

Trends
Volume 28



Pastures New



Setting the scene

Pastures new

This week it's time to hit the road.

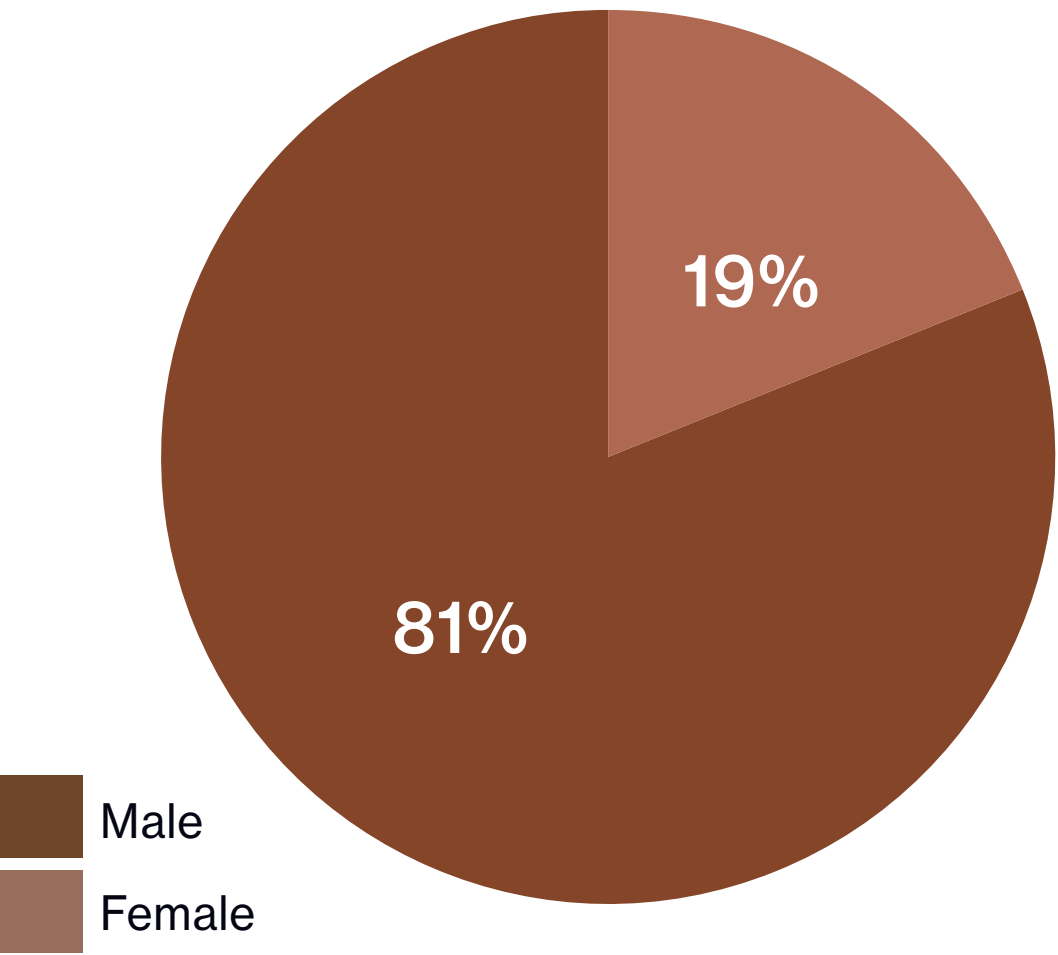
