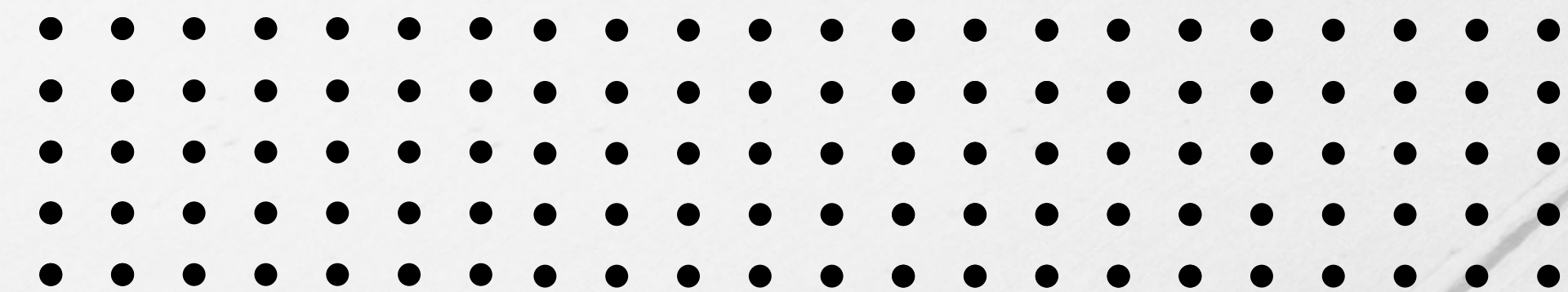


momentum

LITTLE BOOK OF TRENDS 2022



CURIOUS ABOUT 2022? THEN READ ON...



LAST YEAR, ALONG WITH PRETTY MUCH 99% OF THE WORLD, WE TOOK A PAUSE.

As we reflected on what we would predict for 2021, we realized it would be a challenge. After all, when sitting down to write our intro for 2020, we commented on the excitement for us all to enter a new decade, not once imagining that the decade's first year would be like nothing we could have ever predicted, or would have ever wanted to.

So, while we did indeed have trends ready to go, we decided to pause, reflect, and wait and see what 2021 had in store.

For 2020 we had written, "After carefully selecting each of our trends, we came to the realization that they wove together common threads: the need to do good, spark change, think differently and create joy. And as we look to the next decade, we anticipate that these principles will carry through for years to come."

As we get ready to publish in 2022, those words ring truer than ever. You'll see exactly that on the following pages: hope, positive change, progression.

Yes, the last two years brought us sadness, unease and turmoil. But they also encouraged ingenuity, tenacity, flexibility and, most of all, compassion.

We're all different people than we were when the Little Book of Trends 2020 was released, but one thing's for certain—we're 100% thrilled to be able to connect and share the next year's predictions with you.

Be well and be curious in 2022.



THE ALPHAS ARE COMING



Who is Generation Alpha? Quite simply, the generation that follows Gen Z; those born from 2010 on.

It was once predicted that these children (the majority being the offspring of Millennials) will be digital addicts, cyber-bullied and spoiled. While it's too soon to tell if that's true, it's time to start paying attention to these little ones.

After all, they've been living through a pandemic, have shown restraint and resilience, and have waited patiently for their turn to be vaccinated. They're having to grow up a little faster than the preceding generation and their Millennial parents. Their future will be an interesting one to follow.

As other generations may struggle as they adapt to new norms, particularly in regards to how we interact with each other, Alphas, from the start, have been born into a landscape in which devices are intelligent, everything is connected, and the physical and digital worlds are merged. Their skills in this area are unprecedented and second-nature. So, it's no surprise to learn that 65% of those just entering primary school today will end up working in jobs that don't even exist yet.*

It's also expected that they'll leave the longest generational data trail ever collected. They are already showing how influential they are in terms of purchase decisions, and are emerging as any brand's dream. Because they're so skilled (or will be, depending on their age) at searching for information and sharing it with their parents, Generation Alpha will also likely have more influence than previous generations over adult decisions and family purchases such as eating out, taking vacations and other entertainment activities.

