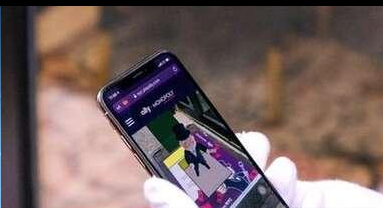# Demographic Changes Post-Pandemic

Trend Report for Little Diversified Architectural Consulting

`05.25.21`

Metaverse Expansion

Gamified Adulting

Voiced Senior

Anti 9-5

Plant Shop

LITTLE
DIVERSIFIED ARCHITECTURAL CONSULTING

Prepared for:
Rich Glenny, Daniel Montano and James Farnell

Prepared by:
Mary & Courtney

Delivered on: 5/25/21

Briefing: Diving into emerging demographic changes that have occurred over the past year and how they will carry into the future.

Takeaway: Looking back on the last 15 months, we've undoubtedly emerged from a period of great disruption and dispersion. Surprisingly, we found that more often than not, the rooted behaviors and tendencies of each generation were more often accelerated than altered fundamentally. We saw folks return to basics and lean into their instinctual and generational responses, resulting in the rapid push for change that reflects their more integral need states.

Top Insights

Gen Z Creative *Gen Z consumers aim to develop skills outside of the traditional school system*

Trend - Today's Gen Z consumers are increasingly turning to platforms, services and spaces that expand their worldviews and skills, but without the constraints of traditional schooling. Everything from photography programs to financial literacy courses allow them to better hone skills that they aren't often exposed to in the education system. Insight - Gen Z's willingness to stray from traditional educational norms comes from two main sources. The first of these is that their exposure to political and social issues has made them critical thinkers from a young age, and so they're more likely to explore learning options that don't box them in, and are inclusive. The second source is their social media habits, where things like technical skills and creativity are celebrated between peers--giving [continued online]

Plant Shop *Plant care workshops and classes help people hone plant-based hobbies*

Trend - Plant care is a popular hobby among Millennials and now, older Gen Z, and brands are taking advantage of this trend with workshops and classes that help people hone their skills in this space. These workshops are taking place both in retail spaces and virtually amidst pandemic pivots. Insight - Consumers' niche interests are often fueled by social media and information that's accessible online. Brands that are able to take it a step further with more personalized teaching and skill-building experiences appeal to more passionate consumers who have consistent hobbies.

Familial Workplace *As Gen X enters leadership positions, workplaces become more family-centric*

Trend - Older members of Generation X-a.k.a, Gen XS-are family-focused. At the same time, this generation has many financial responsibilities that require dedication to the workplace as well. This makes work/life balance a point of tension; however, as this generation enters leadership positions in the workforce, they're able to enact changes that are conducive to family-centric work cultures. Insight - Though it may have started with Gen XS, the rise of family-centric work culture can be credited to many different factors. One is the redefinition of what it means to be a parent in the modern age. More dual-income households and moms in the workplace can be observed, but the pressure to still be as physically and emotionally involved in a child's upbringing as possible remains. Family-focused [continued online]

Voiced Senior *Voice-activated technology helps seniors in their day-to-day*

Trend - Voice-activated technology designed specifically for seniors is on the rise as companies look to offer accessible solutions for the needs that older demographics have. Products include everything from voice assistants to personal monitors that can be activated via speaking. Insight - For senior consumers, accessibility is often top-of-mind when they're considering purchases. Common issues that affect seniors, like mobility issues or social isolation, can be alleviated with the help of technology that aims to make their lives easier. This demographic seeks products and services that are able to enhance their routines, with extra consideration for the physical or mental restrictions they may have.

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? |

Acceleration	Reduction	Convergence	Divergence	Redirection	Cyclicality
Prosumerism	Simplicity	Multi-Sensation	Personalization	Tribalism	Youthfulness
Catalyzation	Instant Entrepreneurship	Hybridization	Many-to-Many	Gamification	Nostalgia
AI	Curation	Co-Creation	Authenticity	Experience	Naturality

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.

