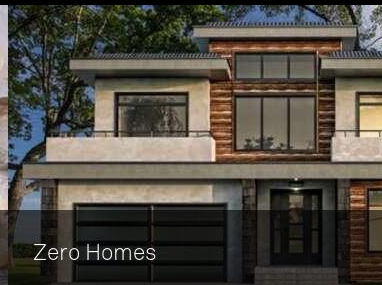
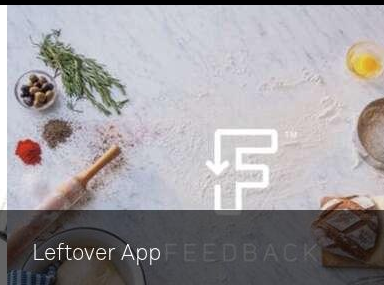
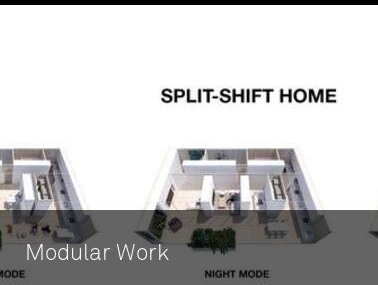


Creative Reuse

Trend Report for Little Diversified Architectural Consulting

10.01.21





Prepared for:

Rich Glenny

Prepared by:

Mary

Delivered on: 10/1/21

Briefing: Diving into the world of modular design, reusability and the circular economy.

Takeaway: As consumers in North America spend more time at home, home design has become a growing industry. DIY and cost-accessible options are the standard choice for those who can't afford home redesigns and renovations, and brands are increasingly catering to this growing need among customers.

Top Insights



Zero Homes *Net zero homes are becoming more accessible with modular construction designs*

Trend - Construction brands are making net-zero homes more accessible with modular and prefab designs. These homes are created without producing any carbon emissions through renewable energy and recycled materials. **Insight** - The devastating effects of climate change are now well documented, and many consumers accept that human activities are to blame. As a result, many feel a responsibility to the environment and are looking to reduce their ecological footprint in both their day-to-day activities and large-scale purchases. Thus, brands that offer accessible and affordable products designed to "do no harm" will appeal to eco-conscious consumers.



Reversible Design *Sustainable practices are becoming more commonplace for architects and designers*

Trend - With sustainability as a top priority, architects and designers are embracing different eco-friendly concepts. "Reversible design" is the architecture of structures that can be easily deconstructed, reused, or where parts can be removed and added easily. **Insight** - Contemporary consumers are wary of the impending consequences of climate change and a large number of them are increasingly aware that simply shifting their lifestyle and practicing ecological mindfulness are likely not enough. As a result, many are increasingly demanding that brands and creators take the environment into consideration. In doing so, individuals feel more at ease and proud of their advocacy for a better future.



Modular Work *Home office systems with modular designs make spatial adaptation easier*

Trend - Modular home office systems are becoming more popular as working from home has become the norm since COVID-19 was declared a pandemic. These systems allow for consumers to build offices at home in ways that are simple and spatially functional. **Insight** - As consumers have now grown accustomed to some of the ways their lives have changed over the course of the last year, some of these transitions they now understand as being long-term lifestyle changes. Thus, they're more likely to invest in products and services that help them maintain their new lifestyles.



Leftover App *Restaurants and businesses are posting their surplus menu items on meal pick-up apps*

Trend - Tech developers are launching meal pick-up apps that curb food waste and offer more accessible price points. These mobile applications allow restaurants and cafes to post their excess menu items with a discount and time windows for pick-up during off-peak hours and before closing. **Insight** - Contemporary consumers are increasingly sensitive to challenging issues that are having long-term negative effects on the planet and on society at large. Conscious about resource depletion and inaccessibility, as well as pollution, individuals are channeling their empathy by looking into ways to consume products and services more ethically. This, in turn, gives them some peace of mind about their purchases.

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.

Modular Work

Home office systems with modular designs make spatial adaptation easier

Trend - Modular home office systems are becoming more popular as working from home has become the norm since COVID-19 was declared a pandemic. These systems allow for consumers to build offices at home in ways that are simple and spatially functional.

Insight - As consumers have now grown accustomed to some of the ways their lives have changed over the course of the last year, some of these transitions they now understand as being long-term lifestyle changes. Thus, they're more likely to invest in products and services that help them maintain their new lifestyles.