While Gen Z is—and will continue to be—the generation that makes meaningful changes in our society today, their younger brethren will be watching, learning and taking notes. Keep your eye on the Alphas and don't lose your chance to start speaking to them now.

** Source: McCrindle Research*



GENERATIONAL DIVIDE:

The realization that each generation is unique, and this gives it power.

FAST-TRACK FUTURE:

The unplanned acceleration of a movement/plan, trend, or technology due to an expected situation or circumstance.

FASHION FORWARD

The joy of shopping, from browsing clothing racks to trying them on, to walking out the store with a bag filled with your precious purchases, has been the ultimate experience in retail therapy.

With entire TV shows built around this topic, it may be hard to imagine that digital fashion is becoming more mainstream.

Yes, you read that right. Digital fashion. While at this moment, many of you might cringe at the thought of spending physical money to buy a digital item, the fact is that it's very much becoming a reality.

"Why?" you might ask. Well, it boils down to an increasing knowledge of the issues facing our environment, particularly when it comes to textiles (in the US alone, 85% of textiles are thrown away and 60% of all clothing isn't recyclable in the first place*). That awareness, coupled with the commoditization of "Instagram culture," is opening up opportunities for people to keep their online persona and wardrobe fresh while not sacrificing the planet. Daria Shapovalova, digital fashion pioneer



and co-founder of Dress-X, foresees her company as a solution by recognizing that "the next fast fashion is digital fashion." On a larger scale, Nike recently filed for a "virtual goods" trademark, which is a sure sign that this trend is about to enter the mainstream at full force.

Expect to read about and see more digital fashion throughout 2022, as more brands start to test these predictably lucrative waters.

**Source: Calpirg*

MINIMALIZING:

The desire to strive for simplicity and seamlessness in an otherwise overloaded and complex society.

FAST-TRACK FUTURE:

The unplanned acceleration of a movement/plan, trend, or technology due to an expected situation or circumstance.

02



INFLUENCERS ON THE NANO LEVEL



03

Nano-influencers on social media that have between 1,000–5,000 followers stepped out of the shadows this past year and show no signs of slowing down.

“Why?” you ask. This particular group comprises approximately 19% of all influencers, and is an affordable solution for brands that want to promote their brand on social media, but might lack “sky’s-the-limit” budgets to go all-out.

Although they are often in the shadow of the Micro-Influencers (the favored sibling of all the influencer groups with 5K–20K followers), brands are starting to pay attention to Nanos, as they have the highest engagement rate* compared to other influencers. This means that audiences who follow their pages like, comment or share their content more than they do with that of “bigger” influencers.

With 51% of brands that work with influencers running ecommerce stores,** and ecommerce sales accounting for \$4.2 trillion globally in 2021, we expect next year will be good for the Nanos. Look out for more brands turning to them in 2022, where they’ll leap-frog over Micro-Influencers as key brand partners.

We can’t help but smile for the Nanos, who possess a more casual, relaxed persona online and are slightly less polished and a bit more real than other influencers. Three cheers for the “little” guy!

**Source: HypeAuditor*

***Source: Influencer Marketing Hub*

IMMERSION FASCINATION:

The need and desire to connect with a brand or company in unique ways.

FOCAL SOCIAL:

A continued push toward more social-driven content in order to engage consumers.



m

METaverse MANIA

04



Ah, 2020. The year that changed us, in so many ways. Habits were formed, hobbies were created, needs and wants were prioritized.

What was also quite evident, as we sheltered in one place for months upon months, was the steady rise of casual, social gaming and online participation in events typically only experienced in person. Consumers who once swore they'd never join the gaming universe—or any online universe for that matter—saw themselves renege on their oath, and finding joy in gaming or watching their favorite performer in a “hybrid” environment.

But, that was then. 2021 saw the trend accelerate, as players increasingly interacted with the open-world environments of their games. Players took breaks in Fortnite to visit a virtual stadium inspired by the Raymond James Stadium, or to check out a hybrid Ariana Grande concert. The Roblox user platform hit 43 million users by the end of Q2 and the VR headset user base is expected to

reach 17 million* by the year's end. As we enter 2022, visitation will continue to increase to these virtual realms, which have been dubbed the Metaverse.

