatic and resourceful approach to living, working and recreation will be significant in 2022, and brands will embrace stripped-back simplicity.

## How will this trend manifest?

- People with few culinary skills and little time to cook will still want to prepare tasty, nutritious meals, and **61% of consumers said they'd like to continue cooking at home post-pandemic** (GlobalData, 2020). So they'll need help and **manageable workarounds** – which creates a healthy gap for shrewd brands to fill with **hack-heavy cook books** like Ruby Tandoh's *Cook As You Are: Recipes for Real Life, Hungry Cooks & Messy Kitchens*, as well as more **freezer-friendly foods**.
- Brands that belong in the kitchen will need to work harder to make life easier. Prepare to see a more **forgiving, flexible and humanised approach** to meal prep and pantry management that also ticks the wellness and sustainability boxes with eco-friendly packaging.

## March 2022: The Story So Far

US fintech start-up Bolt will give its employees Fridays off on a more permanent basis, after a trial last year revealed an overwhelmingly positive staff response. 87% reported they had a better work-life balance, and 90% felt they were more efficient with their time.

## September 2022: The Story Continues

German grocery delivery service Gorillas has launched its first private-label line, which uses paper and recycled packaging, and sources its products from sustainable manufacturers where possible. The 50-strong range – available in Germany, France, the UK, and the Netherlands – includes spreads, cold cuts, cheese, coffee, beer, fresh pasta, and savoury snacks.



## Trend 09

# The New Experience Economy

## The Forecast

With hybrid working here to stay, we'll see a rise in innovation around how retail, co-working, leisure and hospitality can all be better connected. This will spur a new era for retail's third spaces that will revalidate physical brand environments.

## How will this trend manifest?

- **Work-life balance** is arguably becoming harder to maintain, so **serene spaces** that provide respite and space to **mentally recharge** will be welcomed by stressed-out shoppers. Just take Norwegian writing tablet start-up reMarkable's library-inspired pop-up shop, which even has acoustic panels covering the walls for extra calm.
- People will continue to pursue **self-optimisation** through learning and developing skills, and asking for a better **understanding of the products they buy**. Expect to see the fashion industry stepping up here in particular next year, with a focus on repaired and repurposed garments.
- With digital consumption and screen time rising, the **lines between lifestyle and media will blur**. Luxury brands will move into different sectors, like entertainment, to capitalise on fleeting fanbases.

## March 2022: The Story So Far

P&G presented its non-shoppable, education-prioritising BeautySphere. The desktop-only digital experience lets fans explore its brand portfolio via meaningful video content, livestreamed panel discussions and gamified challenges.

## September 2022: The Story Continues

Selfridges London's in-store partnership with Dutch "sensory reality" specialists Sensiks caters to curiosity around psychedelics via the use of cutting-edge technology. Visitors spend 10 minutes in pods equipped with bespoke fragrances, infrared light, and heat and sound sensors to induce an otherworldly 'trip'-like sensation.

