

Trends
Volume 27



Natural permeations



Setting the scene

Natural permeations

This week, we highlight the appeal of nature-themed indulgences in products and experiences. We are seeing new roots take hold in conventional categories as netizens look for more natural tastes, materials, and environments to enhance their lives.

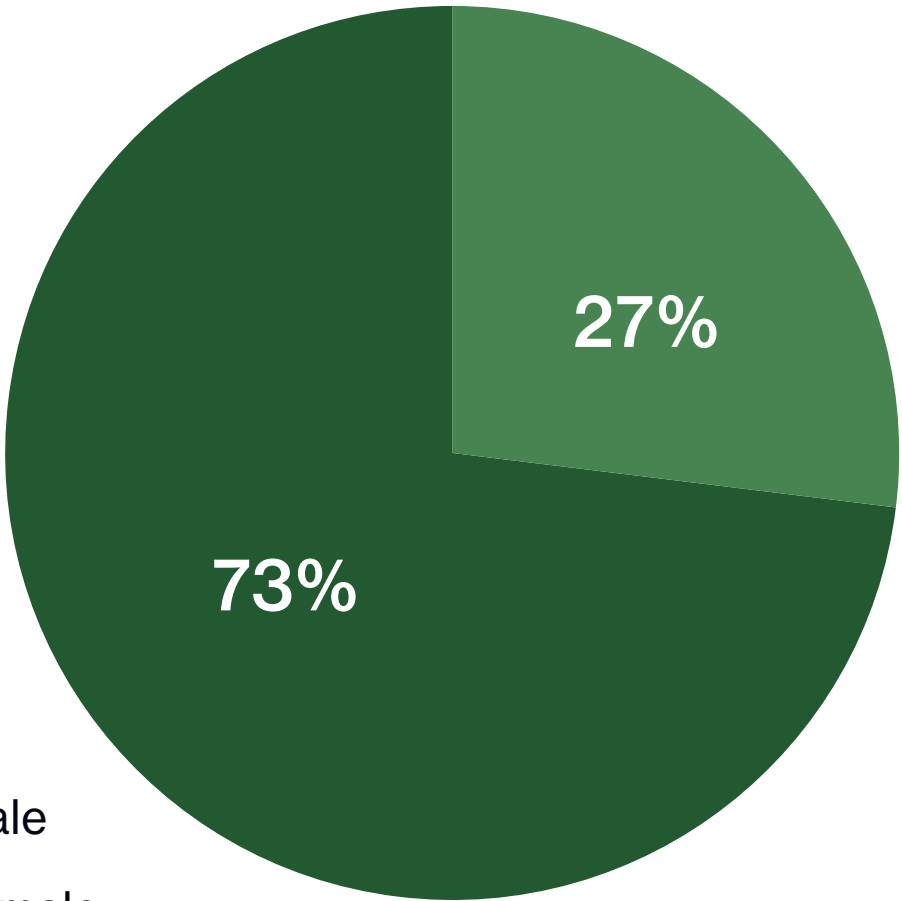
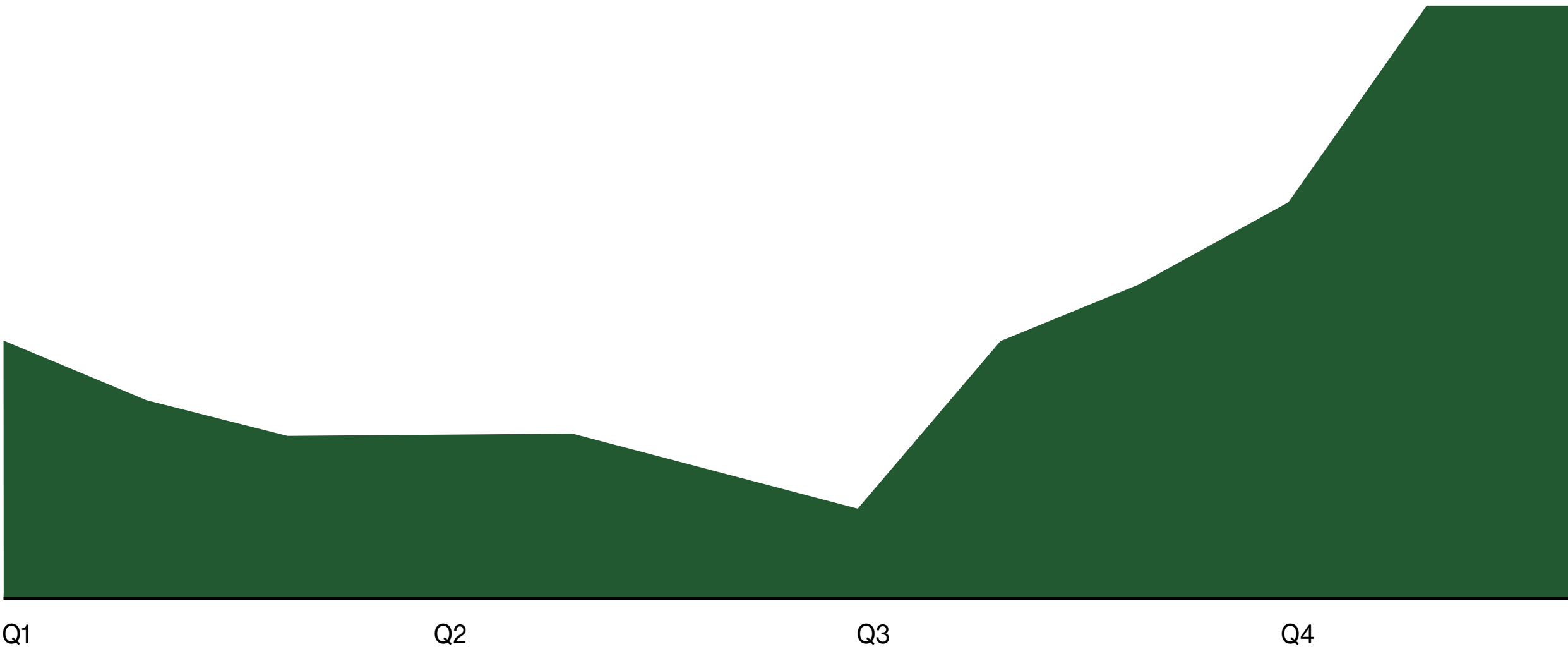
This skewing toward the natural signals deeper desires to escape the daily grind and experience moments of exhilaration with nature.