As society begins its slow crawl to normalcy, the Metaverse will provide both the accessibility and convenience of virtual events with the immersiveness and spontaneity of live events. Activations like Verizon's Fortnite stadium, which drew 40 million visitors, and Lil Nas' Roblox concert, which brought in 33 million attendees, have enabled fans to engage in ways that are simply impossible when staring at a chat screen.

From browsing merchandise in virtual stalls to high-fiving a digital avatar of a favorite celebrity, the Metaverse will open up a whole new world of possibilities in 2022.

**Source: Techinjury.net*

FAST-FORWARD:

Technology moving at intense speed.

IMMERSION FASCINATION:

Both the need and desire to connect with a brand or company in unique ways.

m

COMMUNITY COMMERCE

05

Over the last several years, the need for ecommerce has gone through a series of stages.

At first it was **Luxury**, indulging in the opportunity to order something with one click and have it delivered to our doorstep. Then it was **Convenience**, with many using ecommerce to balance their overflowing to-do lists.

And now, the latest stage is **Necessity**. When instructed not to leave their homes, everyone turned to one thing that could help them get through it all: **ecommerce**. As we scrolled and clicked and likely bought a few unnecessary items, traditional brick-and-mortar stores were forced to close temporarily for safety purposes, and had to adapt or watch their sales plummet.

The traditional store model has been challenged, for sure. Brick-and-mortar strategies have had a fire lit under them to reevaluate, reassess and make real change

that will reflect our new, but very real, lives. One trend that is picking up traction with the potential to really shine in 2022 is that of creating stores that can also act as a “community hub.”

Connection-starved consumers are craving opportunities to gather with others, have fun or learn something new. They simply want to get out of their homes. Traditional stores are leaning into that need by creating events and spaces within their walls or parking lots where consumers can meet up, enjoy and experience something new or needed—all within the store footprint.

While sales may not be generated in that moment, the hub provides positive experiences that stay with shoppers. For example, Samantha David, President of WS Development, sees that it can be of more value to find someone that, when they visit a physical location, “wants to spend their time and not necessarily spend their dollars.”

Staples has delivered on this trend with their new “connect” spaces, where stores feature 500-square-foot event spaces, podcast studios and co-working spaces, along with community kitchens and meeting rooms. And Walmart transformed its parking lots into movie drive-ins, holiday markets and more during the pandemic, and has now expanded into its stores with Walmart Chefs Tables, giving customers a place to gather and simply have fun.

With 2022 in our line of sight, we’re excited to see how traditional stores will thrive by reinventing themselves to embrace this trend. They really do deserve it.

EXPERIENCIFICATION:

Increasing consumer desire to have experiences in all areas of their lives.

IMMERSION FASCINATION:

Both the need and desire to connect with a brand or company in unique ways.



COMFORT CONTENT

Following a challenging two years, increased stress levels among the general public have led many to alter their habits; from wellness to social connection, travel and more.

As human beings, we’ve adjusted and altered how we interact, consume and curate every aspect of our lives. When we chip away at everything that has happened since the start of the decade, it becomes obvious that we’ve collectively embraced one underlying theme: comfort.

Comfort has become our touchstone. The thing we lean back on like a security blanket as we enter a post-pandemic lifestyle. And so, as we navigate all-new ways of consuming content and experiences, we see 2022 as the year of “Comfort Content.”

As the world eases into a new normal, we’ll see the scales tip from what was once the key draw for experiences, with

many opting to skip extreme excitement or exhilaration and gravitating toward experiences that bring a feeling of calm, healing and happiness. From music to television, there has been an influx of a variety of calm content and, in certain instances, it has broken into mainstream culture. With many of the barriers to access this type of content minimized, its popularity has risen and people are flocking to disengage with it.

HBO Max recognized this shift and prioritized the development of a television show in collaboration with the Calm app to offer more comfort content to subscribers. In music, streaming of “lo-fi” channels on YouTube, which users often use for tranquil background ambience, have seen a significant rise since the

06

start of the pandemic. And the popularity of “happiness tourism” is predicted to continue to rise as consumers find joy and comfort in creative, nature-led and transcendently grounding travel experiences that help them reconnect with their wellbeing.