Metaverse Expansion

Tech brand are investing in developing and perfecting metaverse experiences

Trend - The term "metaverse" refers to a virtual reality space in which users can interact with a computer-generated environment, as well as with one another. Tech companies are racing to develop the potential of these digital spaces, with emphasis on social life, culture, and brand presence.

Insight - The incredible speed at which technology is evolving is resulting in an uptick of digital services, pertaining both to aesthetic, as well as functional experiences. Led by curiosity, excitement, and a desire to be entertained, many individuals are spending increased amounts of time on the Internet. Whether it involves developing their personal brand, entrepreneurial project, socializing, or play, consumer expectations are informing a demand for increased immersion.

Blockchain-Based Virtual Sneakers
Atari and RTFKT Created a NFT Fashion Collaboration

User-Owned Virtual Real Estate
On Decentraland, One Can Create, Explore, & Trade Items & Property
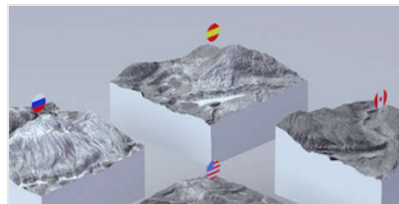
Futuristic Second Earth Concepts
Earth 2 is a Metaverse Between Virtual and Physical Reality

Long-Term Metaverse Visions
Epic Games is Investing in Future Growth Opportunities
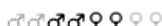
7.9 Score

Popularity

Activity

Freshness

Experience

Catalyzation

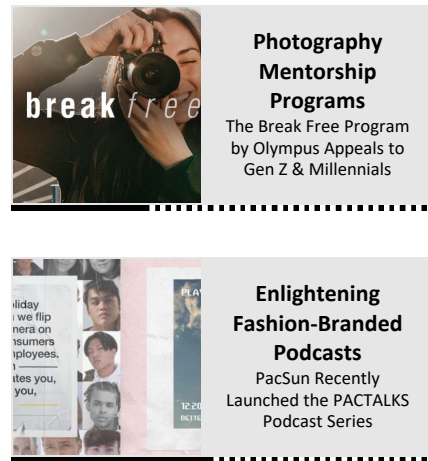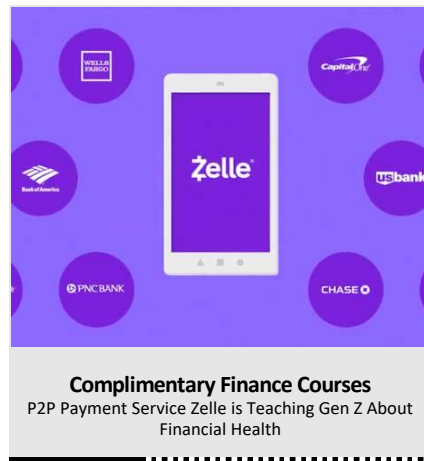Prosumerism

4 Featured, 26 Examples

37,158 Total Clicks

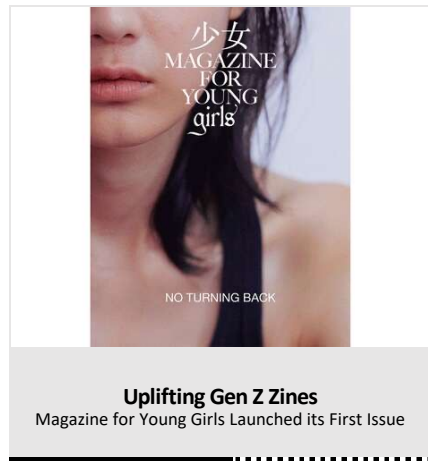URL: Hunt.to/451362

Gen Z Creative

Gen Z consumers aim to develop skills outside of the traditional school system

Trend - Today's Gen Z consumers are increasingly turning to platforms, services and spaces that expand their worldviews and skills, but without the constraints of traditional schooling. Everything from photography programs to financial literacy courses allow them to better hone skills that they aren't often exposed to in the education system.

