

Trends

Reevaluations



Overview:

Quilt.AI uses multiple data sources and artificial intelligence to execute human insights and anthropology at global scale.

Our trends series aims to inspire and inform organizations regarding certain industries or products in scope.

By combining Artificial Intelligence, Big Data and Anthropological prowess, we've identified a number of key trends to provide a snapshot of market movements.



Setting the scene

Reevaluations

To introduce our latest iteration in the series, we implore you to wind back the clock 12 months, to a land of no Meme stocks, no Gamestop, no NFTs, and a crypto market in niche infancy.

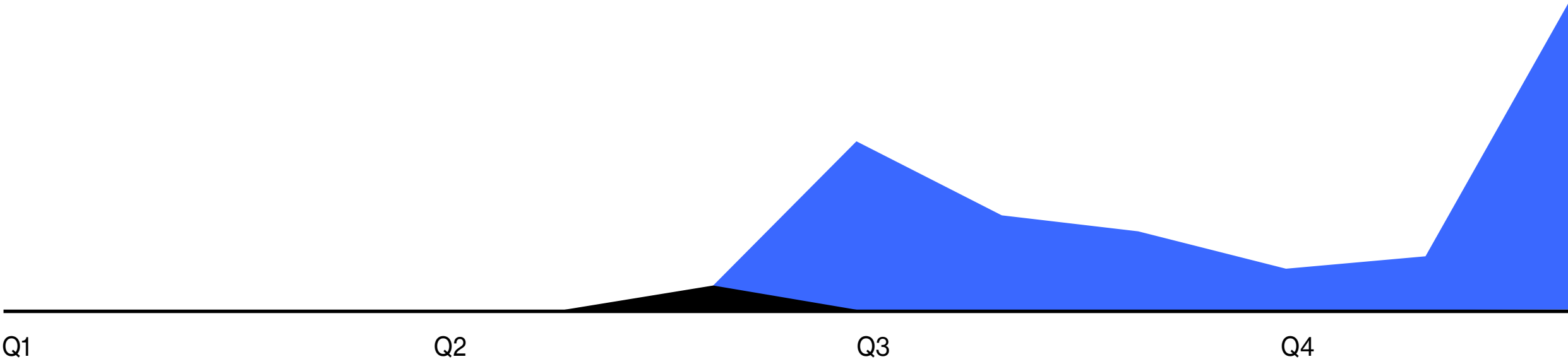
While it's easy to suggest, and note, how quickly things change, we believe there is a larger movement occurring in the democratisation of 'value' and the very notion of the 'economy' altogether.

We've entered a new world where those that do not want to participate in conventional financial constructs are free to trade, and value, memes and JPEGs as they please.



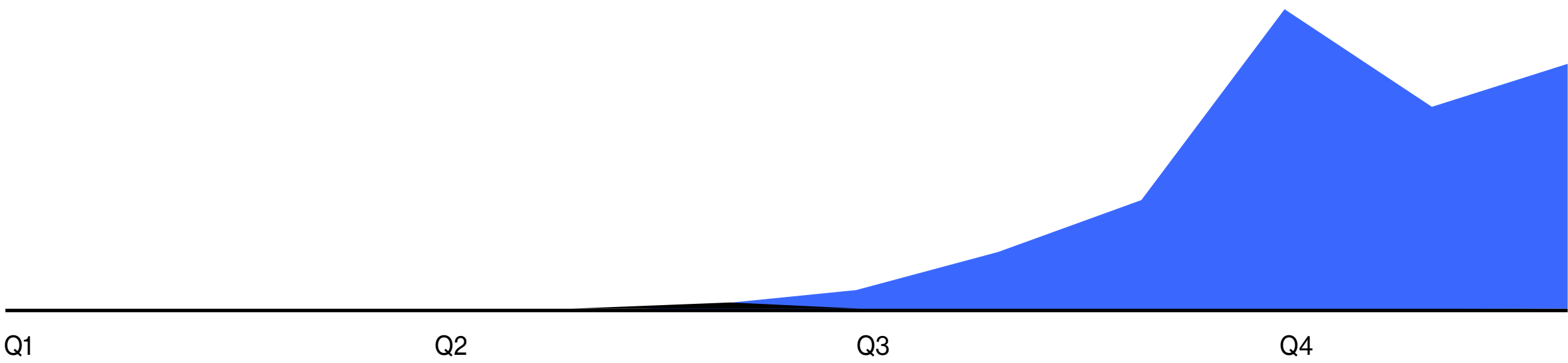
Strong NFT growth, particularly amongst younger males, infers the creation of new financial ‘markets’