As more people continue to engage throughout 2022, Comfort Content will solidify its place in the alternative entertainment space.

BE BETTER:
The desire to improve one’s own wellbeing.

WELLNESSMENT:
The combining of technology and wellness —be it physical, mental or emotional— to improve a consumer’s way of being.



PROGRESSIVE FARMING

07



Over the years, we've witnessed many companies try to advance farming technologies. Often to no avail. And the "Living with The Land" exhibit at the EPCOT Center in the US has showcased farming's future for decades, yet no one paid much attention. Until now.

With climate change something we simply can no longer avoid and recent events forcing a harsh spotlight on the fragility of our global food supply, we have opened our minds to new types of agriculture. And so, welcome to vertical farms.

In truth, vertical farming is nothing new. It's been waiting in the wings for a while, but this farming format's ability to grow plants in trays stacked in a closed, controlled environment provides an opportunity to help better the world. Now equipped with LED lighting to make the process cheaper and more energy efficient, they can be located close to customers,

reducing transport emissions and minimizing water use. And, because vertical farms are contained, bugs are kept out, meaning there's no need for harmful pesticides.

We're not the only ones who see this as a key trend of 2022. Investors have been paying close attention to vertical farming and other agri-tech solutions to make food supply chains more sustainable.

We anticipate this area will expand and accelerate rapidly, thanks to the pandemic. In fact, infarm, a Berlin-based vertical farming company, is planning to increase its cloud-connected farming facilities from 500,000 square feet to over five million by 2025.* Consider us suitably intrigued.

**Source: infarm*

FAST-TRACK FUTURE:

The unplanned acceleration of a movement/plan, trend, or technology due to an expected situation or circumstance.

ENVIRO-RESET:

The movement to backtrack and rebuild societal and environmental missteps that are challenging our future.



THE NOLO-DOWN



BE BETTER:

The desire to improve one's own wellbeing.

ENLIGHTENMIND:

Consumer movement to transform their present toward more spiritual, emotional or ethical growth.



No- and low-alcohol (NoLo) versions of many of our happy-hour favorites continue to gain their share of shelf and stomach, as the pandemic-driven push toward greater health and wellness gains pace.

Everyone's looking at NoLo, from smaller start-ups to the big guys like Constellation Brands and Suntory. In fact, the global market for non-alcoholic drinks is projected to grow by one-third* in the next few years and be worth \$1.6 trillion** by 2025.

Long gone are the days when these booze-free beverages were considered a last resort. Consumers globally are opting for these as part of a true lifestyle shift. Dry January and Sober October have helped pave the way for consumers' mindful efforts to cut back on alcohol consumption, and NoLo is there to fill the gap.

Stigmas surrounding NoLo are rapidly fading as dietary preferences become more individualized, so there's no need to worry that you'll be considered a buzzkill for choosing a booze-less snifter or two.

People still want to meet for drinks and experience innovative mixology. Many are just wanting to do so without the alcohol. Always on point with their trends, bartenders around the world continue to literally shake things up, incorporating NoLo spirits and non-traditional alternatives and additions like kombucha and cold brew.

08



With solely NoLo bars popping up from Tokyo to Texas, "no" and "low" don't apply to socializing, connecting or having fun. Count us in! Let's raise a glass to choosing our own paths!

*Source: IWSR, 2021

**Source: Million Insights, 2020

INDIVIDUAL INSPIRATION

Individuality. You've likely heard the term, or perhaps its cousin "personalization," mentioned before. You may also be wondering about its significance in a 2022 trends report.

What we can tell you is that the desire for individualism is permeating throughout a variety of areas in a consumer's life, ranging from work, fashion, shopping and even sports.

The trend of individuality comes as no surprise. In fact, it's a sign of the times. Over the last 18 months or so, we've all worked on crafting and creating lifestyles that fit with our needs and desires as best as we could.

While we were restricted in some ways, we were liberated in others and started making more and more life decisions for ourselves. We saw signs of individuality come alive everywhere, as people began to reassess

where they lived (and where they'd prefer to live), their relationships, their media habits and their jobs.

