

# TOP TRENDS



2021 NOW & NEXT

# TOP TRENDS 2021 – NOW & NEXT OVERVIEW

As the second pandemic year, 2021 was characterized by resilience, reprioritization, and reactions. Americans made shifts in their lives to prioritize better work/life balance, time with loved ones, and overall wellbeing. Beyond mere acknowledgments in 2020, values were supported with more tangible actions. Environmentally sustainable behaviors have become more mainstream and brands are making moves for greater diversity, equity, and inclusion in response to consumer demand. While the real world began to reopen more than the previous year, the virtual world also expanded with the broader adoption of NFTs, attention for cryptocurrency, and the introduction of the metaverse. The trends of 2021 have varying projected staying power, but all are likely to continue into the start of 2022 and many will shape the long-term future.





# GENERAL TRENDS

1. Brands as Citizens
2. Great Reprioritization
3. Inclusion in Action
4. Sustainability is in Style
5. Digital World and Social Currency



# BRANDS AS CITIZENS (NOW – NEAR TERM)

As a convergence between the existing trends of demand for business good and a rise in localism, we are now seeing brands engage as community members. In addition to the pandemic, 2021 brought local community-specific natural disasters and violent tragedies, giving businesses both big and small the opportunity and imperative to act. Consumers are looking to businesses to have a positive impact on society, starting in their own backyards, and are rewarding those who align with their values.

## 73%

**73%** of global respondents believe brands must act now for the good of society and the planet.

- HAVAS MEDIA GROUP

## 69%<sub>LEFT</sub> 70%<sub>RIGHT</sub>

**69%** of left-leaning and **70%** of right-leaning consumers are willing to forgo the convenience of online ordering to shop at local small businesses.

- AFLAC

## 2/5

More than **2 in 5** women under 40 want to buy from companies that use a percentage of their profits to help local communities.

- THE HARRIS POLL

## 77

The Waukesha County Community Foundation shows **77** organizations and businesses have had or will have their own fundraisers to benefit The United for Waukesha Community Fund, a fund organized to benefit the victims of the Waukesha Christmas Parade tragedy.

- MILWAUKEE JOURNAL SENTINEL





# GREAT REPRIORITIZATION (NOW – MEDIUM TERM)

After a continued rollercoaster of unemployment and health concerns, Americans are doing more than just quitting their jobs, but are reprioritizing their lives and acting on their own major shifts. During this shuffle, job vacancies delay society from a rapid return to pre-pandemic growth. However, whether starting businesses, adjusting to a more flexible work arrangement, or simply focusing more on bettering themselves and others, the great reprioritization is a sign that positive change often happens amidst major disruption.

## 4.3MM

**4.3** million people (or nearly **3%** of the workforce) quit their jobs in the U.S. in August - the most on record.

- AP NEWS

CLOSE TO A QUARTER  
(23%) OF EMPLOYED  
AMERICANS PLAN TO  
QUIT THEIR JOBS IN  
THE NEXT 12 MONTHS.

- THE HARRIS POLL

## 89%

A large majority (**89%**) of startup entrepreneurs say that the pandemic has presented new innovative opportunities for their businesses.

- THE HARRIS POLL

## 49%

Around half of Americans report that they are prioritizing a better work life balance (**49%**).

- IPSOS

## 76%

Americans report lifestyle changes to serve their own betterment and that of society;

**(76%)** will continue to support charities they donated to this year due to the pandemic in the future

## 43%

**(43%)** plan to stay more connected to friends and family after the pandemic

## 42%

**(42%)** plan to stay more physically active.

- THE HARRIS POLL

## 81% 86%

**81%** of Gen Z and **86%** of Millennials say the pandemic has made them re-evaluate what is important in their life.

- KANTAR U.S. MONITOR





# SUSTAINABILITY IS IN STYLE (NOW – LONG TERM)

As climate change continues to be a looming concern over society, consumers are increasingly welcoming sustainable practices into their lifestyles. Once niche behaviors, buying electric vehicles and participating in sustainable fashion practices are just a few of the eco-friendly choices that are in style and broadly accepted. Vegetarianism is also gaining traction as an environmentally conscious lifestyle in the high-end foodie space showing that it is here to stay.

## 66%↑72%

**66%** of all respondents express some anxiety about how climate change will affect them personally, rising to **72%** of Gen Z.

