

# Health & Wellbeing

Trend Report for Little Diversified Architectural Consulting

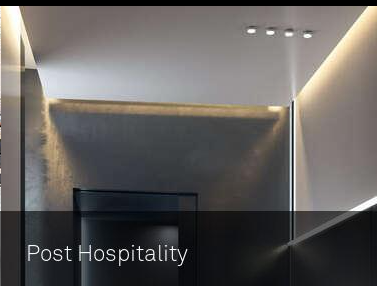
09.10.20



Senior Infrastructure



School Safety



Post Hospitality



Sleep Innovation



Antibacterial Travel

**LITTLE**  
ENHANCED ARCHITECTURAL CONSULTING

**Prepared for:**

James Farnell

**Prepared by:**

Amrit & Courtney

**Delivered on:** 10/9/20

**Briefing:** This report takes a look at the ways in which the H&W industry continues to grow and morph from physical to virtual spaces. We'll observe how H+W is impacting our daily rituals and helping us navigate our 'new normal' (citing examples from a wide variety of sectors from Antibacterial Travel to Senior Infrastructure & School Safety). However beyond the physical state of the body, mind and the environment, we'll explore the emotional needs of people that must now be considered through more holistic design practices.

**Takeaway:** This report takes an approach that examines health and wellbeing from today's lived experiences. We see how folks are orienting themselves through a lens of H+W as they find themselves spending unparalleled time in their homes. More broadly, we see how this industry continues to develop to accommodate innovation in user needs and technology.

## Top Insights



### **Senior Infrastructure** *Designers & developers are making spaces friendlier for older demographics*

**Trend** - City infrastructure is being adapted to accommodate the senior community through design-forward features that motivate activity, preserve health and safety, or simply allow for intermittent rest. These developments show a commitment to making spaces more accessible. **Insight** - Many senior citizens are emphasizing their desire for independence, both in public and private spaces, and this prompts a demand that advocates for more accessible designs within the city environment. When this is taken into consideration and the accessibility needs of an older demographic met, consumers become increasingly confident and comfortable to be active outdoors, ultimately allowing them to combat feelings of loneliness which tend to be common for the senior community.



### **School Safety** *Schools are updating their classrooms to ensure safety in the COVID-19 era*

**Trend** - Schools are implementing new measures for health and safety in classrooms. From desk with barriers to tools for sanitization, these new features are designed to protect students while they physically partake in class. **Insight** - Many parents and their children are experiencing high levels of anxiety as schools reopen, requiring full or some physical attendance from students. In order to alleviate this stress, consumers are surveying the solutions and measures that educational institutions are taking in order to maintain and monitor the health and safety of children. When these expectations are met, individuals can move forward with some peace-of-mind as they adjust to life in the "new normal."



### **Post Hospitality** *The hospitality industry is making changes to accommodate post-pandemic health*

**Trend** - The hospitality industry will take some time to fully recover from the economic hits it's taken as a result of the COVID-19 pandemic, but its gearing up for an uptick in demand anyway. New measures and products that prioritize safety and sanitization are increasingly important to businesses and customers in this space. **Insight** - As consumers look to resume their normal lives pre-pandemic, the psychological impact from experiencing the worst of the pandemic will still affect their consumption behaviors. These individuals are turning to brands that prioritize safety as much as they do experience and service, so they can feel comfortable in the process of resuming everyday life.