## Trend 10

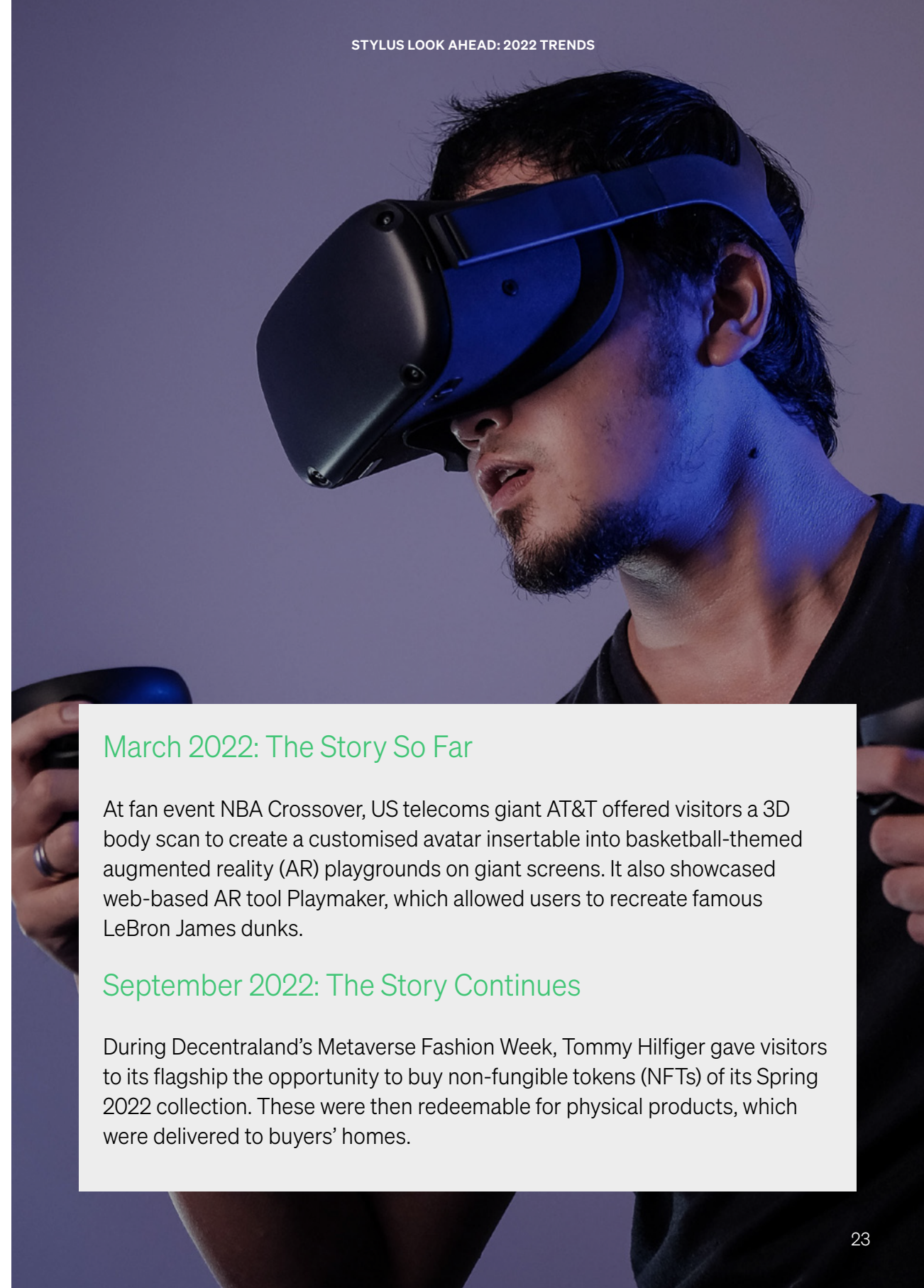
# Meeting in the Metaverse

## The Forecast

Next year, the race to build the metaverse – a shared, interactive virtual space – will accelerate, and leave brands questioning what their role is in this new world.

## How will this trend manifest?

- **Adapting** content for all contexts across the metaverse will be key for **partnership strategies** next year. Take inspiration from Gucci, which teamed up with gaming world Roblox, and sold a digital bag for 162% of its 'real-world' price.
- In the past year, **65% of Gen Zers have spent money on virtual items within a game** (YMS, 2021). But digital goods will **break out of gaming** and spread into the mainstream – so we'll see brands unleashing **proprietary assets** and **virtual spaces** in response.
- As of September 2021, **\$80.4bn was locked in different decentralised finance (DeFi) applications** (The Block, 2021). Next year, clunky first-draft crypto-currency concept technologies in this space will give way to more **sophisticated, consumer-friendly** ones, giving digital goods **tangible value**.



## March 2022: The Story So Far

At fan event NBA Crossover, US telecoms giant AT&T offered visitors a 3D body scan to create a customised avatar insertable into basketball-themed augmented reality (AR) playgrounds on giant screens. It also showcased web-based AR tool Playmaker, which allowed users to recreate famous LeBron James dunks.

## September 2022: The Story Continues

During Decentraland's Metaverse Fashion Week, Tommy Hilfiger gave visitors to its flagship the opportunity to buy non-fungible tokens (NFTs) of its Spring 2022 collection. These were then redeemable for physical products, which were delivered to buyers' homes.



2022 is drawing to a close, what will next year look like?

## Stylus Look Ahead 2023. Coming soon.






Talk to a member of our team [here](#) to discuss how Stylus can help your business capitalise on these trends next year.

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