

Trends

# Primevals





# Setting the scene

## Primevals

This week we take a highly prehistoric, animalistic skew with a focus on the **dinocore** movement.

From fashion to food, we're seeing a revival of dinosaur themed material and consumption.

To many, dinocore represents the potential fantastical idea of a deeper appreciation for the planet, particularly in terms of origin.

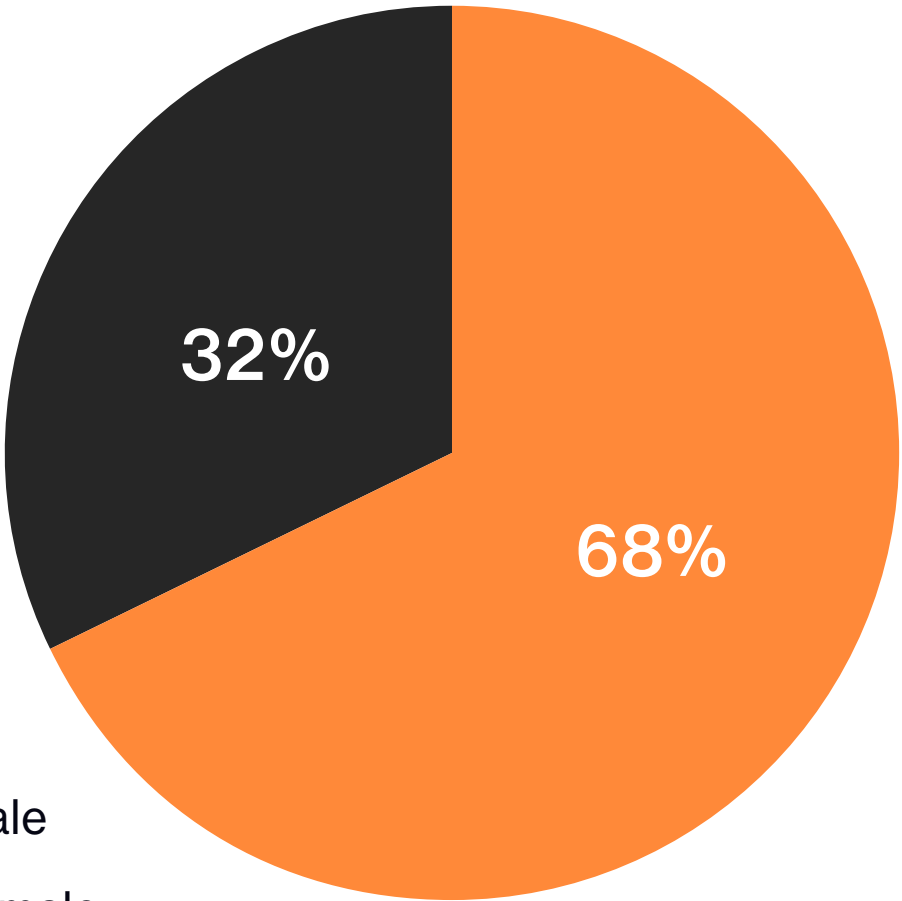
At Quilt.AI, we also see the movement as an escape into more animalistic, altered states as a result of almost abandoning the conventional human 'idea'.





