

Trends
Volume 26



Living in a Phygital World



Setting the scene

Living in a Phygital World

You're reading this on a screen rather than in paper form, aren't you? That's ok. Like most, you probably spend most of your day on one kind of screen or another, rather than interacting directly with the physical world.

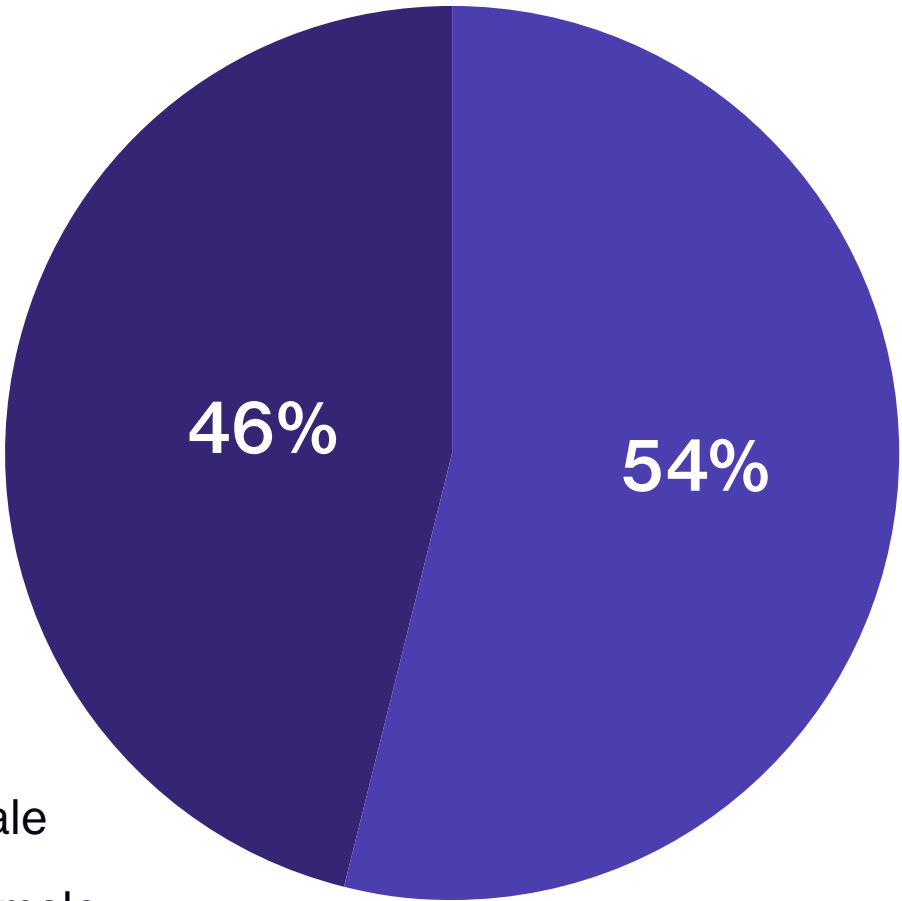
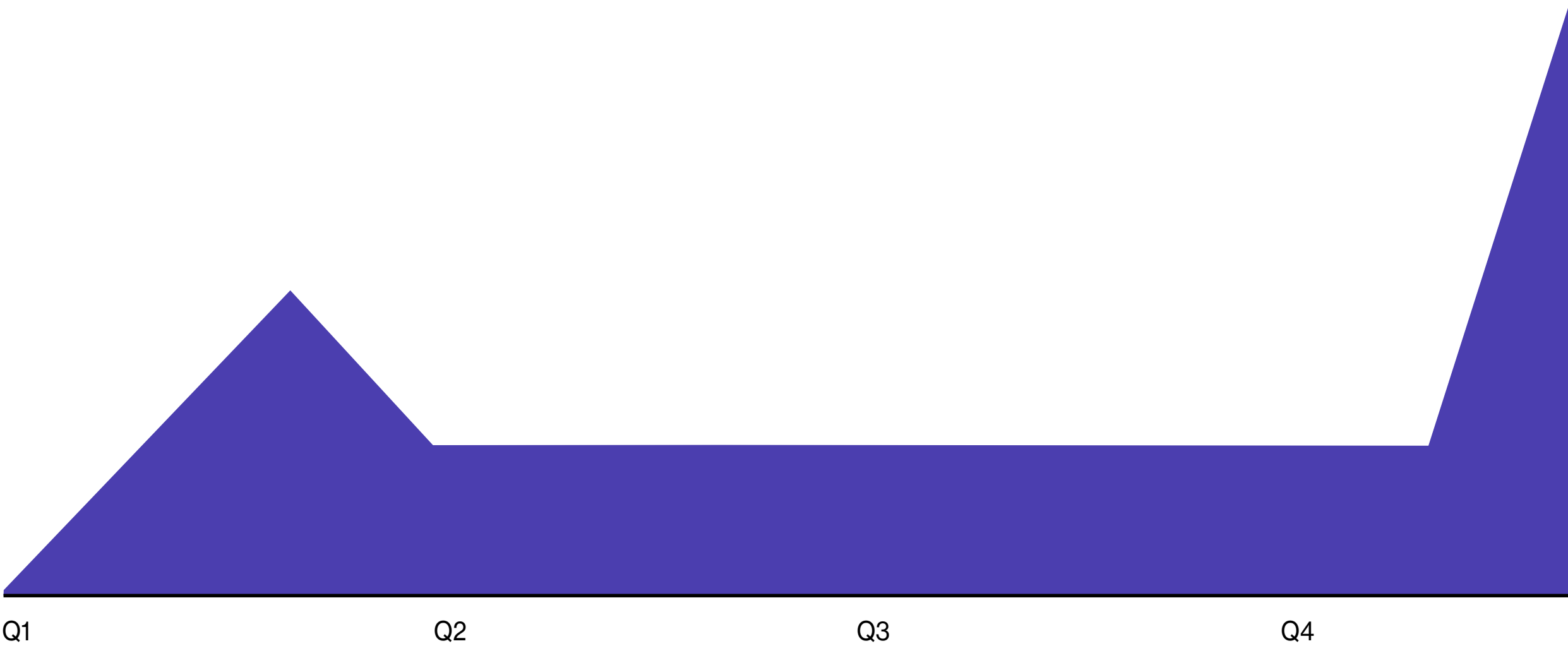
Remote working – remote everything, in fact – is here to stay. And while there's a lot that's wrong about remote – it's bad for eyesight, posture, etc – there's a lot that's good about our increasingly digital lives too.