Isolation-Focused Office Furniture
The Iso Work Lounge Supports Safety & Privacy in Public Spaces



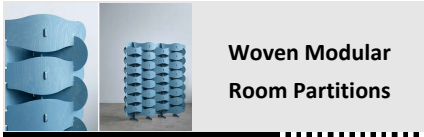
Customizable Workplace Desks
The Conceptual 'Deskto' Modular Workspace Furniture Meets User Needs



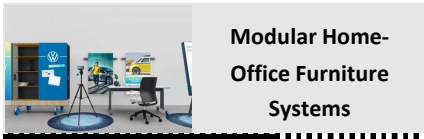
Modular WFH Systems
The AD-APT Modular System Changes Apartments for Play, Work & Cooking



Modular Posture Support Workstations



Woven Modular Room Partitions



Modular Home-Office Furniture Systems

7.6
Score



Personalization

6 Featured, 53 Examples
143,045 Total Clicks
URL: Hunt.to/452187

Leftover App

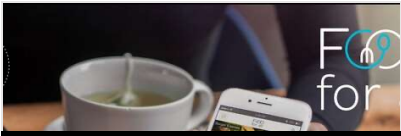
Restaurants and businesses are posting their surplus menu items on meal pick-up apps

Trend - Tech developers are launching meal pick-up apps that curb food waste and offer more accessible price points. These mobile applications allow restaurants and cafes to post their excess menu items with a discount and time windows for pick-up during off-peak hours and before closing.

Insight - Contemporary consumers are increasingly sensitive to challenging issues that are having long-term negative effects on the planet and on society at large. Conscious about resource depletion and inaccessibility, as well as pollution, individuals are channeling their empathy by looking into ways to consume products and services more ethically. This, in turn, gives them some peace of mind about their purchases.



Toronto-Specific Food Waste-Reducing Apps
The FeedBack App Reduces Prices & Impacts on the Planet



Heavily Discounted Food Apps
Food for All is Good for the Environment and Your Wallet



Food Waste-Preventing Ordering Apps
goMkt Fights the Food Crisis with Convenience & Mindfulness



Award-Winning Food Waste-Saving Apps
Too Good To Go Connects Consumers with Restaurant Leftovers



Simplicity
Catalyzation

4 Featured, 13 Examples
16,307 Total Clicks
URL: Hunt.to/451892

Zero Homes

Net zero homes are becoming more accessible with modular construction designs

Trend - Construction brands are making net-zero homes more accessible with modular and prefab designs. These homes are created without producing any carbon emissions through renewable energy and recycled materials.

Insight - The devastating effects of climate change are now well documented, and many consumers accept that human activities are to blame. As a result, many feel a responsibility to the environment and are looking to reduce their ecological footprint in both their day-to-day activities and large-scale purchases. Thus, brands that offer accessible and affordable products designed to "do no harm" will appeal to eco-conscious consumers.



Modular Net Positive Homes

S2A Modular Creates Cost-Effective, Eco-Friendly Modular Homes



Net Zero Housebuilding Strategies

Architects Proposes New Eco-Friendly Building Concepts



Net-Zero American Showhomes

LG Electronics Created Two State-of-the-Art Net-Zero Homes



Luxury Net Zero Homes

Sifton Properties to Build a Net Zero Home in London, Ontario

8.0
Score

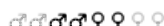
Popularity



Activity



Freshness



Simplicity



Personalization

4 Featured, 35 Examples

102,003 Total Clicks

URL: Hunt.to/451900

★ Advisor Pick

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Climate Prefab

Prefabricated homes are being designed with climate and natural disasters in mind

Trend - Prefab residences are now being designed to account for the consequences of climate change and natural disasters, with everything from designs that accommodate flooding to those that are earthquake-proof.

Insight - Consumers around the world are increasingly aware of how climate change will affect weather patterns in the future. Because of this, many are choosing to invest in both micro and macro solutions that both lessen their personal impact on the environment, and that might protect them from some of the consequences of climate change in the future.