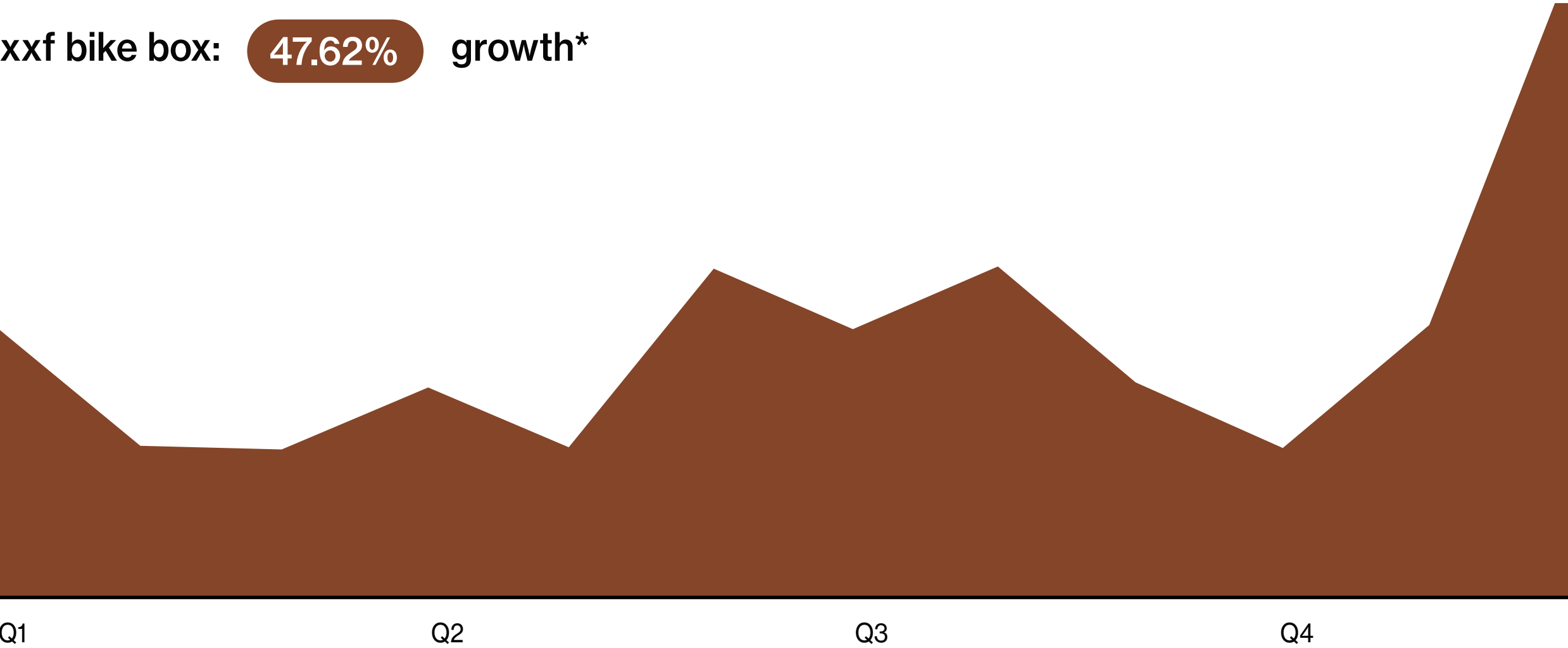
We've uncovered a number of shifts that reflect people's hunger for adventures in the great outdoors.