- WUNDERMAN THOMPSON

The secondhand market is projected to reach **\$77 billion by 2025** — up from \$36 billion in 2021 — and is growing at 11x the rate of the broader retail clothing sector.

- YAHOO! NEWS

Madewell has opened its first secondhand store

- TRENDWATCHING

## 59%

**59%** of women agree that “shopping online is often wasteful with its packaging,” and **56%** agree “I’m staying away from fast fashion because it’s unsustainable.”

- THE HARRIS POLL

Foodie culture sacrifices meat-based menus in favor of sustainable consumption.

“Michelin star restaurant in New York ditches meat and goes plant-based”

- FOOD & LIVING VEGAN

## 1/2

Already half (**51%**) of US adults would consider buying an EV.

- THE HARRIS POLL





# INCLUSION IN ACTION (NOW – LONG TERM)

As an ongoing effort to improve society, diversity, equity and inclusion will remain imperative themes in our culture for years to come. Far beyond the early days of DEI work being seen as bonus initiatives, equitable and inclusive solutions that represent all people are now seen as foundational in brands' offerings. As a result, brands have shifted from a phase of avowals to actions and are redefining cultural norms.



## 12B

In the U.S., Biden is funneling over **\$12 billion** into disability services.

- TRENDWATCHING

## 52%

**52%** of corporate directors support tying executive compensation to DEI goals.

- PWC SURVEY VIA FORTUNE

“Target’s Teaming up with Diverse and Women-owned Businesses to Reimagine Beauty and Personal Care Products”

- TARGET CORPORATE

Luxury brands are re-inventing themselves to appeal to younger and more diverse audiences:

Tiffany’s new campaign with Beyonce and Jay Z is geared towards younger and more diverse consumers with familiarity highest among African Americans **(66%)**, Asian Americans **(67%)**, and Millennials **(72%)**.

- THE HARRIS POLL

Citizen Watches currently uses tennis star Naomi Osaka as a brand ambassador and among Gen Z and Millennials, Citizen has steadily improved in its perception as a fun, hip, and bold brand.

- THE HARRIS POLL



# DIGITAL WORLD AND SOCIAL CURRENCY

## (NOW – LONG TERM)

After experiencing a home-bound world in 2020, our culture is adopting a more limitless world through digital technology. Digital assets such as NFTs and cryptocurrencies continue to gain popularity while gaming platforms and social media companies build out the possibilities of virtual worlds and the metaverse. Brands can look for ways to get in on the action and reach consumers in a meaningful way digitally and in real life.

### 75%

A vast majority (**75%**) of parents with kids aged 3-9 say they have more screen time now than they did last year.