Prefab Earthquake-Proof Tiny Homes
The Nestron 'Cube One' Offers 156-Square-Foot of Living Space



Smart Self-Powered Homes
The Dvele 'Software-Defined Home' Boasts the DveleIQ Software Platform



Modular Floating Prefabricated Homes
Kodasema's Floating Residence is Quite Convenience-Focused



Modular Water Dwellings
Grimshaw and Concrete Valley Develop Climate Change-Proof Concepts

8.5
Score

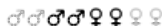
Popularity



Activity



Freshness



Hybridization

Catalyzation

4 Featured, 35 Examples

218,547 Total Clicks

URL: [Hunt.to/448511](https://hunt.to/448511)

Embodied Carbon

New building designs consider the environmental cost from start to end-of-life

Trend - Brands in construction are now taking steps to accurately understand the building's environmental impact through an "embodied carbon" lens. Embodied carbon refers to the total carbon footprint of the materials used throughout the supply chain—from extraction and manufacturing through to the landfill or recycling plant.

Insight - In the wake of climate change, information has emerged about the detrimental environmental impacts of various production and consumption methods. Brands are no longer doing enough by simply taking a product's production into consideration but must consider its end-of-life cycle. Conscious consumers are now demanding brands identify these blind spots in production to help tackle climate change.



Low Embodied Carbon Wood Stadiums
The Forest Green Rovers Eco Park stadium is Crafted from Wood



Sustainable 3D Printed Habitats
WASP Debuts TECLA, a New Circular Model of Housing



Open-Source Embodied Carbon Apps
The Structural Carbon Tool Calculates & Compares Embodied Carbon



Embodied Carbon Campaigns
The Decarbonise Construction Campaign Tackles Construction Emissions

5.0
Score



Naturality

4 Featured, 35 Examples
98,972 Total Clicks
URL: Hunt.to/447591

Reversible Design

Sustainable practices are becoming more commonplace for architects and designers

Trend - With sustainability as a top priority, architects and designers are embracing different eco-friendly concepts. "Reversible design" is the architecture of structures that can be easily deconstructed, reused, or where parts can be removed and added easily.

Insight - Contemporary consumers are wary of the impending consequences of climate change and a large number of them are increasingly aware that simply shifting their lifestyle and practicing ecological mindfulness are likely not enough. As a result, many are increasingly demanding that brands and creators take the environment into consideration. In doing so, individuals feel more at ease and proud of their advocacy for a better future.



Recyclable Mobile Pavilion Designs

BBC Studios Taps Universal Design Studio & Giles Miller Studio



Adjustable Dynamic Wilderness Cabins

The 'ANNA' Cabin Can be Changed to Suit Specific Needs

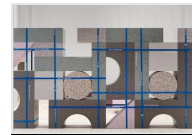


Reusable Taphouse Architecture

The Pakhuset Braunstein Taphouse Can be Moved in the Future



Sustainability-Focused Pavilion Designs



Reusable Exhibition Stands



Upcycled Prefab Micro Apartments

7.5
Score

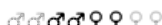
Popularity



Activity



Freshness



Target Curation

Cloud Simplicity

6 Featured, 50 Examples

283,964 Total Clicks

URL: Hunt.to/443561

★ Advisor Pick

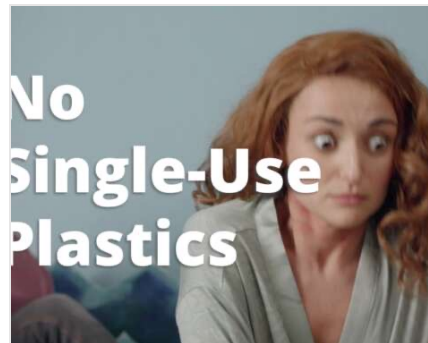
Copyright ©
All Rights Reserved

Milkman Model

Brands are helping reduce waste with circular delivery services

Trend - Brands are launching circular delivery systems that take inspiration from the traditional "milkman model" in an effort to save materials and reduce waste. These deliveries include hygiene products, food, and alcohol. This is especially useful as the act of recycling not only uses resources but is also highly ineffective since most recyclables ultimately end up in landfills due to improper sorting.

Insight - Consumers have become more informed about the dangers of single-use plastic as it relates to the environment and wildlife. This has prompted the "zero waste" movement where consumers work to avoid using plastic wherever possible and instead purchase in bulk or with reusable containers. Brands are catering to these consumers with initiatives that reduce the environmental footprint of consumers, and consumers are flocking to brands that take on this responsibility, rather than place it on the consumer.