Insight - Gen Z's willingness to stray from traditional educational norms comes from two main sources. The first of these is that their exposure to political and social issues has made them critical thinkers from a young age, and so they're more likely to explore learning options that don't box them in, and are inclusive. The second source is their social media habits, where things like technical skills and creativity are celebrated between peers--giving Gen Z more motivation to hone skills and hobbies for the sake of enjoyment and sharing, rather than promotion and employment.

Uplifting Gen Z Zines
Magazine for Young Girls Launched its First Issue

Youth-Focused Creative Agencies
The ADOLESCENT Agency Helps Brands Connect with Gen Z Consumers

Complimentary Finance Courses
P2P Payment Service Zelle is Teaching Gen Z About Financial Health

Photography Mentorship Programs
The Break Free Program by Olympus Appeals to Gen Z & Millennials

Enlightening Fashion-Branded Podcasts
PacSun Recently Launched the PACTALKS Podcast Series

4.7 Score

Popularity

Activity

Freshness

Experience

Youthfulness

Authenticity

5 Featured, 44 Examples

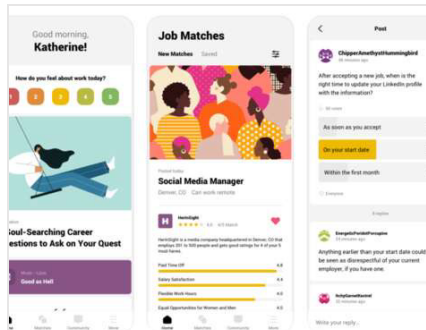49,994 Total Clicks

URL: Hunt.to/439328

⭐ Advisor Pick

Female-Focused Recovery

Brands are supporting female economic recovery in light of COVID-19

Trend - The COVID-19 crisis has disproportionately affected women economically as many traditionally female-oriented jobs–like retail and childcare–were forced to close. To support this demographic, brands are launching funding, courses, and platforms to help women more easily re-enter the workforce.

Insight - Women, and in particular women of color, have been disproportionate discriminated in the workplace and unequal opportunities in the workplace. Now, women are also more likely to be responsible for child care duties as society continues to physical distance, limiting their scope of work. Informed consumers are increasingly dissatisfied with the failing systems that have long promoted gender inequalities and are pressuring brands and institutions to better support vulnerable people.

Female-Specific Career Platforms
InHerSights Debuts New Mobile App to Support Women Amid COVID-19

Female Employment Support
The She-Covery Project Confronts Gendered Job Loss Amid COVID-19

Female-Centric Job Platforms
'HerJobs' Helps Teams Diversify by Boosting Female Talent on Teams

Female Entrepreneurial Courses
Founders of Selfmade Hope to Support the 'She-Covery' Movement

4.3 Score

Popularity

Activity

Freshness

Prosumerism

Authenticity

4 Featured, 30 Examples

19,219 Total Clicks

URL: Hunt.to/445035

Anti 9-5

Employers are forced to be flexible as COVID-19 changes Millennial lifestyles

Trend - The ongoing pandemic has revealed in many workplaces that young employees' already-flexible mindset when it comes to work will likely be forever evolved. Brands and institutions are using that as an opportunity to make or offer long-term changes that better fit the Millennial expectation for flexible work.

Insight - Millennials who work as professionals are viewing the current limitations on public life as an opportunity to pursue more relaxed lifestyles, or more specific goals. Whether related to travel, moving out of cities, or having more flexibility to carve out family time--many Millennials are taking this time to reevaluate what they want out of life.
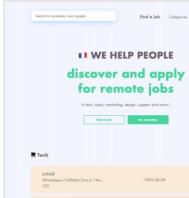
Remote Worker Visas
Portugal is Allowing Remote Visitors to Stay with the Temporary Resident Visa

Remote Work Supplies Stipends
Shopify Employees Received $1,000 to Fund Their Remote Work Set-Ups

Flexible Employment Job Boards
'Remote Stash' Pinpoints WFH Opportunities and More

Remote Work Pivots
Nationwide Announced Its Staff Will Permanently Work Remotely Post-Pandemic

Media-Branded WFH Extensions
Twitter Announced its Employees Can Work-From-Home Permanently

5.1 Score

Popularity

Activity

Freshness

Catalyzation

5 Featured, 36 Examples

53,100 Total Clicks

URL: Hunt.to/439276

Plant Shop

Plant care workshops and classes help people hone plant-based hobbies

Trend - Plant care is a popular hobby among Millennials and now, older Gen Z, and brands are taking advantage of this trend with workshops and classes that help people hone their skills in this space. These workshops are taking place both in retail spaces and virtually amidst pandemic pivots.