# Dino dining roars into life with accelerated interest in themed party food

dino themed party food: 40113.33% growth\*



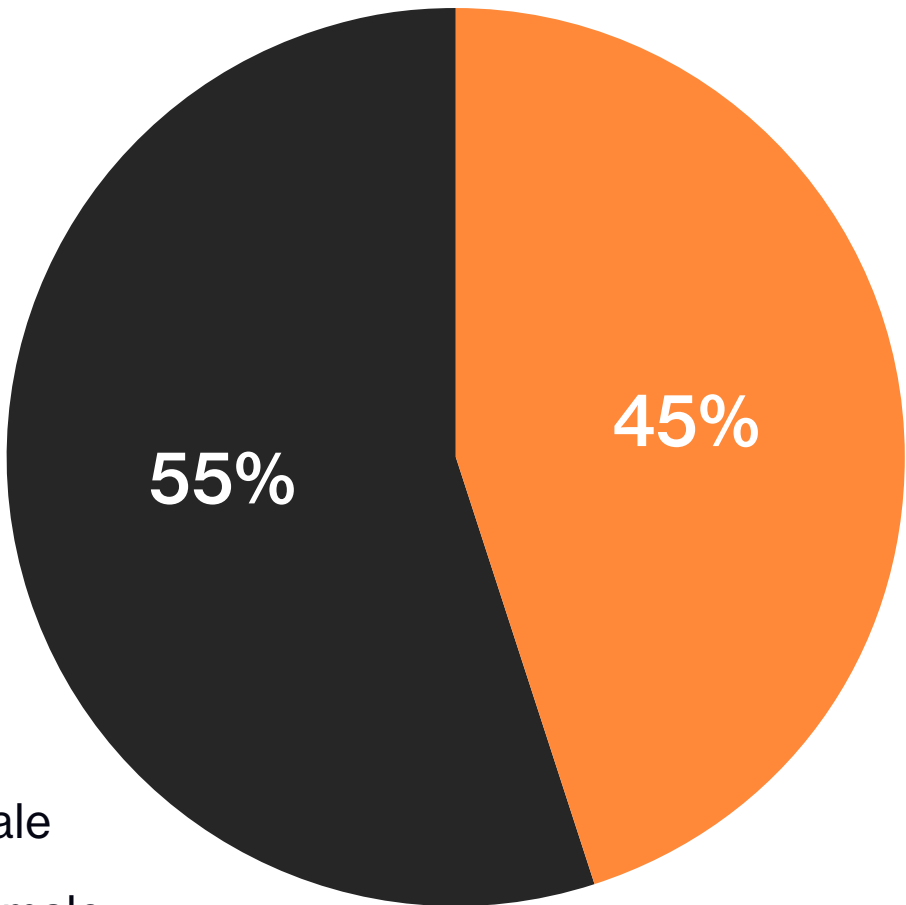
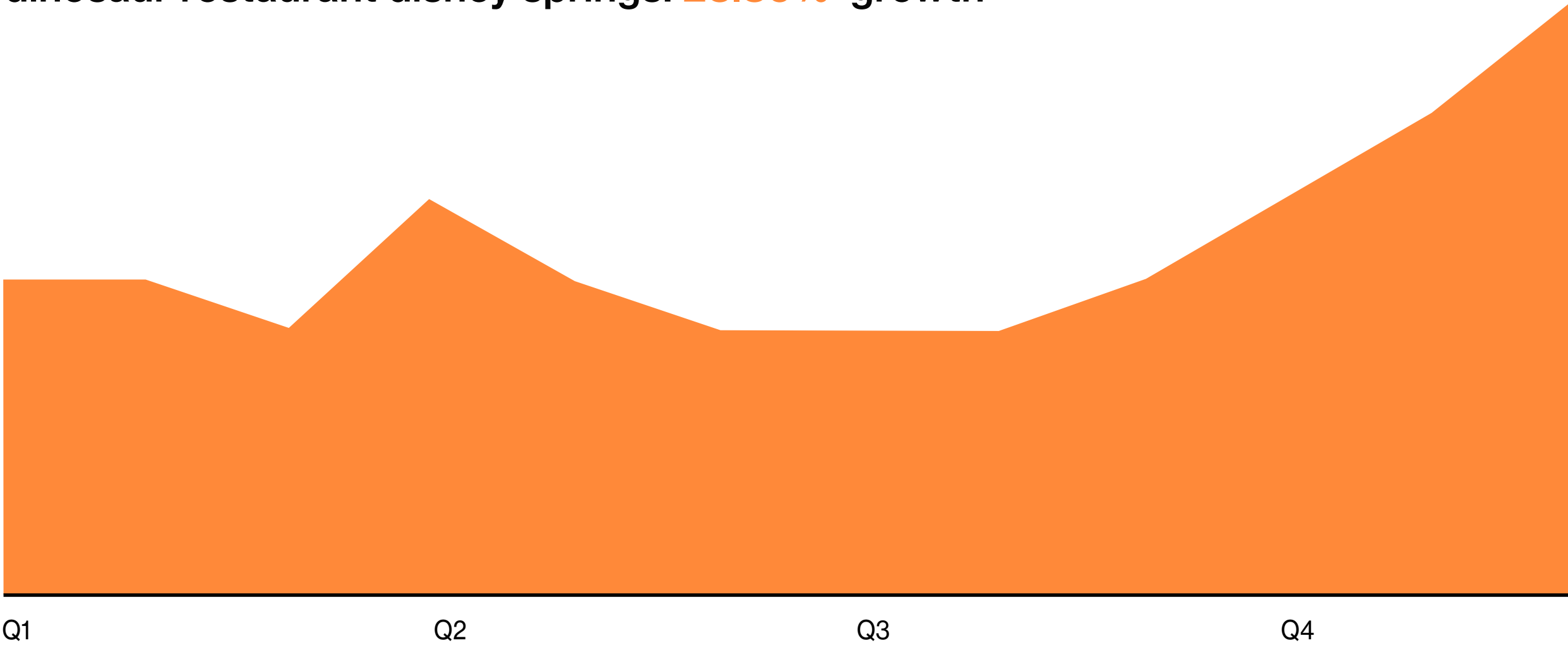
Male  
Female