Circular Personal Care Systems

Era Zero Waste Applies the Milkman Model to Personal Care Products



Circular Vodka Deliveries

Jack Rabbit Hill's MEII Vodka Delivery Program Helps to Reuse Bottles



Juice Brand Produce Deliveries

The Greenhouse Fresh Organic Produce Box is Available in Toronto



Circular Shopping Platforms

TerraCycle 'Loop' is the First Circular Shopping System



Toronto Soap Delivery Brands

Saponetti Offers Eco-Friendly and Hypoallergenic Soaps

5.8
Score

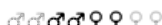
Popularity



Activity



Freshness



Naturality



Catalyzation

5 Featured, 45 Examples

105,977 Total Clicks

URL: Hunt.to/435352

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



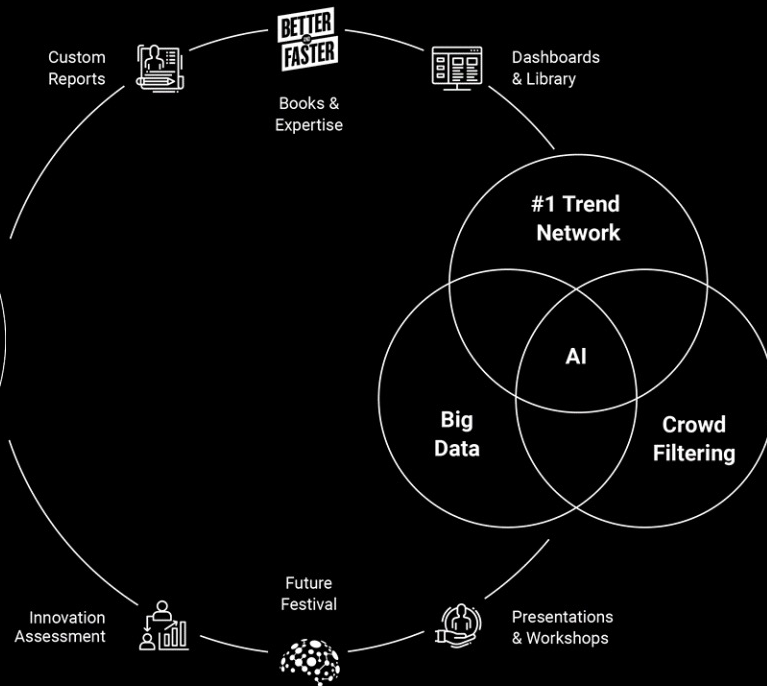
**YOUR SUCCESS
STRATEGIST**

Alisha Ellis
alisha@trendhunter.com



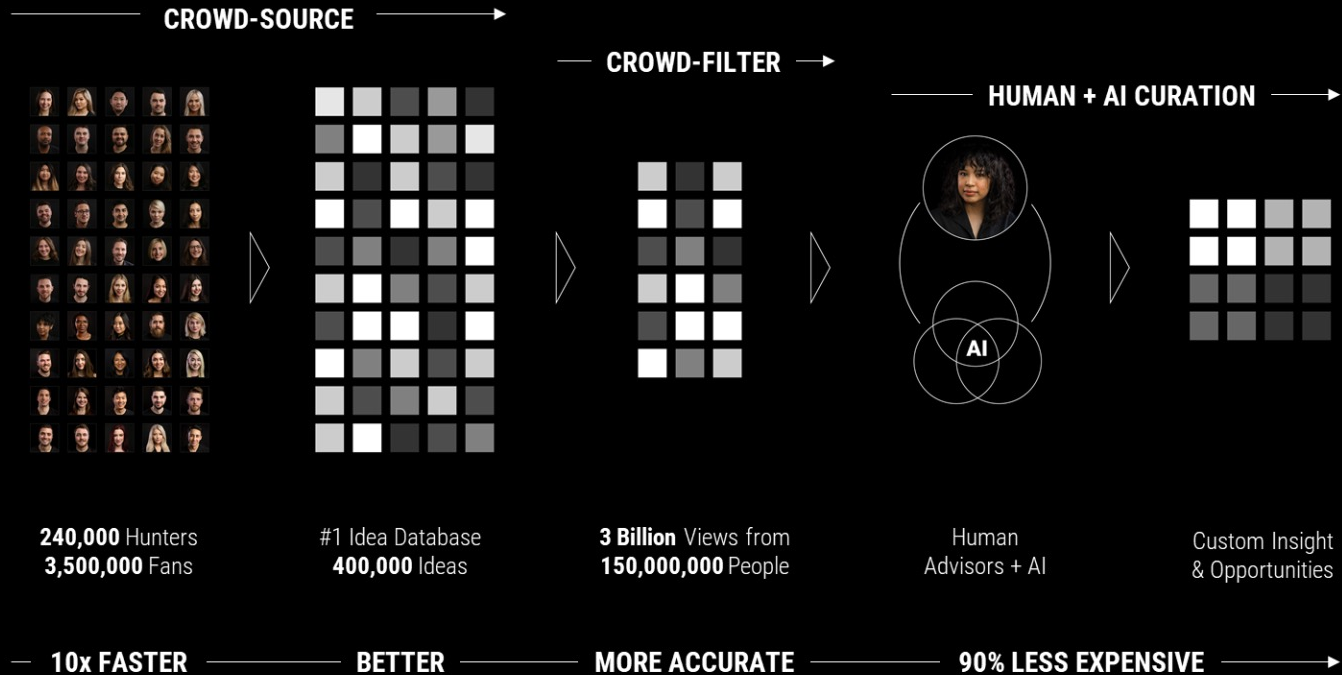
**YOUR DEDICATED
ADVISOR**

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

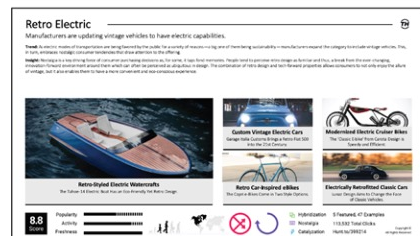
 <p>Acceleration</p> <ol style="list-style-type: none"> 1. Perfecting One Thing 2. Aspirational Icon 3. Exaggerated Feature 4. Reimagined Solution 	 <p>Prosumerism</p> <p>From user-generated content to maker culture, today's consumers are content creators and experts.</p>	 <p>Cyclicity</p> <ol style="list-style-type: none"> 1. Retro+ Nostalgia 2. Generational 3. Economic + Seasonal 4. Repetitive Cycles 	 <p>Nostalgia</p> <p>Fond memories fuel a desire to bring the past into the present, especially with respect to one's formative years.</p>
 <p>Catalyzation</p> <p>Brands have taken a role of accelerating the personal development of consumers.</p>	 <p>AI</p> <p>We are entering a transformative new era, denoted by an exponential growth in data, robotics and intelligence.</p>	 <p>Naturality</p> <p>The desire for sustainable products, including local, organic, recyclable and pronounceable ingredients.</p>	 <p>Youthfulness</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>Reduction</p> <ol style="list-style-type: none"> 1. Specialization 2. Fewer Layers + Efficiency 3. Crowdsourcing 4. Subscription 	 <p>Instant Entrepreneurship</p> <p>New services make it easier than ever to conceptualize, fund, launch and companies.