Having been trapped indoors for most of the last three years, our discoveries show that people are looking to make the most of their new freedom, and are searching for ways to get their hands dirty with exciting, adventurous outdoor pursuits.

Let's muck in.



XXF Bike Box makes a case for enjoying the outdoors, wherever one goes

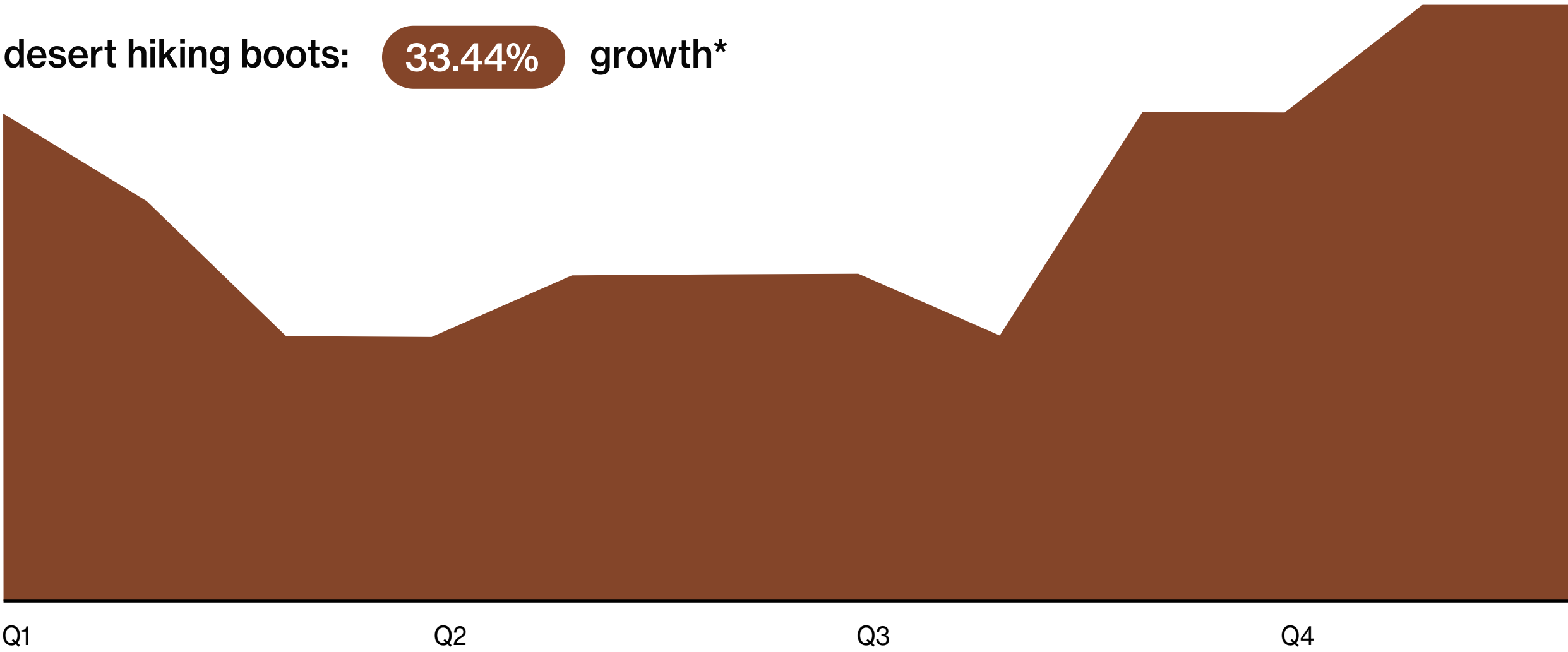


The XXF Bike Box, which has been trending on both Google and Alibaba, allows people to travel worry-free with their bikes, whether they're going for an urban adventure or an extreme one.