This week, we're exploring some of the trending ways that people are making the most of life in an increasingly hybrid or “phygital” world.



From offline to online to phygital commerce

phygital shop: 50.00% growth*



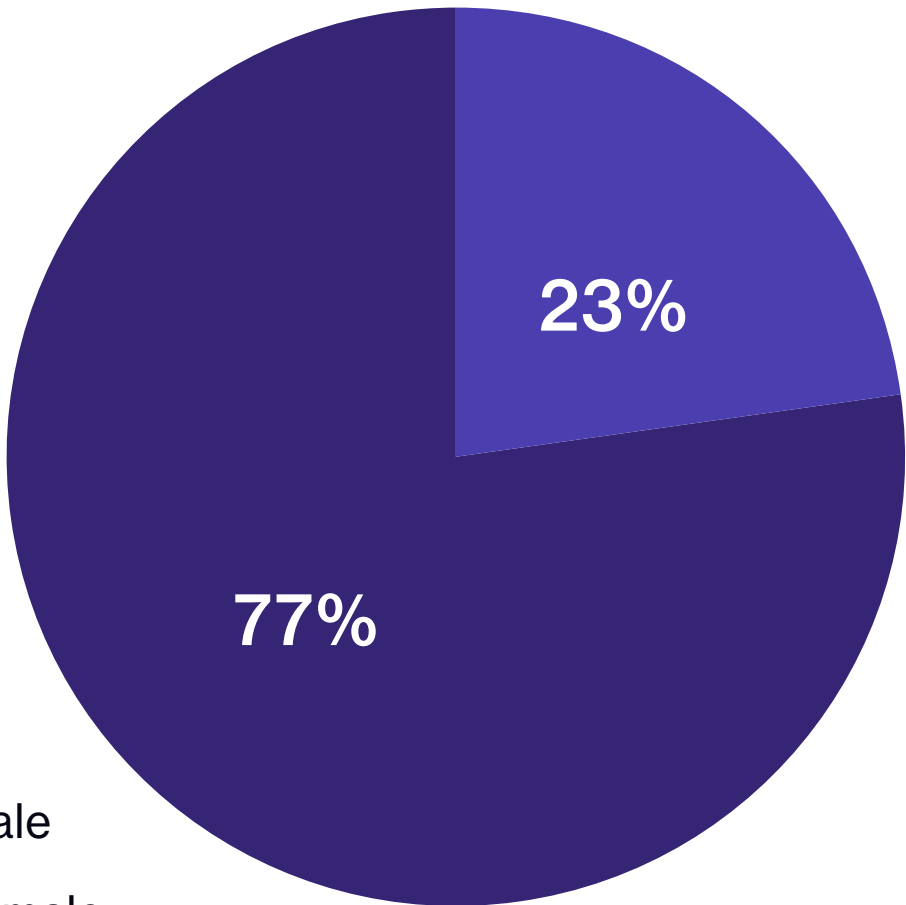
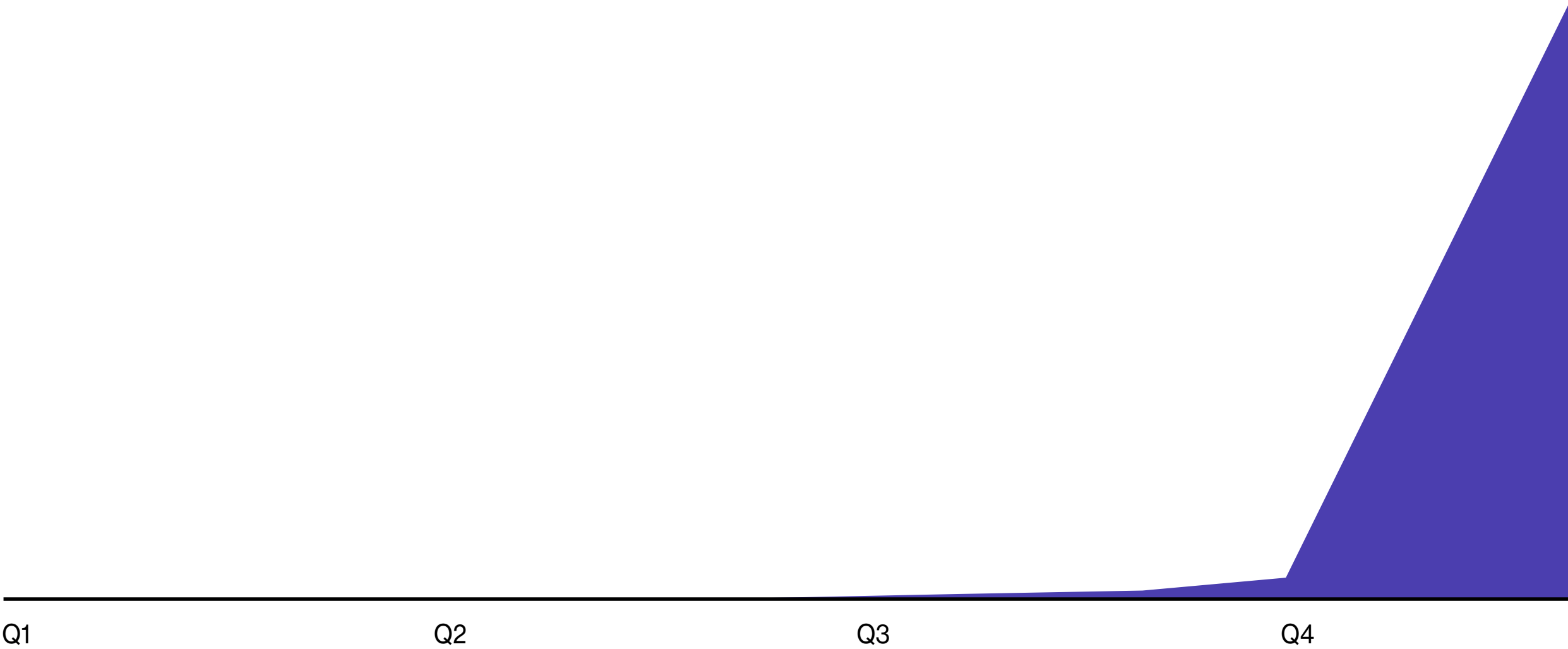
Male
Female