### **Sleep Innovation** *Anti-snoring products and tools support people who snore in their sleep*

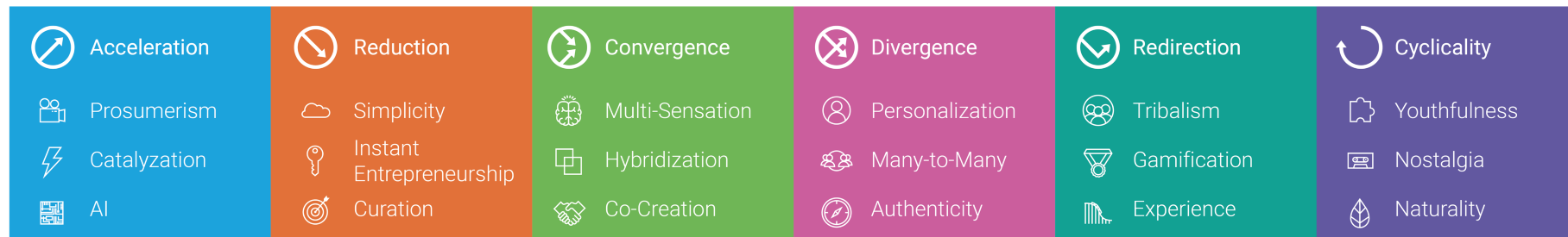
**Trend** - Innovations in the sleep industry have made it so people who deal with snoring are able to remedy it with specialty products designed to improve breathing during sleep. These products help avoid the disruptions and health issues that can come as a result of snoring. **Insight** - Consumers are increasingly concerned with products and services that offer health benefits as they seek out well-rounded lifestyles that improve their mental and physical wellbeing. Products that are able to do this while fitting seamlessly into consumers' routines are especially appealing.

# Getting the Most out of Your Custom Report

**Purpose:** Trend Hunter's Custom Reports are designed to inspire innovation by exposing you to hand-selected content related to your brand, specific projects, future-scoping, adjacent categories and more.

As you go through the report, remember to ask yourself:

- 1 What could this insight or innovation mean for my brand specifically?
- 2 How might these insights make you think about the consumer differently?
- 3 How do these trends ladder up to Trend Hunter's Megatrends, or any other Megatrends I'm familiar with?



For more info on Trend Hunter's methodology, check out the Appendix section.

# Consumer Insights

## Overlooked Opportunities & Examples

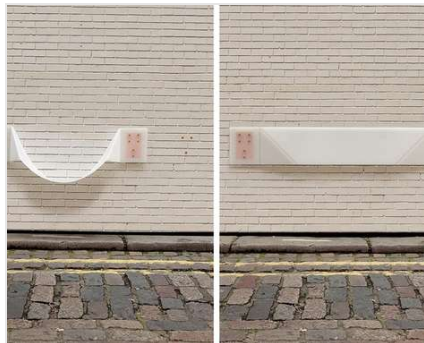
Trend Hunter's Insights highlight the what and why of major industry shifts. They are split into two sections: the trend section, which identifies a new opportunity in a given industry, and the insight section, which explores the specific target consumer's motivations, attitudes, beliefs and ultimately tension behind that opportunity. They are built on a foundation of Trend Hunter's crowdsourced trend examples, clustered together by underlying patterns.

# Senior Infrastructure

## Designers & developers are making spaces friendlier for older demographics

**Trend** - City infrastructure is being adapted to accommodate the senior community through design-forward features that motivate activity, preserve health and safety, or simply allow for intermittent rest. These developments show a commitment to making spaces more accessible.

**Insight** - Many senior citizens are emphasizing their desire for independence, both in public and private spaces, and this prompts a demand that advocates for more accessible designs within the city environment. When this is taken into consideration and the accessibility needs of an older demographic met, consumers become increasingly confident and comfortable to be active outdoors, ultimately allowing them to combat feelings of loneliness which tend to be common for the senior community.



### Ultra-Flat Wall-Mounted Chairs

The 'Flair' Chair Stays Completely Out of the Way When Not in Use



### Social Distancing Visitation Pods

'The Social Contact Pod' Mitigates Contamination Risks



### Seat-Integrated Stairwell Handrails

The 'Rest For A While' Staircase Offers a Place to Sit



### Senior-Focused Exercising Parks

This Senior Exercise Park Was the Result of Community Engagement

8.1  
Score

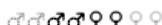
Popularity



Activity



Freshness



Experience



Catalyzation

4 Featured, 36 Examples

119,552 Total Clicks

URL: [Hunt.to/433419](https://Hunt.to/433419)



Advisor Pick

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# School Safety

Schools are updating their classrooms to ensure safety in the COVID-19 era

**Trend** - Schools are implementing new measures for health and safety in classrooms. From desk with barriers to tools for sanitization, these new features are designed to protect students while they physically partake in class.