Insight - Consumers' niche interests are often fueled by social media and information that's accessible online. Brands that are able to take it a step further with more personalized teaching and skill-building experiences appeal to more passionate consumers who have consistent hobbies.

Wellness-Centric Plant Shops
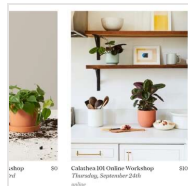'The Sill' Appeals to Millennials from a Self-Care Perspective

Online Houseplant Shops
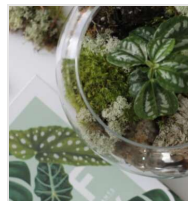The Plant Shop at 1-800-Flowers.com Simplifies Plant Shopping Online

Community-Centric Craft Boutiqes
Kulture House Dubai Offers an Art Gallery, Boutique, Cafe, & More

Plant-Themed Retailer Workshops
The Sill's Online Workshops Include Free and Paid Virtual Events

Virtual Plant Workshops
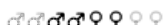The Urban Botanist Helps City Dwellers Engage with Nature

7.6 Score

Popularity

Activity

Freshness

Curation

Naturality

5 Featured, 42 Examples

90,688 Total Clicks

URL: Hunt.to/450075

⭐ Advisor Pick

Millennial Franchise

When developing their franchises, brands are placing focus on Millennials

Trend - Franchise companies are seeking to attract Millennial talent as they recognize this demographic's growing appetite for business. They do so either by catering their entire brand to younger consumers or through launching special programs that call for Millennial participants.

Insight - Millennials are often identified as being individualistic—as observed through personal brands on social media and beyond—and this independence translates to other facets of one's lifestyle. In the business world, in particular, this attitude is combined with efficiency and productivity, qualities strengthened by the digital age, resulting in a desire to be fully self-sufficient in the workplace. Thus, as Millennials grow into their entrepreneurial spirit, they become determined to launch their own venture.

Nitrogen Ice Cream Shops
Chill-N Nitrogen Ice Cream is Launching a National Franchise Program

Millennial Franchising Opportunities
Del Taco Wants Millennials to Enter Its Franchise System
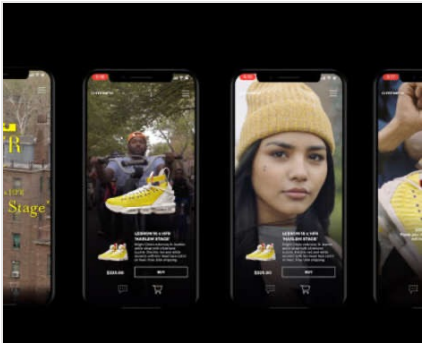
Shoppable Show Platforms
Gen Z-Targeted NTWRK Shares "Shopping at the Speed of Culture"

Millennial-Targeted Franchising Programs
NextGen Supports a New Generation in Franchising

5.3 Score

Popularity

Activity

Freshness

Instant Entrepreneurship
Youthfulness
Catalyzation

4 Featured, 35 Examples

73,495 Total Clicks

URL: Hunt.to/430313

Gamified Adulting

Apps encouraging Millennials to complete necessary tasks use gamification

Trend - Millennials are being catered to by new apps aimed at automating and gamifying unappealing but necessary tasks, like finance management or housekeeping. The game-like interface of these apps is critical to their success and resonance with this audience.

Insight - Thanks to their often precarious financial situations, many Millennials today have had to delay adulthood milestones and report feeling overwhelmed by important tasks like money management. This has led this group to be open-minded about the support they receive when it comes to being educated and held accountable when it comes to the management of their daily lives.