Opensea NFT: 1H – 2H 2375.24% growth



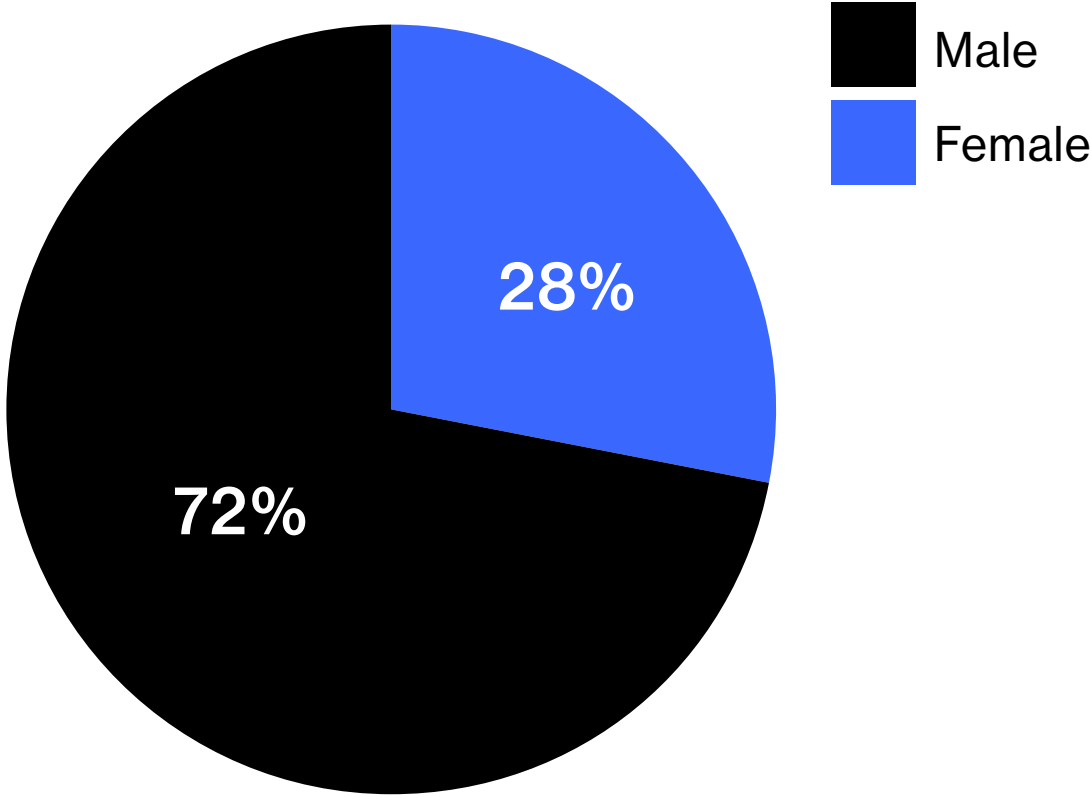
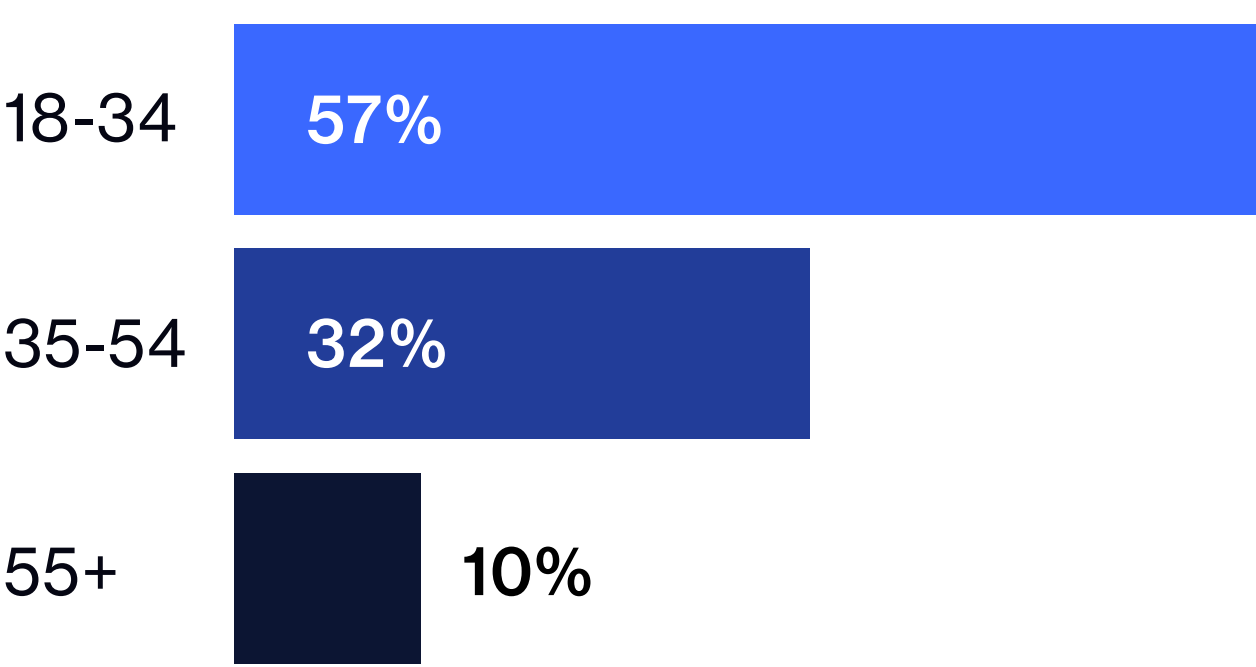