**Insight** - Many parents and their children are experiencing high levels of anxiety as schools reopen, requiring full or some physical attendance from students. In order to alleviate this stress, consumers are surveying the solutions and measures that educational institutions are taking in order to maintain and monitor the health and safety of children. When these expectations are met, individuals can move forward with some peace-of-mind as they adjust to life in the "new normal."



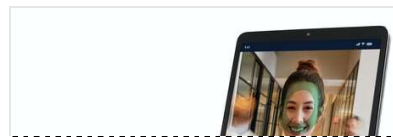
## Classroom Safety Partitions

The Bluemap Design x ClearSpace Safety Barriers Protect Pupils



## Space-Sanitizing Fog Machines

The Gecco Gropo I Disinfectant Fogger Quickly Cleans and Sanitizes



## Automated Temperature Screening Solutions

The 'SafeGate' is Simple and Low-Cost to Implement



## School Reopening Safety Measures

Toronto's Havergal College Employs Strict COVID-19 Measures

7.2  
Score

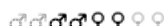
Popularity



Activity



Freshness



Experience

Catalyzation

4 Featured, 36 Examples

51,644 Total Clicks

URL: [Hunt.to/437068](https://Hunt.to/437068)

★ Advisor Pick

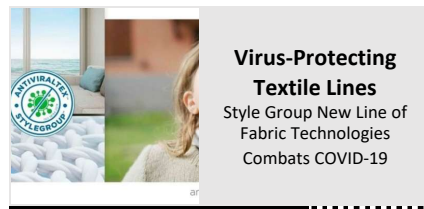
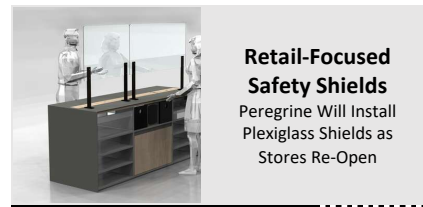
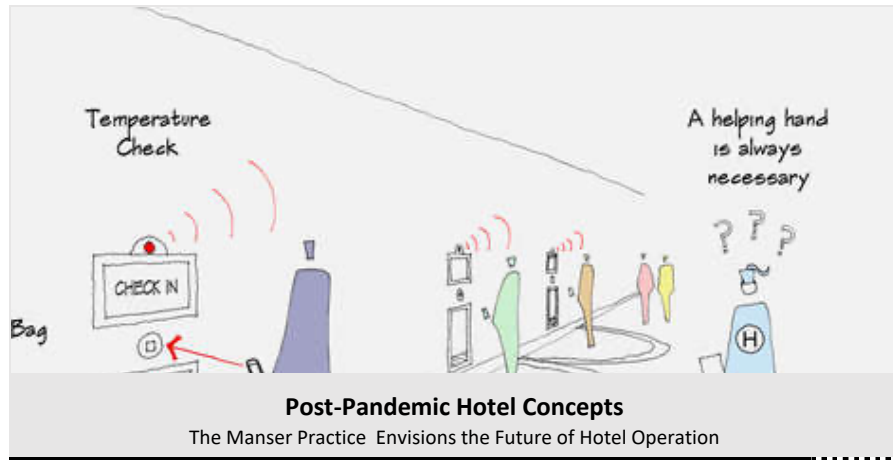
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# Post Hospitality

The hospitality industry is making changes to accommodate post-pandemic health

**Trend** - The hospitality industry will take some time to fully recover from the economic hits it's taken as a result of the COVID-19 pandemic, but its gearing up for an uptick in demand anyway. New measures and products that prioritize safety and sanitization are increasingly important to businesses and customers in this space.

**Insight** - As consumers look to resume their normal lives pre-pandemic, the psychological impact from experiencing the worst of the pandemic will still affect their consumption behaviors. These individuals are turning to brands that prioritize safety as much as they do experience and service, so they can feel comfortable in the process of resuming everyday life.



7.7  
Score



Hybridization  
Catalyzation

5 Featured, 43 Examples  
75,098 Total Clicks  
URL: [Hunt.to/432925](https://hunt.to/432925)

★ Advisor Pick



# Sleep Innovation

## Anti-snoring products and tools support people who snore in their sleep

**Trend** - Innovations in the sleep industry have made it so people who deal with snoring are able to remedy it with specialty products designed to improve breathing during sleep. These products help avoid the disruptions and health issues that can come as a result of snoring.