Gamified Personal Finance Platforms
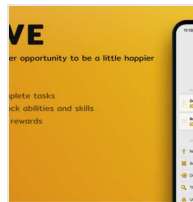Ally Financial Brings Together Monopoly & Financial Literacy

Gamified Home Cleaning Apps
The 'Dirtfree' App Makes an Essential Chore More Fun

Reward-Based Gamified Digital Therapy
Amblyoplay's Product is Geared Toward People with Lazy Eye

Rewarding Daily To-Do Apps
The 'AVE' App Helps Users Live Happier by Completing Tasks

VR Vacuuming Games
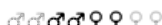This VR Prototype Cleaning Game Turns Vacuuming Into Less of a Chore

7.1 Score

Popularity

Activity

Freshness

Gamification

Catalyzation

Artificial Intelligence

5 Featured, 45 Examples

46,460 Total Clicks

URL: Hunt.to/431731

Familial Workplace

As Gen X enters leadership positions, workplaces become more family-centric

Trend - Older members of Generation X-a.k.a, Gen XS-are family-focused. At the same time, this generation has many financial responsibilities that require dedication to the workplace as well. This makes work/life balance a point of tension; however, as this generation enters leadership positions in the workforce, they're able to enact changes that are conducive to family-centric work cultures.

Insight - Though it may have started with Gen XS, the rise of family-centric work culture can be credited to many different factors. One is the redefinition of what it means to be a parent in the modern age. More dual-income households and moms in the workplace can be observed, but the pressure to still be as physically and emotionally involved in a child's upbringing as possible remains. Family-focused workplaces cater to this "superparent" ideal.

Family-Friendly Co-Working Spaces
'The Workaround' Appeals to Parents Who Need Flexibility

Whimsical Family-Friendly Workspaces
Second Home Revolutionizes the Co-Working Environment

Parent-Catering Office Policies
The Clif Bar Office is a Productive and Family-Friendly Space

Fertility-Focused Corporate Benefits
Kindbody's Fertility Service is Accessible to Benefit Plans

Brand-Backed Paternity Leave Funds
Dove Latest Campaign Gives New Dads $5,000 for Paternity Leave

4.2 Score

Popularity

Activity

Freshness

Catalyzation

Authenticity

5 Featured, 61 Examples

110,189 Total Clicks

URL: Hunt.to/413114

⭐ Advisor Pick

Voiced Senior

Voice-activated technology helps seniors in their day-to-day

Trend - Voice-activated technology designed specifically for seniors is on the rise as companies look to offer accessible solutions for the needs that older demographics have. Products include everything from voice assistants to personal monitors that can be activated via speaking.

Insight - For senior consumers, accessibility is often top-of-mind when they're considering purchases. Common issues that affect seniors, like mobility issues or social isolation, can be alleviated with the help of technology that aims to make their lives easier. This demographic seeks products and services that are able to enhance their routines, with extra consideration for the physical or mental restrictions they may have.

Senior-Supporting Smart Lamps
The Google Mate Smart Desk Lamp is Focused on Accessibility

Senior Support Voice Assistants
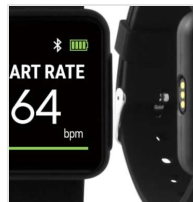MobileHelp and LifePod Solutions Debuted a New Service at CES 2019

Voice-Activated Wellness Apps
Cuida Health's 'LiSA' is a Friendly Senior Wellness App

Virtual Medication Management Features
Amazon Alexa Will Now Offer Medication Management Features

Subtle Senior-Fall Monitors
The VitalBand is a Discrete Fall-Detection Watch for Seniors

5.2 Score
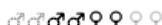
Popularity

Activity

Freshness

Artificial Intelligence

Personalization

5 Featured, 45 Examples

80,124 Total Clicks

URL: Hunt.to/431441

⭐ Advisor Pick

Skip-Generation Travel

Brands are compiling travel packages to suit grandparents and grandchildren

Trend - Companies are looking to customize the travel experience for consumers with various packages. In the family-friendly category, brands are recognizing skip-generation travel as being in-demand and as a result, many products and services are created to fill this space and appeal to grandparents and their grandchildren.