</p>	 <p>Redirection</p> <ol style="list-style-type: none"> 1. Refocusing 2. Reversing 3. Surprising 4. Gamifying 	 <p>Tribalism</p> <p>Allegiant groups are more readily formed around specific interests, causes and even brands.</p>
 <p>Curation</p> <p>Hyper-targeted offerings, services, subscriptions and recommendations to simplify lives with better things.</p>	 <p>Simplicity</p> <p>In a fast-paced, cluttered world, simplicity stands out, resulting in focused businesses & clean design.</p>	 <p>Gamification</p> <p>The application of game dynamics to real-world problems results in a world that's more competitive and engaging.</p>	 <p>Experience</p> <p>In a world abundant with 'stuff', experience becomes a more important currency and life priority.</p>
 <p>Convergence</p> <ol style="list-style-type: none"> 1. Combining + Layering 2. Adding Value 3. Co-Branding + Aligning 4. Physical+ Digital 	 <p>Multisensation</p> <p>Tech, AR, VR and interactive experiences are raising our expectations in the realms of entertainment, retail and even food.</p>	 <p>Divergence</p> <ol style="list-style-type: none"> 1. Personalization, Customization 2. Status + Belonging 3. Style + Fashionizing 4. Generational Rebellion 	 <p>Authenticity</p> <p>Social media and a resistance to traditional advertising have created a desire for authenticity and reality.</p>
 <p>Co-Creation</p> <p>Brands, products, services and consumers are increasingly co-creating an interdependent world.</p>	 <p>Hybridization</p> <p>Lines are blurring as business models, products and services merge to create unique concepts and experiences</p>	 <p>Personalization</p> <p>Small batch production technologies and more personalized media are creating an expectation for personalization.</p>	 <p>Many-to-Many</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
Miniaturized and updated vintage vehicles to have electric capabilities.