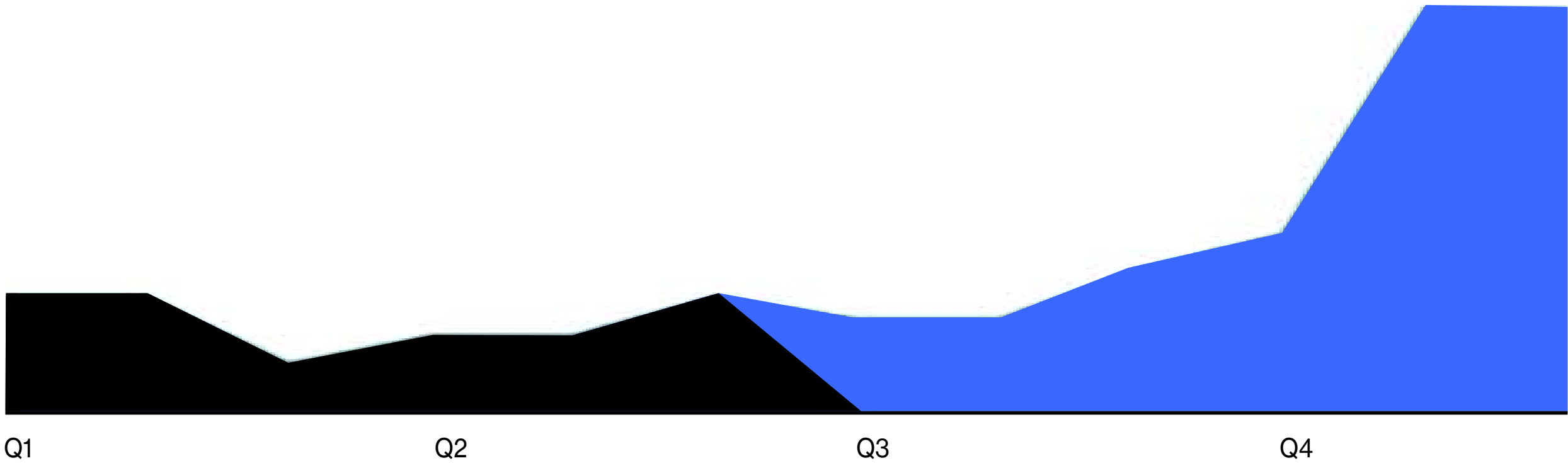
The introduction of Binance into the market suggests a deeper need for a more diversified, and sophisticated ecosystem