Insight - Boomers in retirement have free time and are eager to use it to strengthen their relationship with their grandchildren. As the Gen Z demographic tends to prioritize experience as much as personal possessions, space opens up here for brands to facilitate active environments that engage the interests of both grandparents and grandchildren.

Travel Insurance Rebranding Initiatives
Avanti Travel Insurance Launches Refreshed Brand Identity

Family-Friendly Theme Park Packages
Disney's Grand Adventure is for Grandparents and Grandkids

Skip-Generation Two-Day Events
Sea Island's Gran-Con is for Grandparents & Grandchildren

Skip-Generation Holiday Travel Insurance
SAGA Boasts a Special Deal for Skip-Generation Holidays

3.7 Score

Popularity
Activity
Freshness

Experience
Youthfulness

4 Featured, 45 Examples

32,046 Total Clicks

URL: Hunt.to/422127

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.
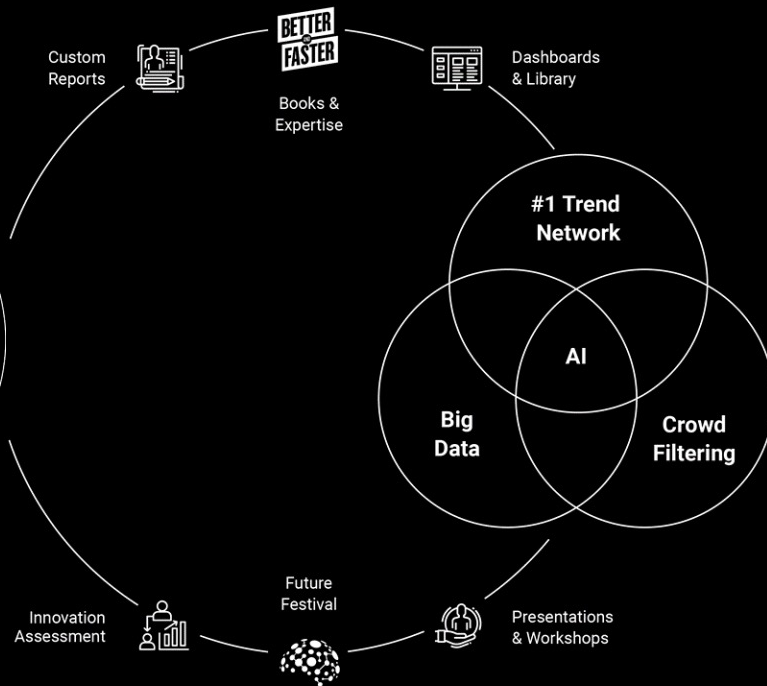
Your Contacts & Additional Services