8.8
Popularity
Activity
Freshness



The card features three images: a blue boat, a white car, and a red bicycle. Below each image is a small caption. The boat is labeled 'Retro Hybrid Electric Watercrafts', the car is 'Retro Car-inspired eBikes', and the bicycle is 'Electrically Reinforced Classic Cars'. The card also includes a small '8.8' score and three horizontal bars for Popularity, Activity, and Freshness.

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 CVT has a durable Carbon Fiber Body.

9.2
Popularity
Activity
Freshness



The card features a large image of a white truck with a camper. Below the image is a small caption. The card also includes a small '9.2' score and three horizontal bars for Popularity, Activity, and Freshness.

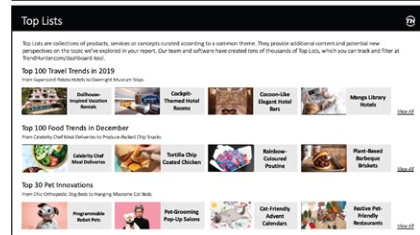
Specific Examples:

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

Top Lists

Top Lists are collections of products, services or concepts centered 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.html.

Top 100 Travel Trends in 2019
The Top 100 Travel Trends in 2019 are:

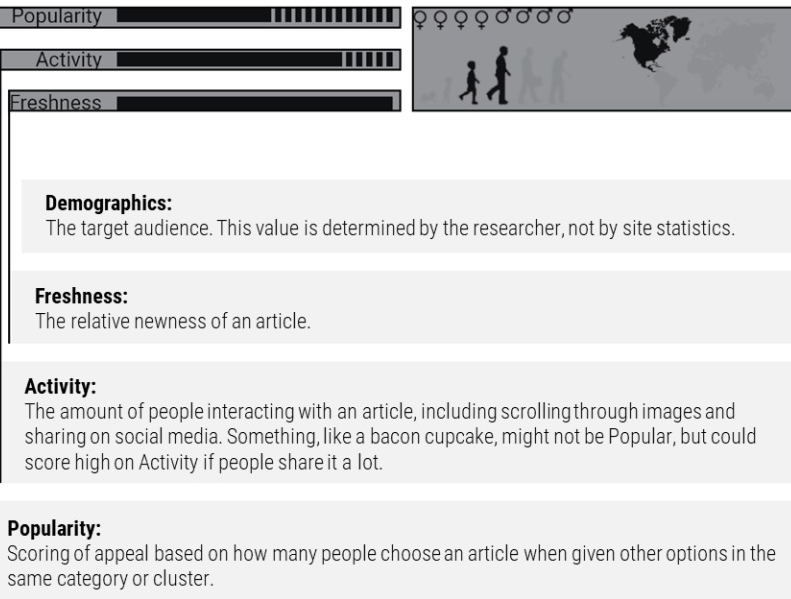


The card features a grid of small images representing different travel trends. The images include a person in a hat, a person in a car, a person in a boat, a person in a plane, a person in a train, a person in a bus, a person in a ship, a person in a train, a person in a bus, a person in a ship, a person in a train, a person in a bus, a person in a ship.

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.

How to Read This Page

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.

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

How could your brand lessen its environmental impact?

Overlooked Opportunity 86: Workshop Question

All-in-One Litter Boxes
The Tuff & Purr One Litter Box Streamlines Cleaning and Maintenance

How could your brand lessen its environmental impact?

Overlooked Opportunity 86: Workshop Question

All-in-One Litter Boxes
The Tuff & Purr One Litter Box Streamlines Cleaning and Maintenance

Trend:

This section identifies a new opportunity in a given industry.

Insight:

This section explores the specific target consumer's motivations, attitudes, beliefs and ultimately tension behind that opportunity.

Demographics & Scoring:

The demographics speak to the target audience, as informed by the researcher, not by the site statistics. The overall score is the average of the following: popularity, activity and freshness.

Patterns & Megatrend:

Understand the Consumer Insight within the context of the 18 Megatrends that are shaping the world, plus the 6 Patterns of Opportunity that help short-cut your discovery of innovative ideas.

Workshop Question:

These questions are intended to be thought-provokers to help you brainstorm (either individually or in groups) about the relevancy or actionability of these insights.

Advisor Picks:

These are specific Consumer Insights and examples chosen by your Advisor because of their relevance to your team. These are featured on the Report Summary page and tagged throughout the report with a yellow star.

Want More?

Gain access to additional Consumer Insights
and Custom Research by contacting your
advisor or **TrendReports@TrendHunter.com**