

TOP TRENDS

BVK

NOW & NEXT 2022-2023

As society continues its volatility, industries are being shaped by people's shifts in mindset and behavior. This deck outlines five of the top trends that impacted the past year and are likely to influence 2023 and beyond, with each trend including a predicted staying power starting now and continuing through the near to long term.

In face of macro-economic concerns, consumers are craving optimism and brands are responding to this desire through messaging. Americans are redefining what their aspirations are, shifting from exclusivity and status to value and practicality. As the digital and physical worlds continue to blur and societal challenges are acknowledged, consumers and brands are navigating online usage and taking increased responsibility for broader change. In tandem, people are being increasingly intentional about how they structure their lives – thoughtfully selecting their livelihoods and time allocation to align with their values.

Top Trends

1. Craving Optimism
2. Evolving American Dream
3. Online Identity Crisis
4. Responsibility Embraced
5. Intentional Livelihoods & Living

CRAVING OPTIMISM

STAYING POWER: NOW - NEAR TERM

As Americans face ongoing disruptions a craving of optimism has been perpetuated in culture. Brands present happy, lighthearted and optimistic visions as aspirations, and consumers express a desire to find the bright side of life – seeking happy moments of escape.

88%

88% of Americans want new experiences that make them laugh or smile.

- KANTAR U.S. MONITOR

Optimism has gained cultural cachet as every-day and luxury brands from Bubly to Hermès highlight lightheartedness, smiles, and optimism as the most enviable goods.

- THE DRUM AND HERMÈS

78%

78% of Americans will pay a premium for true happiness.

- KANTAR U.S. MONITOR

80%

80% of Americans agree “Every day it feels like there’s something new to worry about in the world.”

- KANTAR U.S. MONITOR

13%↑ 9%↑

Americans’ media consumption shows a craving for excitement and happy endings with a **13%** rise in viewership for Action and **9%** rise for Romance/romcoms.

- GWI

The #1 quality that has become more important in personal lives since inflation went up is “maintaining a positive attitude.”

- KANTAR U.S. MONITOR



EVOLVING AMERICAN DREAM STAYING POWER: NOW - MEDIUM TERM

In the face of a changing economic and cultural environment, Americans are redefining collective aspirations by seeking value over exclusivity and celebrating realism over superficial status. From preferring second-hand clothing that is better for the environment over logo-spattered fashion, to desiring durability over exclusivity, the narrative for American aspirations is shifting to a more pragmatic vision.

Value was ranked as a #1 trend heading into 2023, replacing sustainability as the top trend of 2022 according to a recent market research report.

- INNOVA RESEARCH IN FOOD BUSINESS NEWS

76% 60%

76% of Americans have switched to less expensive clothing brands and **60%** have bought something secondhand.

- KANTAR U.S. MONITOR

#ThriftFlip has garnered over 2.8 billion views on TikTok.

- GWI

Consumers now favor durability (**84%**), differentiation (**71%**), and customization (**66%**) over factors like exclusivity (**50%**) or elevating their social status (**32%**).

- KANTAR U.S. MONITOR

Since mid-2021, there has been an **8%** drop in the number of consumers who want brands to be “exclusive,” which means that some high-end brands won’t be able to rely on their logo as much as they used to.

- GWI

Many car owners see their vehicles as less of a way to express their personality (**-9%**) and status (**-14%**) while value for money gains prominence with a desire for cheap and easy to maintain vehicles up **7%** since Q2 2021.

- GWI

75% vs 11%

75% of consumers say beauty is more about what you feel on the inside vs. **11%** who say it is more about how you look on the outside.

- KANTAR U.S. MONITOR

55% vs 45%

More Gen Zs prefer to see people “living realistic, balanced lives” (**55%**) vs. people “achieving all their hopes and dreams” (**45%**).

- KANTAR U.S. MONITOR

ONLINE IDENTITY CRISIS

STAYING POWER: NOW - MEDIUM TERM

The fusion of online and in-person identities continues with the prevalence of digital platform usage. From proto-metaverses to VR and social media, there is no shortage of ways for people to express themselves, or an avatar version of themselves, online. However, as these mediums evolve, tensions between the opportunities and the negative impacts remain as outputs of our increasingly digitized culture. Brands will need to use discernment in employing a balance of offline and digital tactics available that align best with their business.

Three-quarters of Americans have used Facebook in the last six months, with **(71%)** using YouTube and **(51%)** using Instagram. For Gen Z, YouTube is king **(83%)**, followed by Instagram **(74%)** and TikTok **(64%)**.

- THE HARRIS POLL

38% ↑

In the past year, 15 million views were tracked across platforms mentioning AR or VR, up **38%** from the previous year, suggesting that social audiences are getting more engaged in the topic.

- TUBULAR DATA IN DIGIDAY

62% of millennials and **60%** of Gen Zers think “how you present yourself online is more important than how you present yourself in person.”

- THE HARRIS POLL

55%

Globally, **55%** of consumers agree that they have trouble sifting fact from fiction in the digital world.

- DENTSU

76%

76% of Americans are interested in avatars and in customizing the physical appearance of their character.

- GWI

Online to in-person: Nearly a third of Gen Z users look forward to in-person experiences—like creator conventions and meet and greets—with their favorite online influencers.