- MORNING CONSULT DATA IN AXIOS

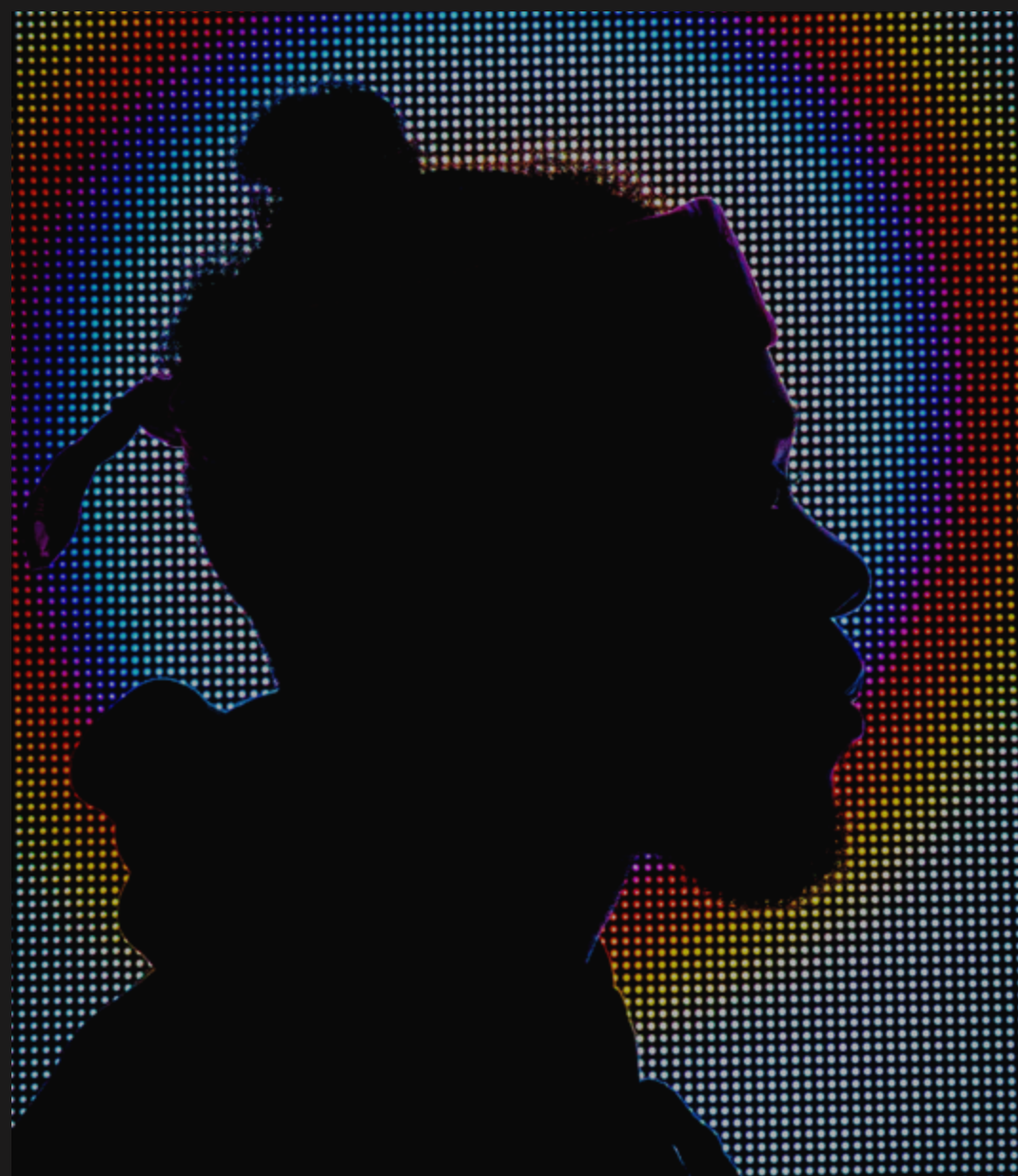
Gaming platform Roblox has become one of the most popular platforms for young kids. TikTok has become one of the hottest social apps, especially among older kids.

- MORNING CONSULT DATA IN AXIOS

### 48%

Nearly half (**48%**) of U.S. consumers reported investing money in cryptocurrency during the first half of the year.

- BUSINESS WIRE



### 22.5M

Robinhood had **22.5 million** active users in 2021 as trading cryptocurrency for hobby continued its popularity.

- BUSINESS OF APPS

### 7/10

**7 in 10 (70%)** Gen Z and Millennials are interested in interacting within the metaverse (vs **32%** of those over 40.)

- THE HARRIS POLL

Marriott International has released three art inspired NFTs at the Art Basel Miami as part of the Marriott Bonvoy rewards program.