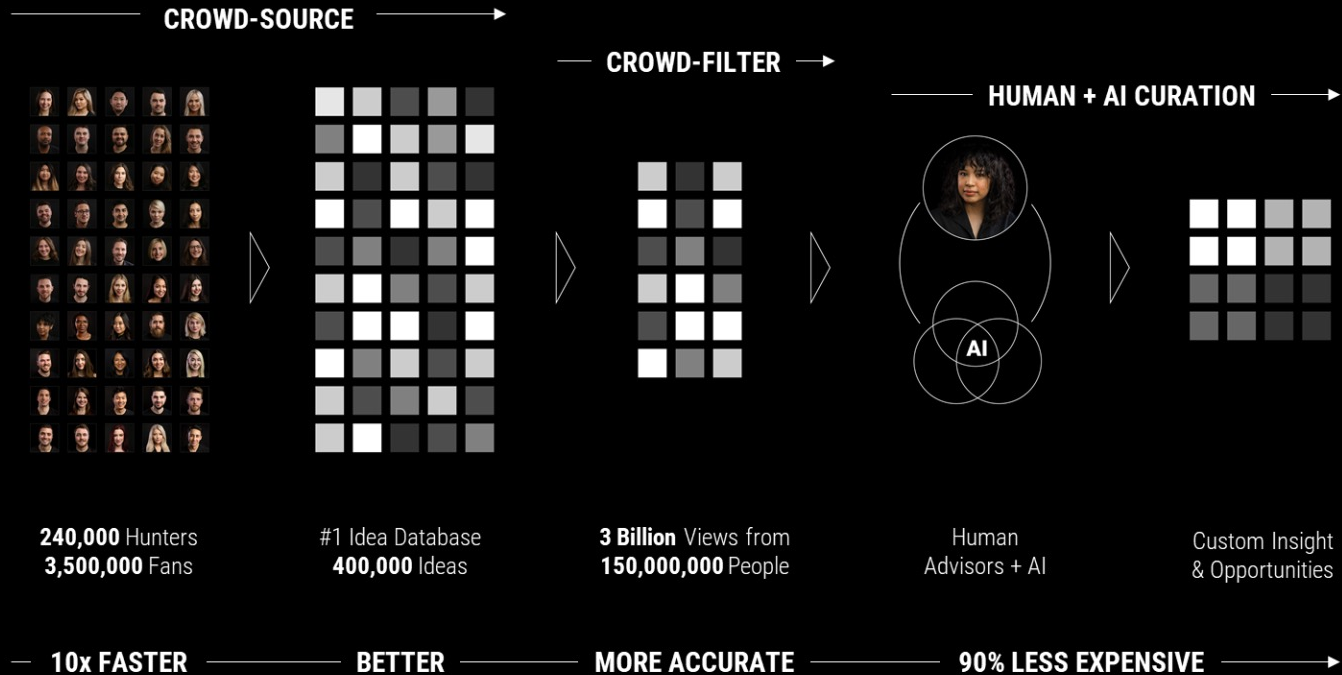YOUR SUCCESS
STRATEGIST

Alisha Ellis
alisha@trendhunter.com

YOUR DEDICATED
ADVISOR

Mary Van Puymbroeck
mary@trendhunter.com

TRENDHUNTER
CREATE THE FUTURE

Custom
Reports

Books &
Expertise

Dashboards
& Library

#1 Trend
Network

AI

Big
Data

Crowd
Filtering

Innovation
Assessment

Future
Festival

Presentations
& Workshops

Our Process

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**!

CROWD-SOURCE

CROWD-FILTER

HUMAN + AI CURATION

AI

240,000 Hunters
3,500,000 Fans

#1 Idea Database
400,000 Ideas

3 Billion Views from
150,000,000 People

Human
Advisors + AI

Custom Insight
& Opportunities

10x FASTER ———— **BETTER** ———— **MORE ACCURATE** ———— **90% LESS EXPENSIVE** ⟶

TRENDHUNTER
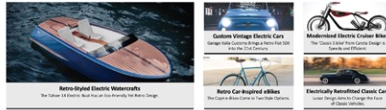CREATE THE FUTURE

Megatrend Matrix

Acceleration
1. Perfecting One Thing
2. Aspirational Icon
3. Exaggerated Feature
4. Reimagined Solution

Prosumerism
From user-generated content to maker culture, today's consumers are content creators and experts.

Cyclicality
1. Retro + Nostalgia
2. Generational
3. Economic + Seasonal
4. Repetitive Cycles

Nostalgia
Fond memories fuel a desire to bring the past into the present, especially with respect to one's formative years.

Catalyzation
Brands have taken a role of accelerating the personal development of consumers.

AI
We are entering a transformative new era, denoted by an exponential growth in data, robotics and intelligence.

Naturality
The desire for sustainable products, including local, organic, recyclable and pronounceable ingredients.

Youthfulness
The world is becoming more playful, driven by generations not ready to grow up, including Boomers who desire a more active, enriched life.

Reduction
1. Specialization
2. Fewer Layers + Efficiency
3. Crowdsourcing
4. Subscription

Instant Entrepreneurship
New services make it easier than ever to conceptualize, fund, launch and companies.

Redirection
1. Refocusing
2. Reversing
3. Surprising
4. Gamifying

Tribalism
Allegiant groups are more readily formed around specific interests, causes and even brands.

Curation
Hyper-targeted offerings, services, subscriptions and recommendations to simplify lives with better things.