Ultimately, these moments of consumption evoke feelings of tranquility, restoration, and adventure.



The wild appeal of nature-themed beer

stash panda ipa: 105.08% growth*



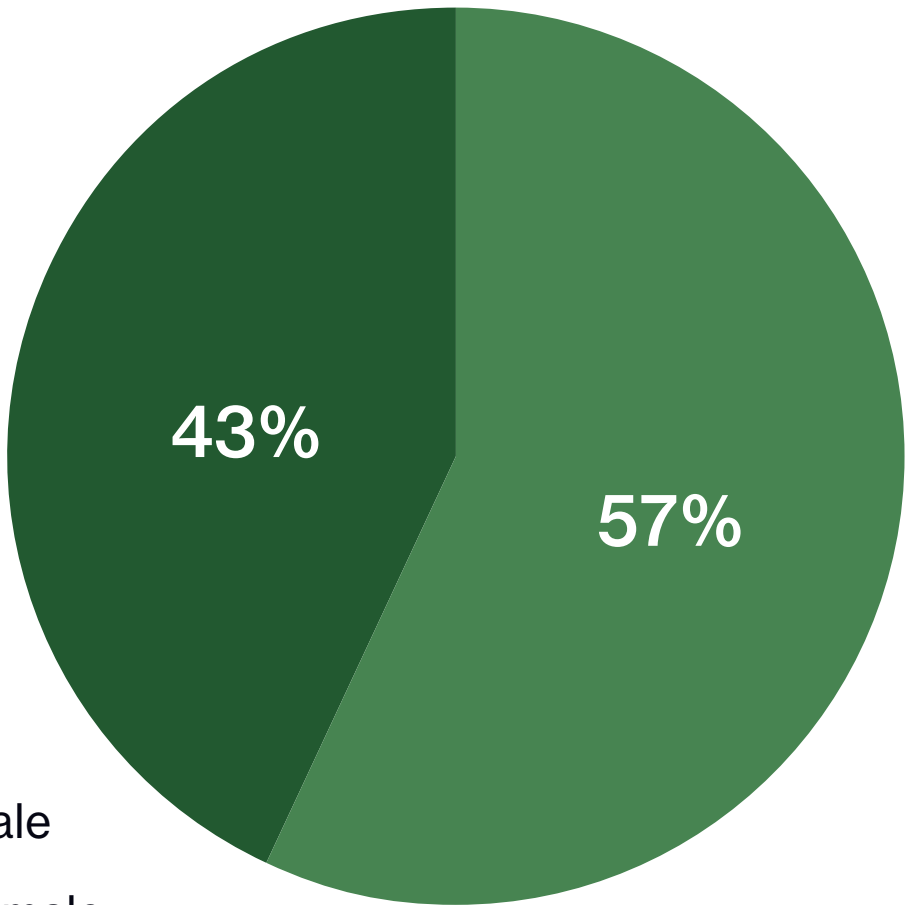