Other popular searches include ‘what to serve at a dino food party’ or even ‘what to do at a dino themed party’.



# Disney continues to claw in revenue, riding the dino trends

dinosaur restaurant disney springs: 23.89% growth\*



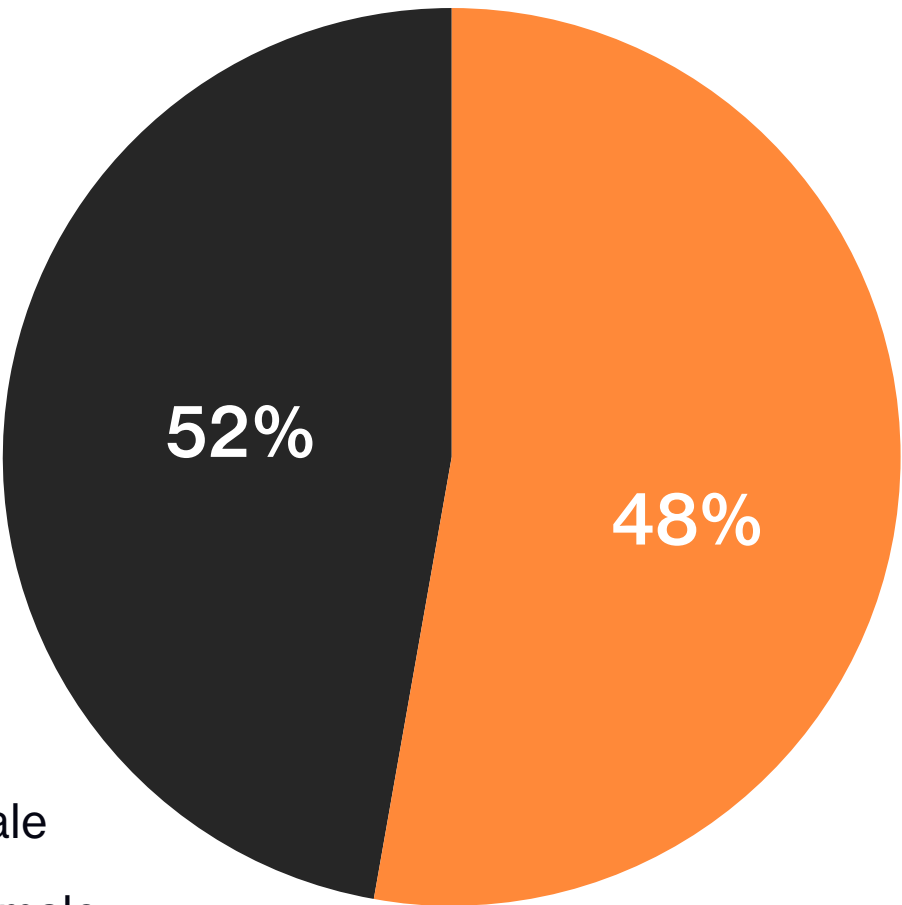
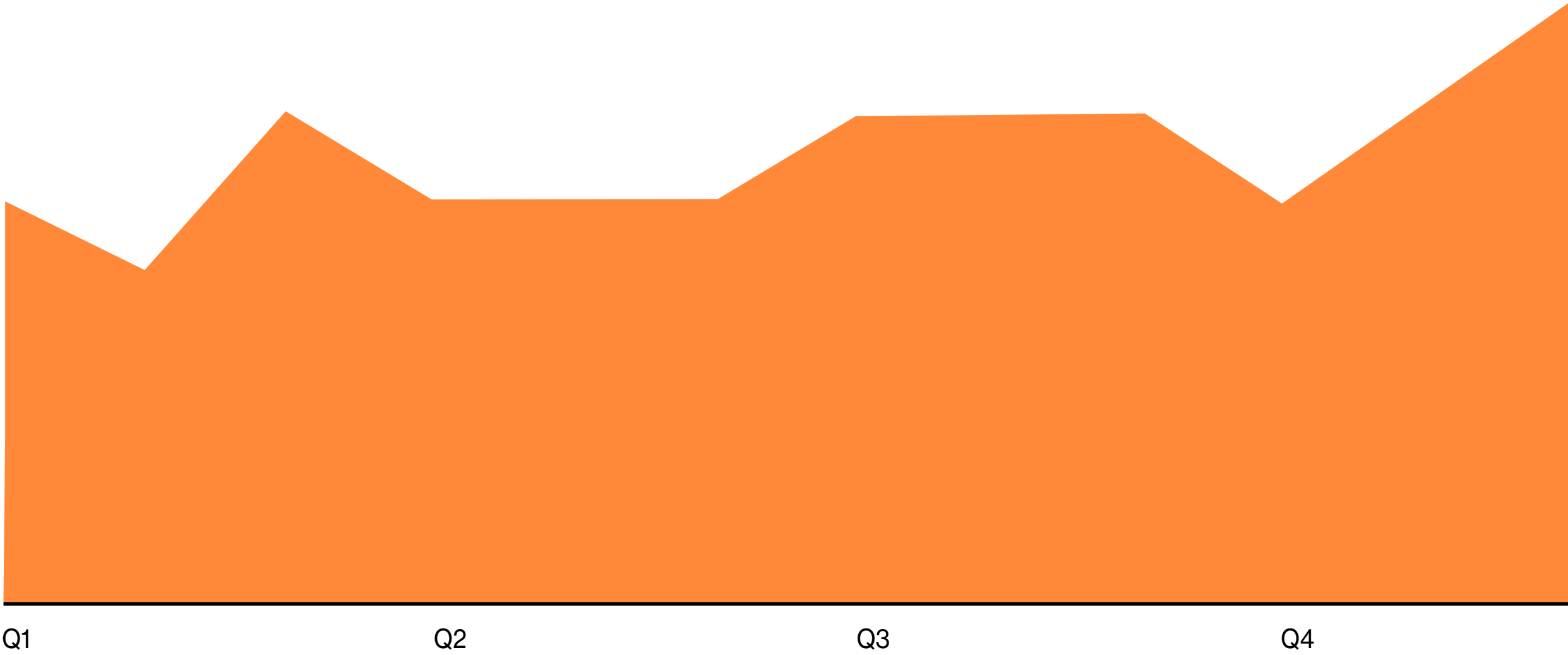
Male  
Female

Examples such as the T Rex cafe are popular restaurant concepts designed and managed by the creators of the famous Rainforest Cafe.



# Videos Game firms also cash in on recent dinosaur revivals

dino run: 21.89% growth\*



Male  
Female

Dino Run revives the Flappy Bird format, and allows gamers to fly a velociraptor through dangerous landslides and terrain.





# Key brand takeaways

1

## Rely on the familiar

As our 'altered states' further encroach in unfamiliar, crypto-driven algorithmic ways of living, facilitate a return to childhood with what has once been a reliable source of awe and wonder.





# Key brand takeaways

2

## Offer fantasy and myth

While Jurassic Park related-insights may seem far detached from FMCG, dino related growth across TikTok, fashion and food indicates youngsters and adults alike are engaging with more fantastical content.

Even the likes of beauty, personal care or homecare goods may do well to inject more fantastical storytelling to attract certain cohorts.





**To find out more, contact us at**  
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