Binance NFT: 1H – 2H 9233.33% growth



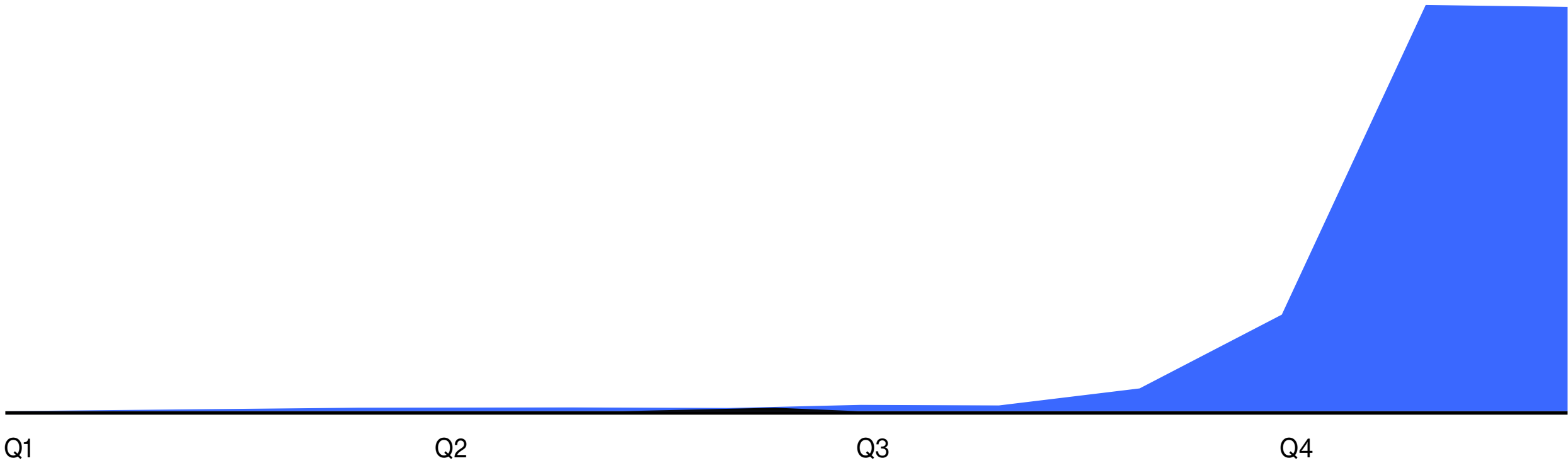
Younger male audiences also have a growing emotional investment in video game currencies such as Final Fantasy