**Insight** - Consumers are increasingly concerned with products and services that offer health benefits as they seek out well-rounded lifestyles that improve their mental and physical wellbeing. Products that are able to do this while fitting seamlessly into consumers' routines are especially appealing.



### Soothing Anti-Snoring Pillows

The Doctor Pillow Copper Gel Pillow Has a Seven-in-One Design



### Smart Anti-Snoring Muscle Simulators

Snore Circle's New Product Uses Micro Electric Pulsing



### Adjustable Snoring Prevention Pillows

The CarbonIce Air Anti-Snoring Pillow is Comfort-Focused



### Supportive Anti-Snoring Pillows

The 'Pillow Cube PRO' Comes in Three Thickness Levels

7.7  
Score

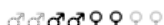
Popularity



Activity



Freshness



Experience

4 Featured, 31 Examples

33,261 Total Clicks

URL: [Hunt.to/437229](https://Hunt.to/437229)



# Antibacterial Travel

## Travel products are designed with antibacterial materials and functions

**Trend** - Items designed for on-the-go use are incorporating antibacterial properties as heightened hygiene remains an ongoing part of consumers' routines. With COVID-19 still being a threat to public health, everything from copper-threaded facemasks to disinfecting backpacks are being used to limit exposure to the virus.

**Insight** - As most of the world carefully reopens businesses and tries to resume life as normally as possible, there still exists a public health threat that both institutions and consumers are well aware of. While consumers are aware that they can't remain in quarantine limbo forever, they're also more cognizant of their personal hygiene habits than ever before. Thus, they're turning to brands that take these issues just as seriously as they do.



### Antiviral Smart Textile Masks

Myant Launched a Mask Knitted from Copper and Silver Yarns



### Gear-Sanitizing Backpacks

The 'Hygiene20' Smart Sanitizing Backpack Has a UV-C Light Inside



### Antibacterial Copper-Infused Face Masks

The 'CSC01 COPPER SHIELD' Face Mask Kills Germs on Contact



### Folding Travel-Friendly Car Seats

The 'Taxie' Child Car Seat Offers Impressive Protection

8.7  
Score

Popularity



Activity



Freshness



Hybridization

Catalyzation

4 Featured, 36 Examples

131,474 Total Clicks

URL: [Hunt.to/434616](https://hunt.to/434616)

# Appendix

## Get More From Your Experience

Your Trend Hunter custom reports are tailored to you using the world's most advanced, most powerful trend platform. Your dedicated advisor can help you get the most of it. This appendix shows you a few of the options that you have at your disposal and how other top-tier innovators rely on our service in different ways that could help you be more successful with less effort.