This trend will extend into buying behavior. Companies should expect to see increased customer demand for brands that offer products and services that are tailored to the individual. Not to be confused with customization, individualization will require more purpose and direction that enables the customer to achieve a feeling of self-identity and stand out from the masses.

The trend is also likely to play a significant role for sports companies, thanks to the pandemic fitness boom increasing demand for individualized sports equipment. 3D printing will be working overtime to keep up, and we fully anticipate that advancements in this type of technology will be hitting the pages of our 2023 Little Book of Trends.



FAST-TRACK FUTURE:

The unplanned acceleration of a movement/plan, trend, or technology due to an expected situation or circumstance.

MINIMALIZING:

The desire to strive for simplicity and seamlessness in an otherwise complex society.

09

m

SOCIAL SUCCESS

EVERY INDUSTRY GOT SHAKEN UP DURING THE PANDEMIC.



10

The B2B sector’s customer engagement model was no different. Primarily built on in-person events and conferences that stimulated lead generation and organic conversation, businesses found that they needed to pivot lightning fast if they wanted to continue to thrive. At first, they adopted an online approach, before migrating to smaller, hybrid options as the situation improved.

Looking ahead, we predict content marketing will be B2B’s secret sauce for 2022.

Once considered discretionary spending, content marketing is now seen as a necessary piece of the B2B marketing puzzle. For 2021, 43% of B2B executives familiar with their organization’s spending said their content marketing budget increased compared to 2020, and 66% say they expect their content marketing budget to grow in 2022.*

While short articles, blog posts and videos are the most common content assets at the moment, expect to see “Social Selling” hit center stage for successful B2B content marketing.

Emerging from the shadows to be THE heavy-hitter of the new year, Social Selling is defined as the process of generating leads, prospecting and building relationships on social media platforms. As 2022 dawns, B2B companies should be rolling-up their sleeves to brainstorm and deliver different ways to integrate Social Selling into their marketing plans. Look to see companies start by testing the waters with simple approaches at first—responding to comments, liking relevant content—then on to more complex initiatives, such as developing message ads.

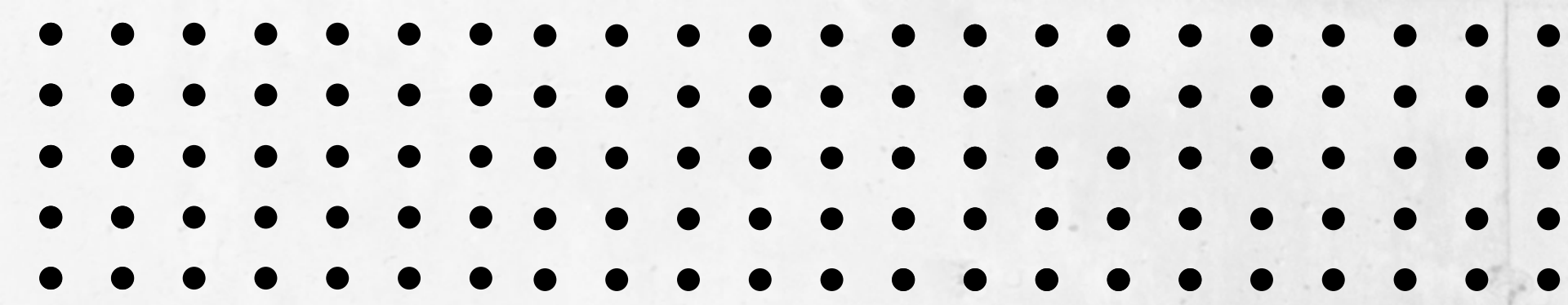
However, the idea generation shouldn’t stop there. We’re looking forward to seeing companies push the envelope and create Social Selling content marketing that raises the bar even higher by 2023.

**Source: Content Marketing Institute*

IMMERSION FASCINATION:
Both the need and desire to connect with a brand or company in unique ways.

FOCAL SOCIAL:
Continued push toward more social-driven content in order to engage consumers.





AND THERE YOU ARE.

Momentum Worldwide's Top 10 Trends for 2022.

For more info: info@momentumww.com