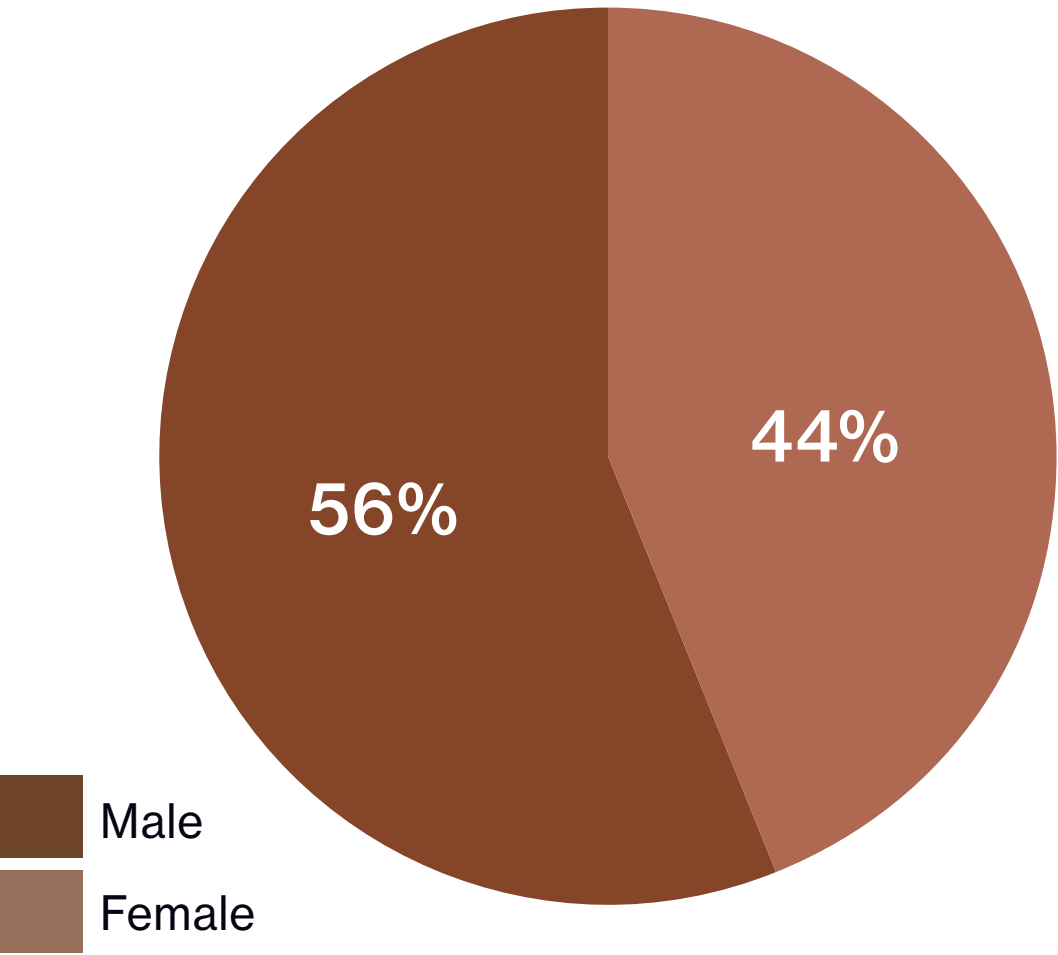


Desert hiking boots gain traction as people venture into unfamiliar terrain

desert hiking boots: **33.44%** growth*

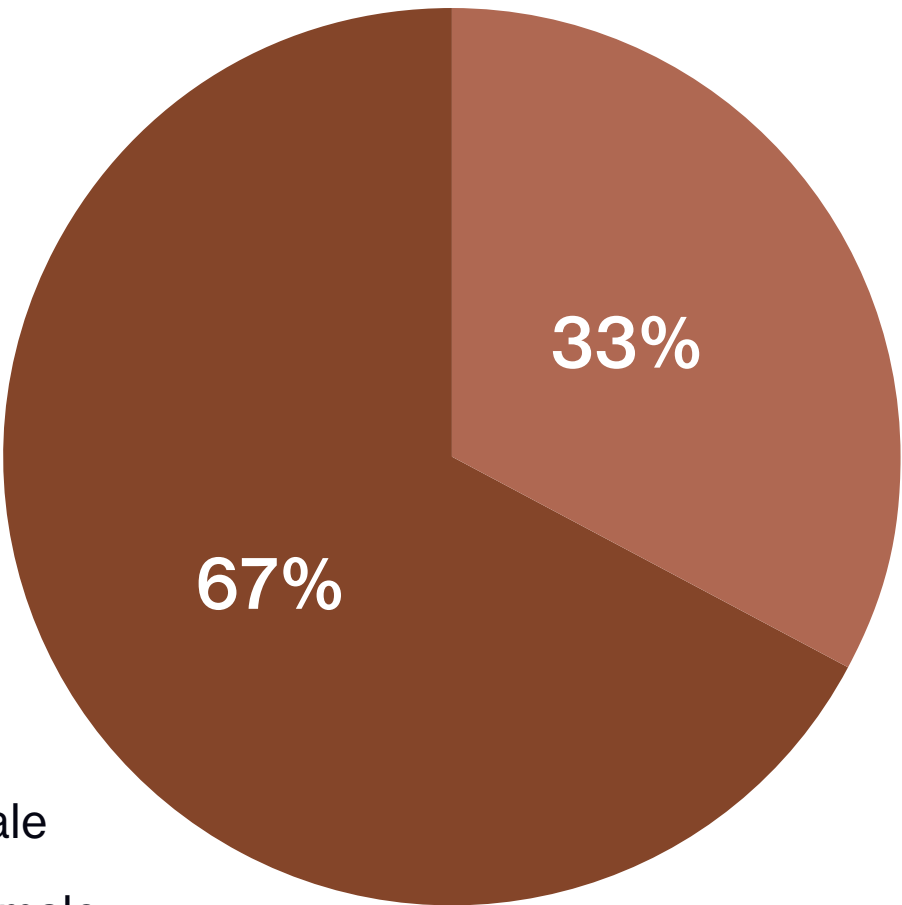
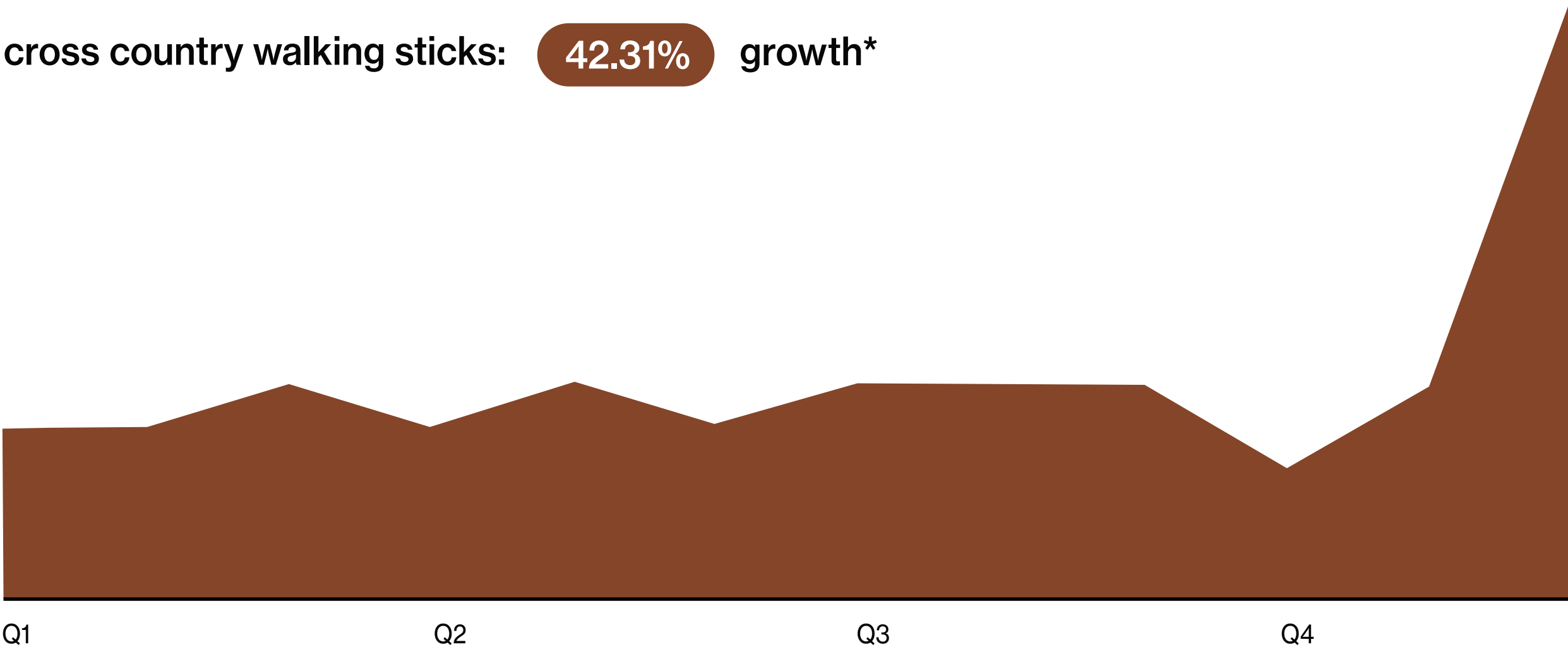


Rising interest in desert hiking boots points to a growing need for more action-adventure orientated trips and explorations.



Walking sticks hike up the effectiveness and inclusivity of outdoor activities

cross country walking sticks: **42.31%** growth*



Male
Female

More and more people are searching for hiking aids like cross-country walking sticks and trekking poles. This reflects the increased interest in activities like Nordic walking, a fitness activity that’s safe and effective, especially for older people.



1 Take it outside

After years of lockdowns, isolation and sheltering in place, people are hungry for opportunities to fully enjoy being outside.

Consider how your brand can give people the opportunity to revel in the great outdoors.



2 Take everyone with you

Young or old, mobility-challenged or not, everyone feels the need to get back out into the world.

What can your brand do to make sure that everyone has the chance to have an adventure outside... and outside their comfort zone?



To find out more, contact
us at enquiries@quilt.ai