# Your Contacts & Additional Services



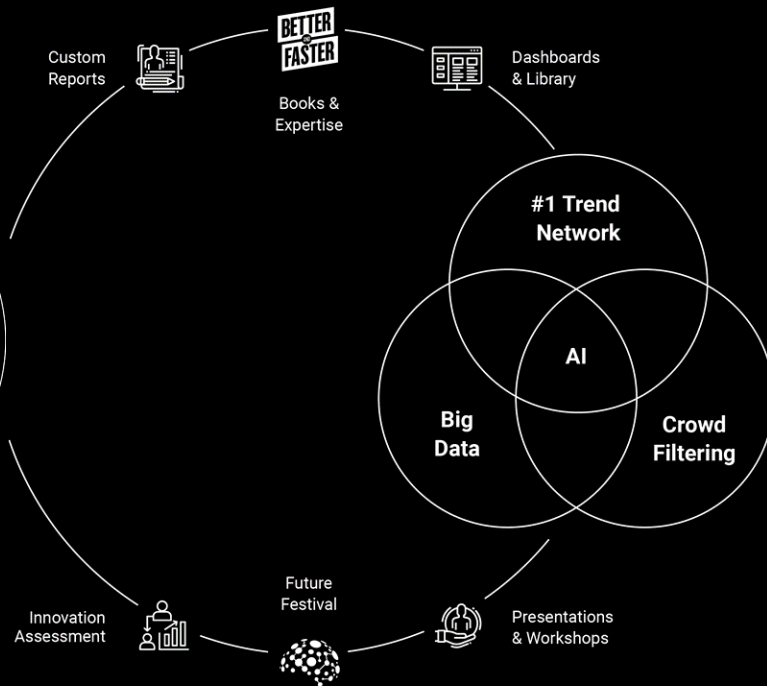
**YOUR SUCCESS  
STRATEGIST**

**Alisha Ellis**  
alisha@trendhunter.com



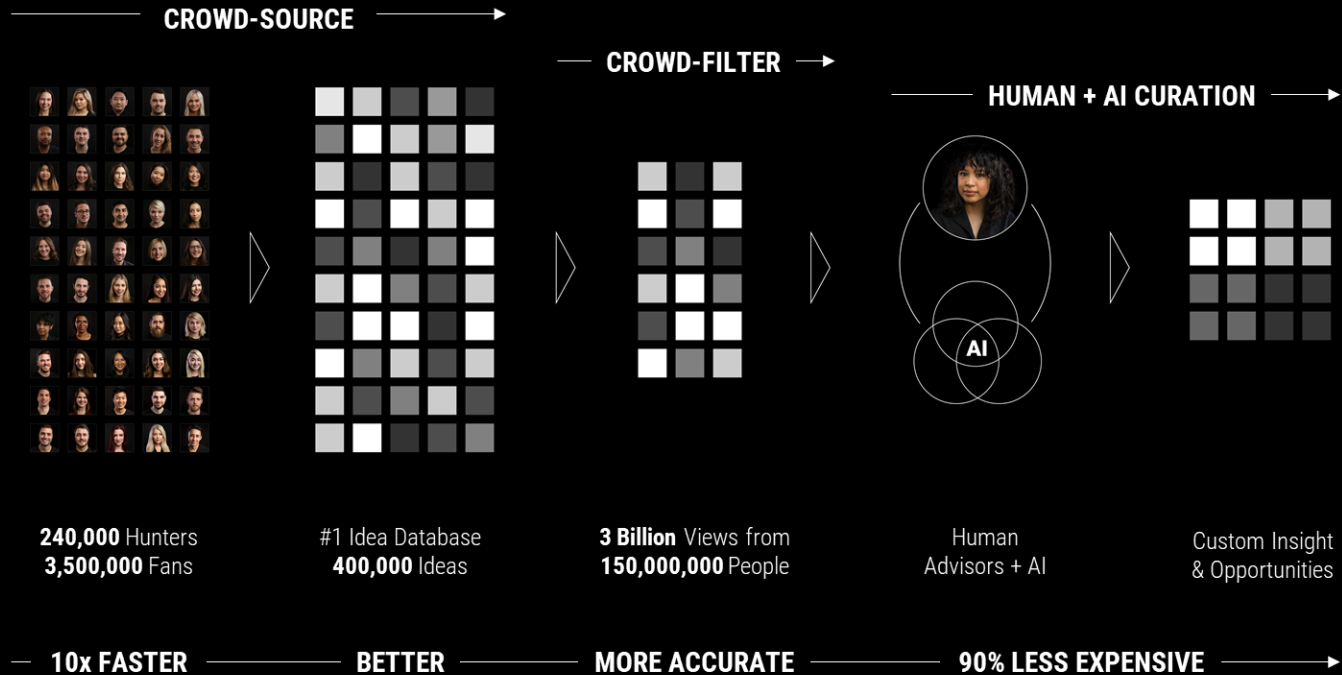
**YOUR DEDICATED  
ADVISOR**

**Mary Van Puymbroeck**  
mary@trendhunter.com



Over the last 15 years, we built the largest trend platform, leveraging crowd-sourcing, crowd-filtering, AI and humans to cut through the noise and uncover opportunity **faster!**