Amazon continues to expand its network of Amazon Go stores, which bring a new level of digital seamlessness to real-world shopping experiences. Hundreds of brands continue to investigate the new world of phygital retail as consumers seek out new experiences that are novel, fulfilling but still convenient.



Taking the guesswork out of fasting

free fasting app: **5372.27%** growth*



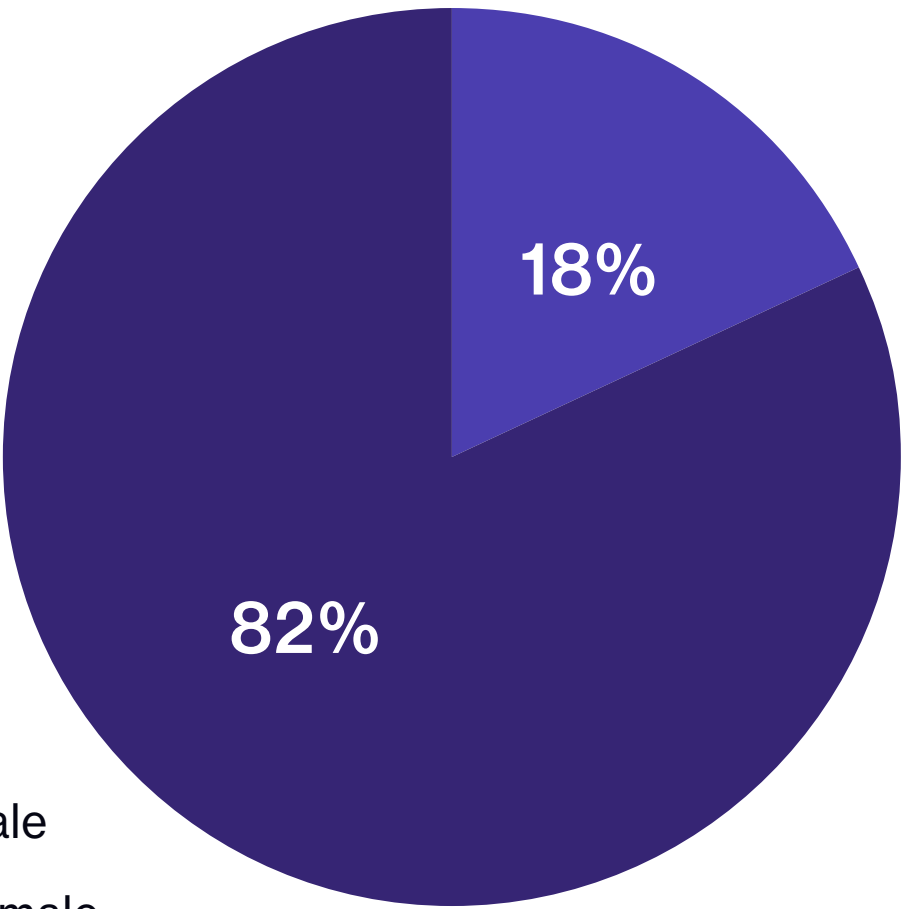
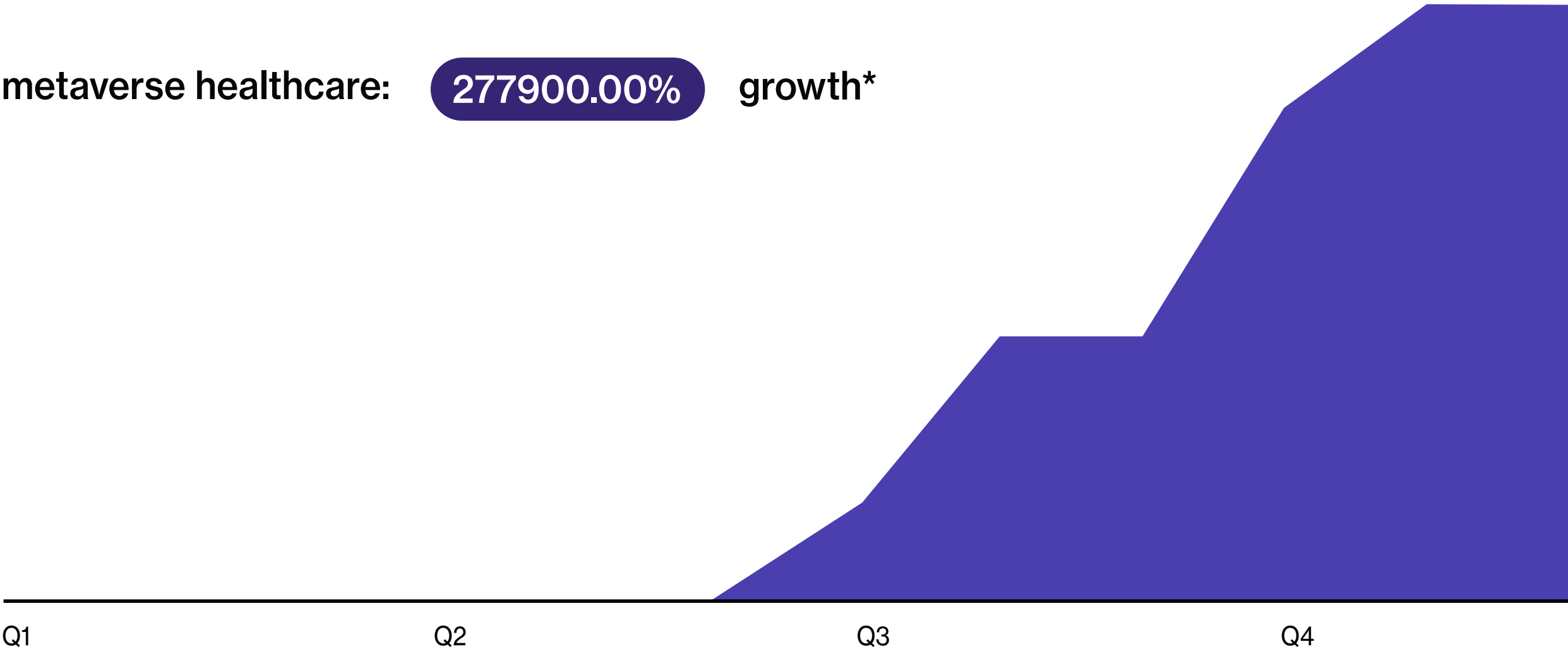
Male
Female

Apps for tracking intermittent fasting are growing in popularity, as more people turn to this method to lose weight and improve their health. These apps remove friction, and add precision and a greater sense of achievement to what can feel like thankless drudgery.



Digital twin technology is revolutionizing health care delivery

metaverse healthcare: 277900.00% growth*



Male
Female

The pandemic made telehealth mainstream, but that’s just the start. As the metaverse becomes a reality, people are already looking for ways to deliver and receive better healthcare by exploiting the possibilities of hyper-accurate 3D virtual models.