- MARKETING DIVE





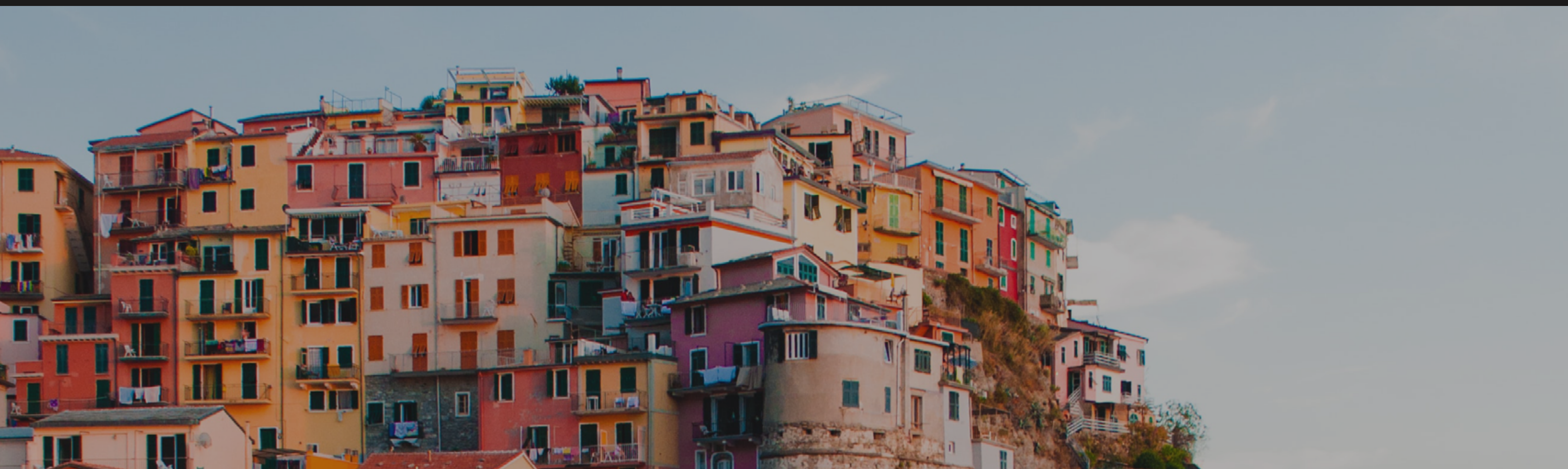
# TRAVEL TRENDS

1. Pandemic Resilient Travel
2. Simply Meaningful Travel
3. New Bleisure Travel
4. Touch-free Travel
5. Tangibly Responsible Travel



# TRAVEL NOW & NEXT OVERVIEW

Rounding out 2021, the second year of the COVID-era, travelers have a somewhat cautious but strong craving to travel. 33% of American travelers say they will take more leisure trips in the next year and 33% say they will spend more money on their leisure travel in 2022 (Destination Analysts). In response to pandemic challenges, the travel industry has adopted new measures to ensure travel's viability from temporary safety policies to long-term technological advancements. With an increased prioritization of work / life balance, travelers are looking to take meaningful trips with their families or enjoy conducting work from a fresh destination. Accelerating existing trends, people are looking for getaways that align with their values and can be tangibly sustainable.





# PANDEMIC RESILIENT TRAVEL (NOW – NEAR TERM)

Traveling in a current and post-COVID world can be complicated with regularly shifting safety guidelines, labor shortages, and greater uncertainty with transportation and the quality of hospitality. Many travelers are in support of precautions and aware of industry challenges, but they are also seeking a sense of simplicity. As a result, brands have created travel offerings such as real-time travel guides, safety net packages, and up to date information, to ease travelers' return to vacationing.

84% 71%

Three-quarters **(76%)** of Americans support requiring non-U.S. travelers to be fully vaccinated, with **(84%)** of Democrats and **(71%)** of Republicans in agreement.

- THE HARRIS POLL

64%

People are looking for greater simplicity. **64%** of respondents said that they would like to continue maintaining a slower pace of life even after COVID-19 is not a factor in their lives.

- KANTAR U.S. MONITOR

72%

**(72%)** of Americans believe we are entering a “new normal” where testing and vaccination requirements are routine, a notion held by both vaccinated **(75%)** and unvaccinated **(61%)** Americans.

- THE HARRIS POLL

The Richmond Region Tourism Organization in Virginia is using its Visit Richmond page to provide traditional travel guidelines as well as up-to-date attraction safeguards, restaurant protocols, and transportation precautions all in one place.

- KANTAR U.S. MONITOR



“Tour Operators Create New Jobs to Assure Travelers About Trip Safety”

Three tour operators, Trafalgar Tours, Insight Vacations and Luxury Gold, have placed wellbeing directors on their trips.

- SKIFT



# SIMPLY MEANINGFUL TRAVEL (NOW – NEAR TERM)

As travelers crave trips, they are looking for meaningful escapes. For many this entails refreshing getaways to outdoor destinations and prioritizing time spent with family and loved ones. Relaxation and reconnection are driving reasons for taking vacations, whether simple or indulgent.

Words that most accurately describe the type of vacation respondents are planning next:

<b>Family focused</b>	<b>48%</b>
<b>Simple</b>	<b>39%</b>
<b>Outdoors</b>	<b>30%</b>
Active	<b>26%</b>
Celebratory	<b>20%</b>
- KANTAR U.S. MONITOR	

Top reasons for taking a vacation today:

<b>Relaxation</b>	<b>44%</b>
<b>Stress relief</b>	<b>22%</b>
<b>Reconnecting with family and friends</b>	<b>13%</b>
Exploration / seeing new places	<b>08%</b>
Cabin fever / feeling cooped up	<b>06%</b>
- KANTAR U.S. MONITOR	

## 70%

Beaches, rural towns and national/state park destinations will still be where a majority of American travelers head, with more than **70%** reporting plans for these types of destinations.