# Our Process



# Megatrend Matrix

 <p><b>Acceleration</b></p> <ol style="list-style-type: none"> <li>1. Perfecting One Thing</li> <li>2. Aspirational Icon</li> <li>3. Exaggerated Feature</li> <li>4. Reimagined Solution</li> </ol>	 <p><b>Prosumerism</b></p> <p>From user-generated content to maker culture, today's consumers are content creators and experts.</p>	 <p><b>Cyclicity</b></p> <ol style="list-style-type: none"> <li>1. Retro + Nostalgia</li> <li>2. Generational</li> <li>3. Economic + Seasonal</li> <li>4. Repetitive Cycles</li> </ol>	 <p><b>Nostalgia</b></p> <p>Fond memories fuel a desire to bring the past into the present, especially with respect to one's formative years.</p>
 <p><b>Catalyzation</b></p> <p>Brands have taken a role of accelerating the personal development of consumers.</p>	 <p><b>AI</b></p> <p>We are entering a transformative new era, denoted by an exponential growth in data, robotics and intelligence.</p>	 <p><b>Naturality</b></p> <p>The desire for sustainable products, including local, organic, recyclable and pronounceable ingredients.</p>	 <p><b>Youthfulness</b></p> <p>The world is becoming more playful, driven by generations not ready to grow up, including Boomers who desire a more active, enriched life.</p>
 <p><b>Reduction</b></p> <ol style="list-style-type: none"> <li>1. Specialization</li> <li>2. Fewer Layers + Efficiency</li> <li>3. Crowdsourcing</li> <li>4. Subscription</li> </ol>	 <p><b>Instant Entrepreneurship</b></p> <p>New services make it easier than ever to conceptualize, fund, launch and companies.</p>	 <p><b>Redirection</b></p> <ol style="list-style-type: none"> <li>1. Refocusing</li> <li>2. Reversing</li> <li>3. Surprising</li> <li>4. Gamifying</li> </ol>	 <p><b>Tribalism</b></p> <p>Allegiant groups are more readily formed around specific interests, causes and even brands.</p>
 <p><b>Curation</b></p> <p>Hyper-targeted offerings, services, subscriptions and recommendations to simplify lives with better things.</p>	 <p><b>Simplicity</b></p> <p>In a fast-paced, cluttered world, simplicity stands out, resulting in focused businesses &amp; clean design.</p>	 <p><b>Gamification</b></p> <p>The application of game dynamics to real-world problems results in a world that's more competitive and engaging.</p>	 <p><b>Experience</b></p> <p>In a world abundant with 'stuff', experience becomes a more important currency and life priority.</p>
 <p><b>Convergence</b></p> <ol style="list-style-type: none"> <li>1. Combining + Layering</li> <li>2. Adding Value</li> <li>3. Co-Branding + Aligning</li> <li>4. Physical + Digital</li> </ol>	 <p><b>Multisensation</b></p> <p>Tech, AR, VR and interactive experiences are raising our expectations in the realms of entertainment, retail and even food.</p>	 <p><b>Divergence</b></p> <ol style="list-style-type: none"> <li>1. Personalization, Customization</li> <li>2. Status + Belonging</li> <li>3. Style + Fashionizing</li> <li>4. Generational Rebellion</li> </ol>	 <p><b>Authenticity</b></p> <p>Social media and a resistance to traditional advertising have created a desire for authenticity and reality.</p>
 <p><b>Co-Creation</b></p> <p>Brands, products, services and consumers are increasingly co-creating an interdependent world.</p>	 <p><b>Hybridization</b></p> <p>Lines are blurring as business models, products and services merge to create unique concepts and experiences</p>	 <p><b>Personalization</b></p> <p>Small batch production technologies and more personalized media are creating an expectation for personalization.</p>	 <p><b>Many-to-Many</b></p> <p>A mass proliferation of sellers and media creators has shifted the world to a many-to-many economy.</p>

## Understanding Content Classification & Article Scoring

Below, you'll find an overview of the different types of content featured in our trend reports, as well as a breakdown of our scoring system that's used to evaluate the performance of the content in your report.

**Retro Electric**  
Manufacturers are updating vintage vehicles to have electric capabilities.

**8.8**  
Popularity  
Activity  
Freshness

**Retro Hybrid Electric Watercrafts**  
The latest in vintage boats that can be powered by electric motors.

**Custom Vintage Electric Car**  
A custom-built electric car that looks like a classic Ford Mustang.

**Retro Car-inspired eBikes**  
Electric bikes that look like classic cars.

**Electrically Rebuilt Classic Cars**  
Classic cars that have been converted to electric.

### Consumer Insights:

The what and why of major industry shifts. Consumer Insights are split into two sections: the trend section and the insight section.