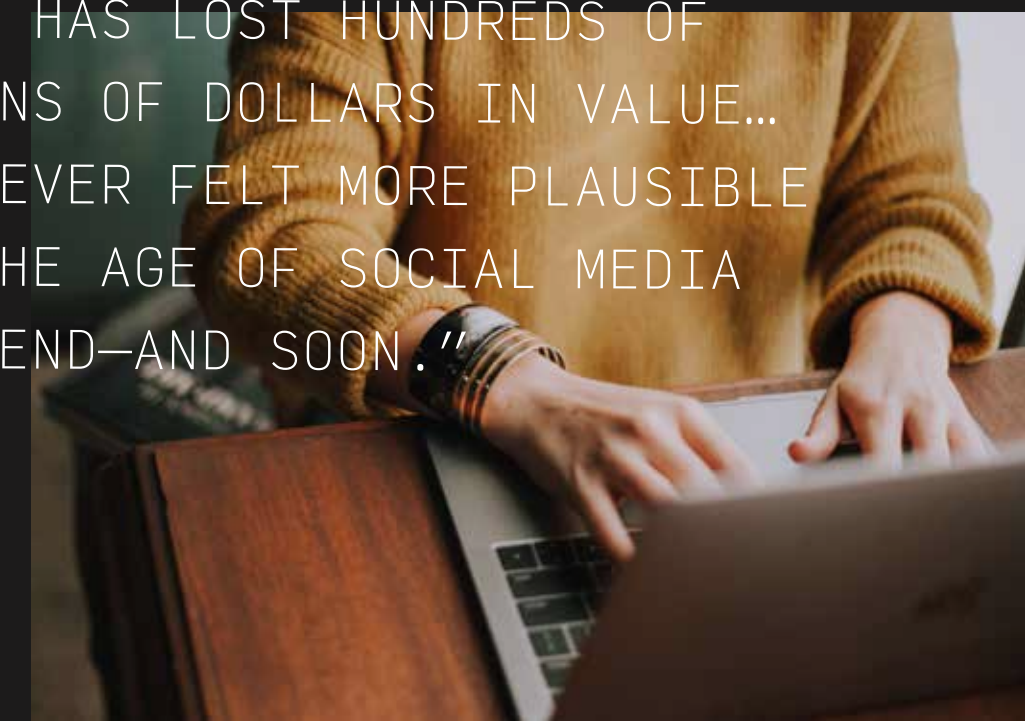
- INSTAGRAM WITH WGSN

(87%) of Americans want increased control of personal data, decentralized social media platforms **(77%)**, and an open web free from walled gardens **(77%)** in the next iteration of the internet.

- THE HARRIS POLL

“FACEBOOK IS IN DECLINE, TWITTER IN CHAOS. MARK ZUCKERBERG’S EMPIRE HAS LOST HUNDREDS OF BILLIONS OF DOLLARS IN VALUE... IT’S NEVER FELT MORE PLAUSIBLE THAT THE AGE OF SOCIAL MEDIA MIGHT END—AND SOON.”

- THE ATLANTIC



RESPONSIBILITY EMBRACED **STAYING POWER: NOW - LONG TERM**

Faced with numerous societal challenges, Americans are embracing a sense of responsibility to take action. They are seeking positive improvements for a more inclusive, equitable, and sustainable world and are working together with brands to create a greater collective impact.

“As consumers reassess the impact of existing social inequities and their consumption on the world, they are experiencing a rising need to hold themselves and others accountable for positive change.”

- KANTAR U.S. MONITOR

62%

62% of US consumers care about the impact of social justice issues.

- GWI

47%

47% say poor treatment of staff would discourage them from buying from a brand.

- GWI

Advance Auto Parts’ People with Disabilities hiring initiative has grown to include 17 distribution centers and stores in 14 metro markets across the US, as well as remote and in-person positions in their corporate offices.

- KANTAR U.S. MONITOR

As climate concerns rise, DIY clothing offers a sustainable alternative to fast-fashion with more than half of Gen Z respondents saying they plan to DIY their clothes in 2023.

- INSTAGRAM WITH WGSN

In response to Russia’s attack on Ukraine, Yale School of Management Professor Jeffrey Sonnenfeld and his research team created a tracker that identified businesses that had changed their dealings with Russia to create a sense of accountability.

- KANTAR U.S. MONITOR



INTENTIONAL LIVELIHOODS & LIVING STAYING POWER: NOW - MEDIUM / LONG TERM

In response to ongoing volatility, people are focusing on what they can control and being more intentional about how they are structuring their lives. Americans are evaluating the fundamentals from their work to their schedules, homes and what organizations they engage with, seeking meaningful career options and conscious living choices that align with their values.

34%

34% of Americans say that being present for family and friends is their most important goal in life, an increase of **7%** YoY.

- GWI

64%

64% of Americans say work-life balance is most important to them in the workplace, the second highest factor behind only salary/compensation.

- GWI

'Work On Climate' is a Slack community focused on helping individuals find new careers centered on solving climate challenges.

- KANTAR U.S. MONITOR

33%

33% of Americans cited "support me to find the right option for me to lead a balanced life & live better" as a way brands can help them thrive.

- INTERBRAND

"Dream Job? I don't dream of labor" is a mindset of Gen Z as they redefine the working narrative.

- KANTAR U.S. MONITOR

People are reducing their ecological footprint through intentional yet elegant home aesthetics using natural materials that are beautiful but also safeguard against droughts and other natural disasters.

Pinterest Searches

Rain water harvesting architecture	+155%
Drought-tolerant landscape design	+385%
Rain barrels ideas beautiful	+100%

- PINTEREST PREDICTS

The Women Owned Logo offers an official seal of authenticity to businesses that can prove they're at least **51%** owned by women.

- KANTAR U.S. MONITOR



250 w coventry court | milwaukee, wi 53217 | 414.228.1990 | bvk.com