- DESTINATION ANALYSTS

However, **29%** report that they will increase their urban travel in 2022.

- DESTINATION ANALYSTS

## 39%↑ 32%↑

American travelers look to make up lost time with loved ones as 39% plan to increase their family travel in 2022 and 32% will increase their travel with friends.

- DESTINATION ANALYSTS





# NEW BLEISURE TRAVEL (NOW – LONG TERM)

With a wider acceptance of remote work appearing to stay indefinitely, people continue blurring the lines between business, travel, and vacation. This trend is shifting business travel to being more consumer-centric as traditional business travel may continue to be suppressed, but workations and bleisure trips are likely to rise. Business travelers vacationing on their own terms are more likely to extend trips and spend more.

Marriott Bonvoy is offering packages for various types of remote workers.

Day Pass from 6 a.m. to 6 p.m. for those looking for a change of scenery just for the day

Stay Pass for those who want to work in a new place during the day but also want to extend their stay into the night

Play Pass for those who want to enjoy a resort vacation with their family

- KANTAR U.S. MONITOR

## 66%

Two-thirds (**66%**) of workers want to continue working remotely indefinitely.

- TECHRADAR

Working vacationers plan to take twice as many trips, and to stay longer, than those who intend to disconnect for the holidays.

- DELOITTE

Hurtigruten Expeditions has launched its “Work from Ship” initiative which allows passengers to work from their high-speed internet cabins while they sail around the world.

- KANTAR U.S. MONITOR

## 3/4

Three in four workers said they'll add at least one day to their holiday trips and **38%** say they'll add three to six days.

- AXIOS



# TOUCH-FREE TRAVEL (NOW – LONG TERM)

As travelers have become wary of safety and hygiene concerns, businesses have adapted with new technologies designed to limit COVID-driven concerns, which are likely to catch on for long-term efficiencies. Travel brands are offering touchless experiences from self-check-in to QR codes in order to not only improve safety but also help resolve staffing shortages for a more seamless experience for travelers.

“HOTEL CEOS  
CONCEDE A LASTING  
LABOR SHORTAGE  
MAY RESHAPE GUEST  
EXPERIENCE”

– SKIFT

## 62%

**62%** of respondents say that no matter what the product is, they will pay more if they know its clean and sanitized.

– KANTAR U.S. MONITOR

All citizenM hotels have become completely contactless. Users can check-in, pay for services, lock their room, control the temperature, and complete their stays all from their smartphone.

– KANTAR U.S. MONITOR

Delta recently partnered with TSA to launch its first domestic facial recognition option for customers.

– KANTAR U.S. MONITOR

Dallas/Fort Worth International Airport is trying out a “fast pass” program that allows passengers to avoid security lines by reserving a time slot for screening.

– WFAA TV DALLAS



# TANGIBLY RESPONSIBLE TRAVEL (NOW – LONG TERM)

The ongoing growth in the value of environmental sustainability is likely to be a foundational aspect of the future of travel. While the topic of eco-friendly tourism has been around for years, increased support and new measurement tools make sustainable travel more tangible. Today, travelers can seek sustainable stays in their trip searches and make choices that reward eco-conscious travel brands. With their core values of pragmatism, it is no surprise that this responsible travel trend is being championed by Gen Z, which they will likely carry over into the next generation.

## 61%

**83%** of respondents said they found sustainable travel to be vital, with **61%** noting that the pandemic has increased their interest in traveling sustainably.

– BNN BLOOMBERG

The term “green hotel,” has quadrupled in search volume since March 2020, according to Google Trends.

– BNN BLOOMBERG

Half added that finding a hotel with actual eco-credibility isn’t easy.

– BNN BLOOMBERG

## 69%

**69** percent of Gen Z travelers (aged 18 to 24) felt strongly about responsible travel.

– GLOBETRENDER

Google introduced the most significant new eco-travel tool this fall, which labels hotels as “Eco-Certified” in global search results, with a leaf-shaped icon next to the hotel’s name.

– BNN BLOOMBERG

## 80%

**80%** of luxury travelers are willing to travel to destinations during the offseason so that it is less crowded.

– AMERICAN EXPRESS GLOBAL TRAVEL TRENDS REPORT





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