**Expedition Camper Vehicles**  
The Expedition Camper is a new type of vehicle that can be used for camping and travel.

**9.2**  
Popularity  
Activity  
Freshness

**Expedition Camper Vehicle**  
A new type of vehicle that can be used for camping and travel.

### Specific Examples:

Carefully selected individual innovations to provide more in-depth analysis.

**Top Lists**

Top Lists are collections of products, services or concepts created according to a common theme. They provide additional content and potential new perspectives on the topic we've explored in your report. Our team and software have created tens of thousands of Top Lists, which you can track and filter at [TrendHunter.com/toplists/](#).

**Top 100 Travel Trends in 2019**  
The top 100 travel trends in 2019.

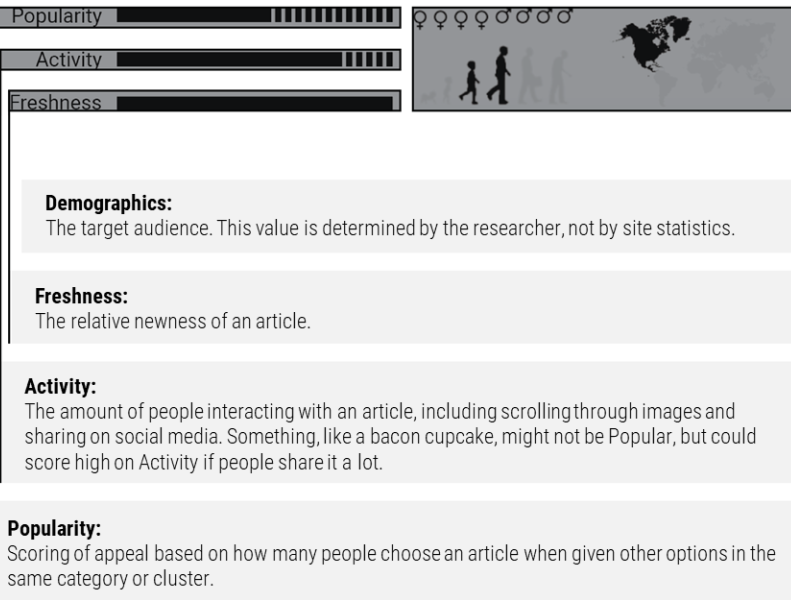
**Top 100 Food Trends in December**  
The top 100 food trends in December.

**Top 30 Pet Innovations**  
The top 30 pet innovations.

### Clustered Lists:

Collections of related examples to broaden your perspective and expose you to adjacent opportunities.

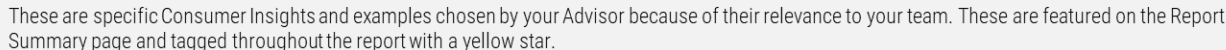
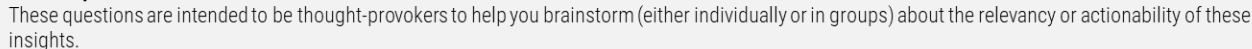
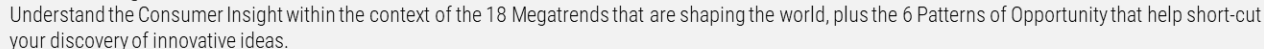
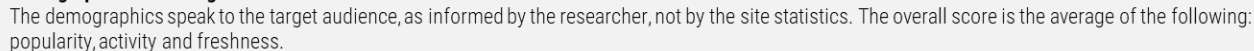
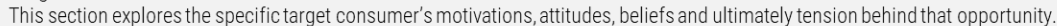
**8.8**  
Score



### Overall Score:

All scores translate into percentiles (8.8 = 88th percentile) and overall score is the average of Popularity, Activity and Freshness.

Consumer Insights are high-level, over-arching patterns that often span different industries in scope. They focus on external and internal consumer factors that are motivating trends.





## Want More?

Gain access to additional Consumer Insights  
and Custom Research by contacting your  
advisor or **[TrendReports@TrendHunter.com](mailto:TrendReports@TrendHunter.com)**