Simplicity
In a fast-paced, cluttered world, simplicity stands out, resulting in focused businesses & clean design.

Gamification
The application of game dynamics to real-world problems results in a world that's more competitive and engaging.

Experience
In a world abundant with 'stuff,' experience becomes a more important currency and life priority.

Convergence
1. Combining + Layering
2. Adding Value
3. Co-Branding + Aligning
4. Physical + Digital

Multisensation
Tech, AR, VR and interactive experiences are raising our expectations in the realms of entertainment, retail and even food.

Divergence
1. Personalization, Customization
2. Status + Belonging
3. Style + Fashionizing
4. Generational Rebellion

Authenticity
Social media and a resistance to traditional advertising have created a desire for authenticity and reality.

Co-Creation
Brands, products, services and consumers are increasingly co-creating an interdependent world.

Hybridization
Lines are blurring as business models, products and services merge to create unique concepts and experiences

Personalization
Small batch production technologies and more personalized media are creating an expectation for personalization.

Many-to-Many
A mass proliferation of sellers and media creators has shifted the world to a many-to-many economy.

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.

Consumer Insights:
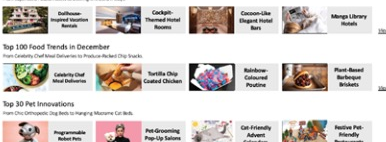The what and why of major industry shifts. Consumer Insights are split into two sections: the trend section and the insight section.
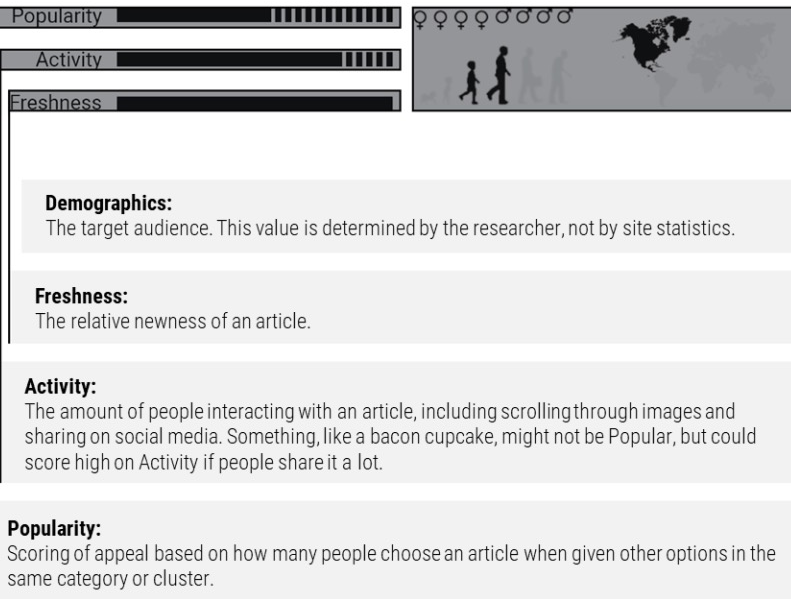
Specific Examples:
Carefully selected individual innovations to provide more in-depth analysis.

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

8.8 Score

Demographics:
The target audience. This value is determined by the researcher, not by site statistics.

Freshness:
The relative newness of an article.

Activity:
The amount of people interacting with an article, including scrolling through images and sharing on social media. Something, like a bacon cupcake, might not be Popular, but could score high on Activity if people share it a lot.

Popularity:
Scoring of appeal based on how many people choose an article when given other options in the same category or cluster.

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.

Custom Vintage Electric Cars	**Modernized Electric Cruiser Bikes**	
Retro-Styled Electric Watercrafts	**Retro Car-Inspired eBikes**	**Electrically Retrofitted Classic Cars**

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.

Installation Temp
Architecture takes on innovative methods of retaining or changing temperatures

How could your brand lessen its environmental impact?

Overlooked Opportunity 86: Workshop Question

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.

All-in-One Litter Boxes
The Tuft & Paw Cove Litter Box Streamlines Cleaning and More

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