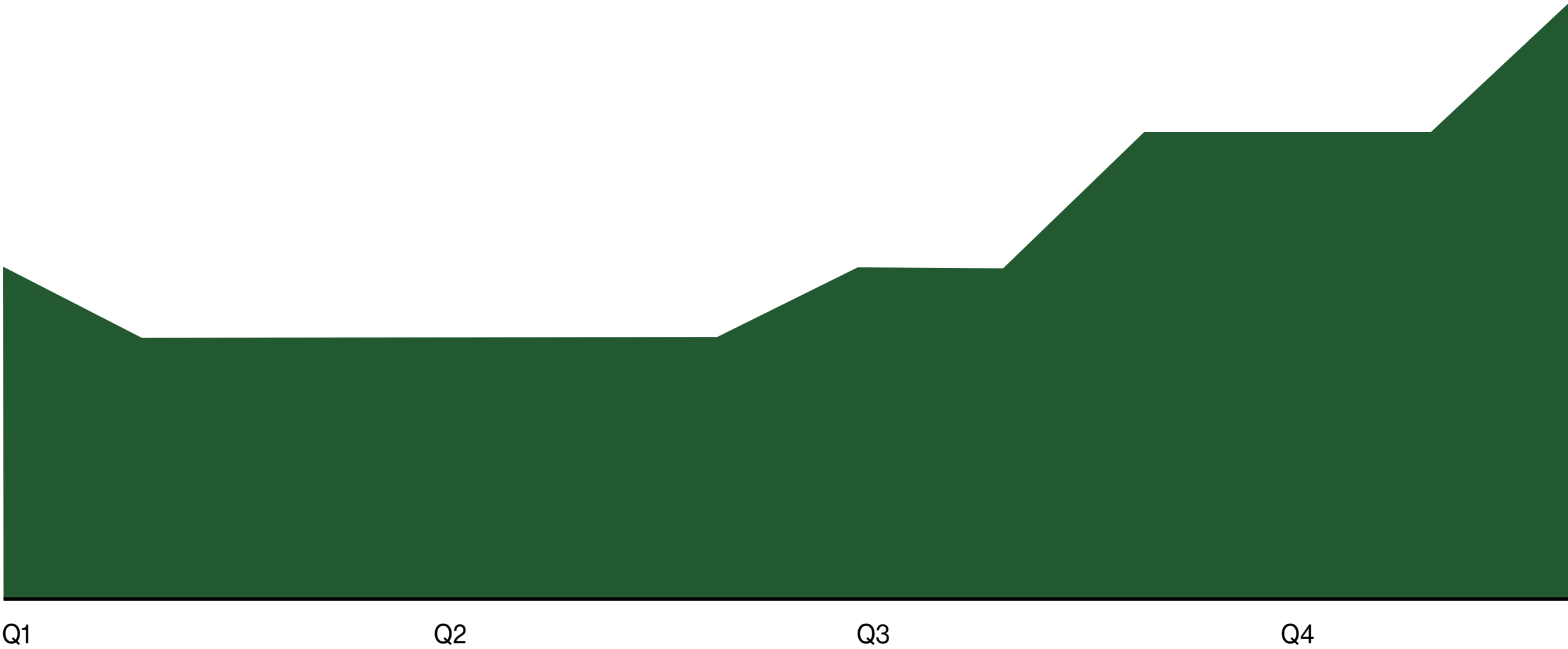
Male
Female

This IPA– actually named after raccoons (or ‘trash pandas’) who once stole some of the brewer’s prized hops–has adopted natural themes in both its branding and taste profile to stimulate wild appeal.