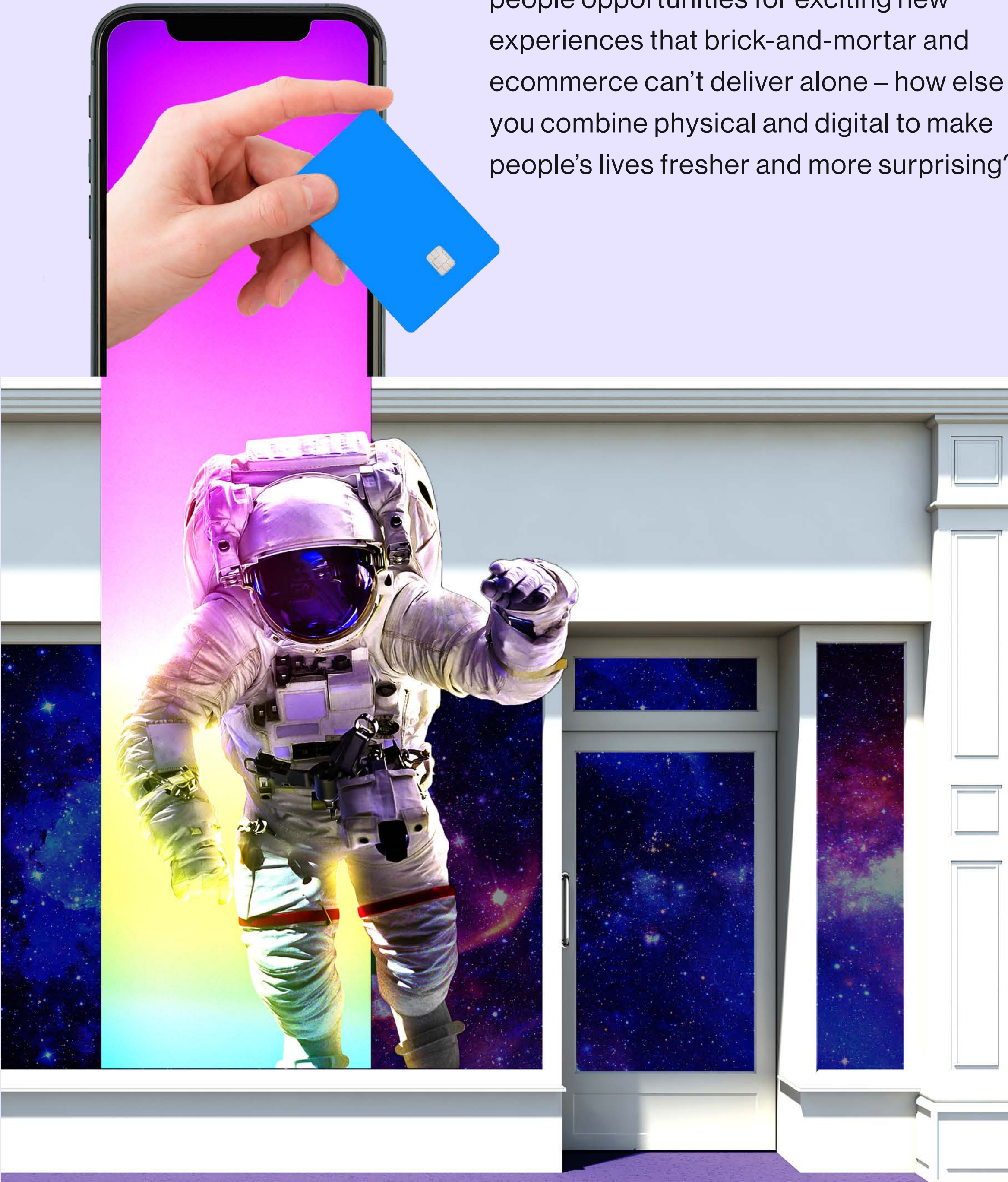
1 Phygital care

Human bodies may 100% reside in the physical world, but this doesn't mean that taking care of it needs to stay in the real world too. From adding engagement to fasting through a digital experience, to facilitating surgery in the metaverse, people are increasingly hungry for care that jumps from the digital world to the physical body.



2 Phygital delight

New technologies like the metaverse are critical in revolutionizing fundamental things like health care, but brands can and should start to look for ways to leverage these to add delight and wonder into daily life too. Phygital stores give people opportunities for exciting new experiences that brick-and-mortar and ecommerce can't deliver alone – how else can you combine physical and digital to make people's lives fresher and more surprising?



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