Nature’s calling when it comes to diapers

nature bamboo diapers: **60.00%** growth*

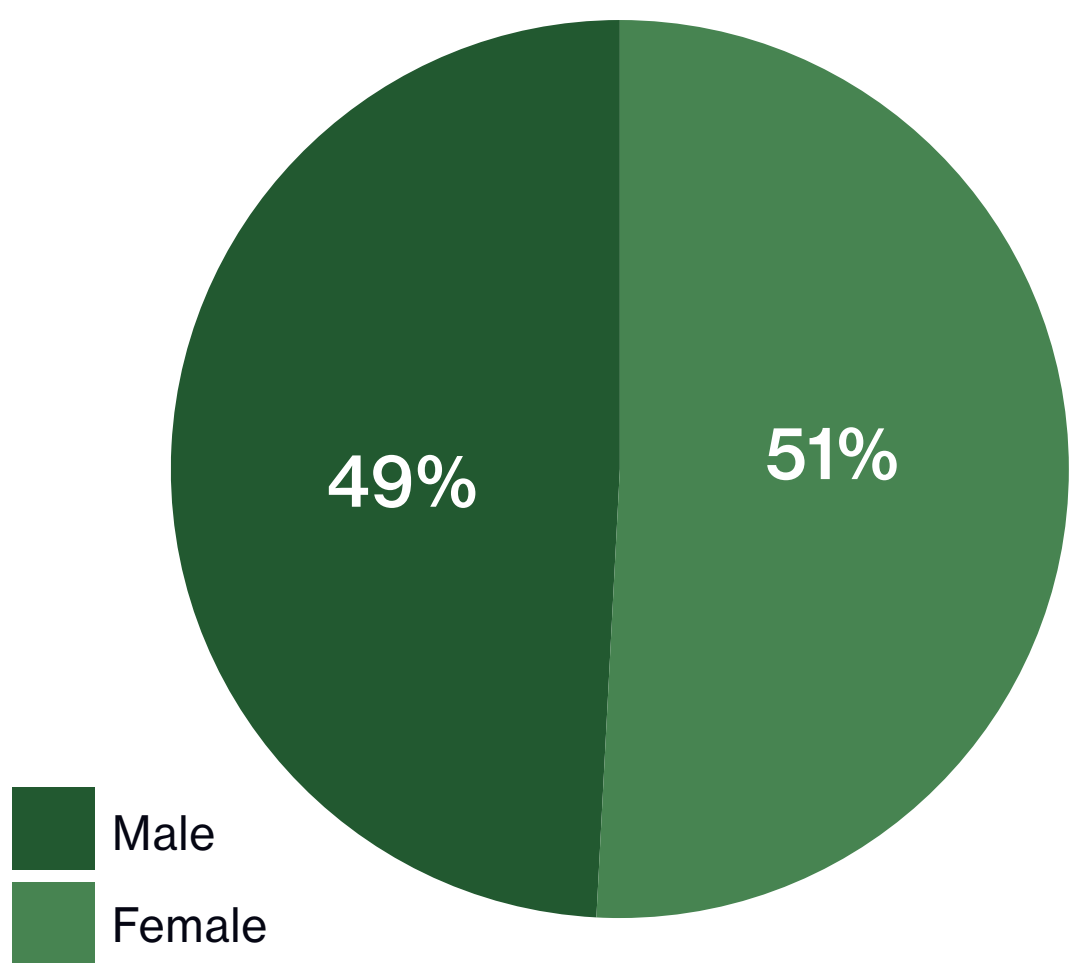
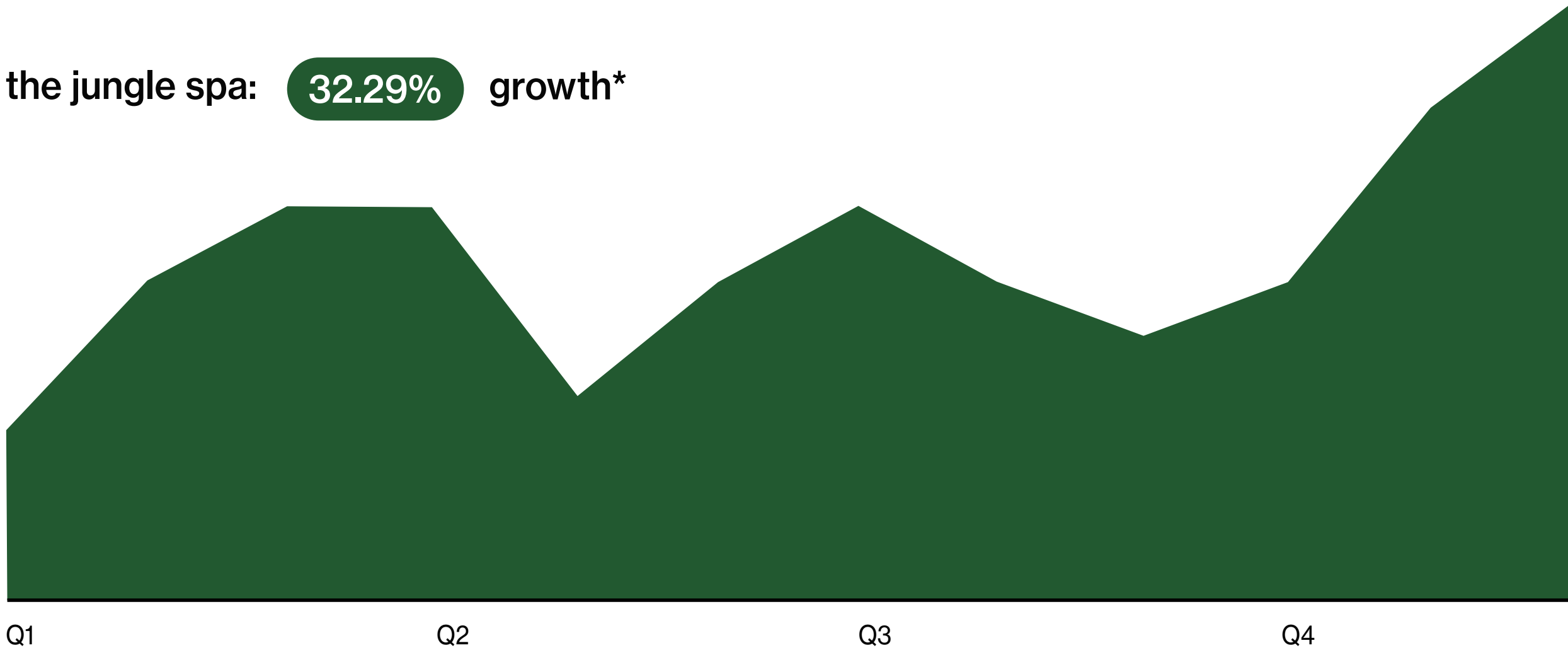


Male
Female

Bamboo diapers appear appealing as they are generally more eco-friendly than traditional disposable diapers, while also being less irritating to a baby’s skin. A growing number of parents and caregivers have been opting for this indulgence for their little ones.



Leafy latitudes for travellers



Jungle-immersed sanctuaries have been increasingly popular with travellers and also netizens who are fantasizing about their ultimate destination. Luxury jungle spa-themed retreats have been on many people’s radar, including the the Tulemar Bungalows & Villas in Costa Rica, which was recently named Tripadvisor’s #1 Top Hotel worldwide for 2022.



1 Go au naturel

Brands should double-down on natural or nature-themed offerings to tap into people's heightened desire to immerse in nature. Products and experiences that are simply 'natural' remain popular, but ones that more overtly tap into the themes and flavours of nature are growing in prominence. All this is a much-needed tonic to the anxiety and isolation of the pandemic years.



2 Keep it bulky

Success in a more natural, eco-conscious arena often requires larger, bulk purchases, or even longer vacation stays in an attempt to cut down on delivery times, packaging, travel and waste. Even with the likes of bamboo diapers, there appears to be more consumer permission to order larger quantities at higher price points as opposed to smaller, more frequent purchases.



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us at enquiries@quilt.ai