FFXIV Currency: 1H – 2H 136.00% growth



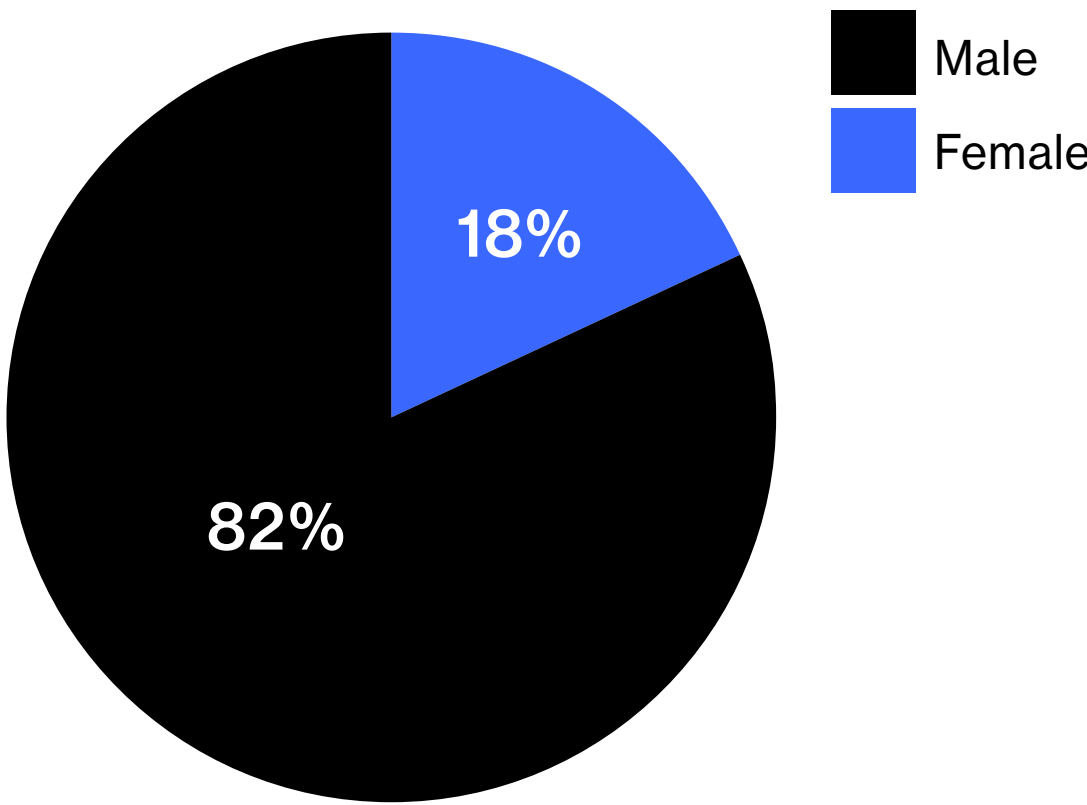
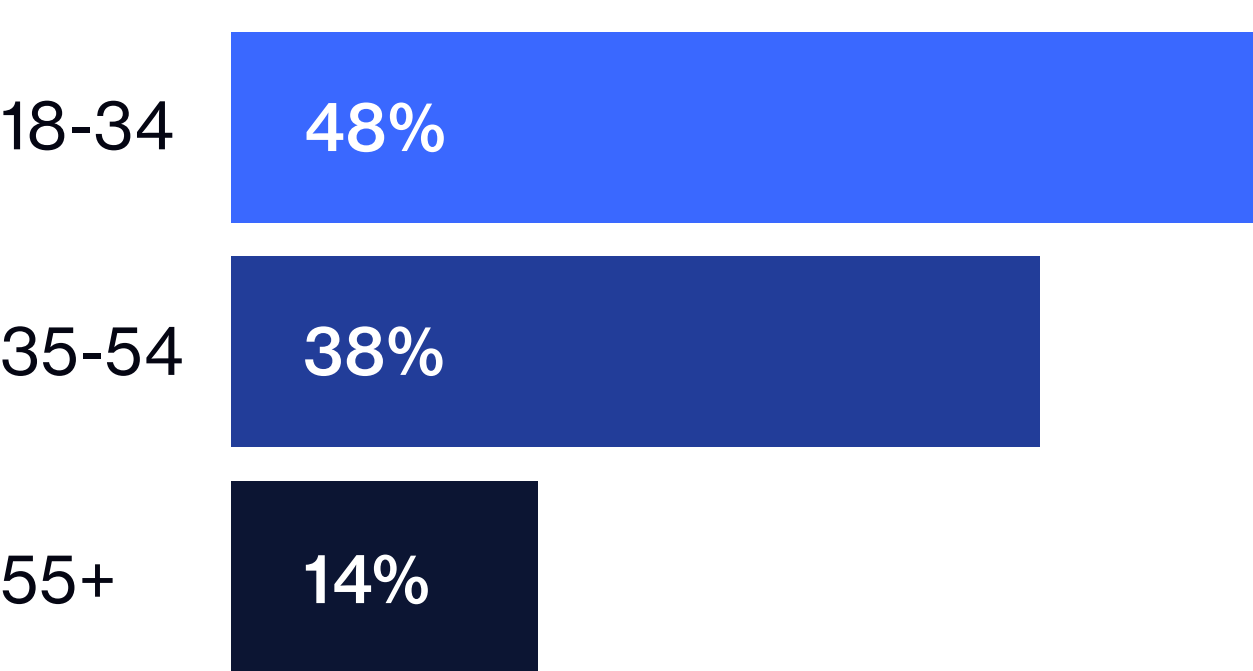
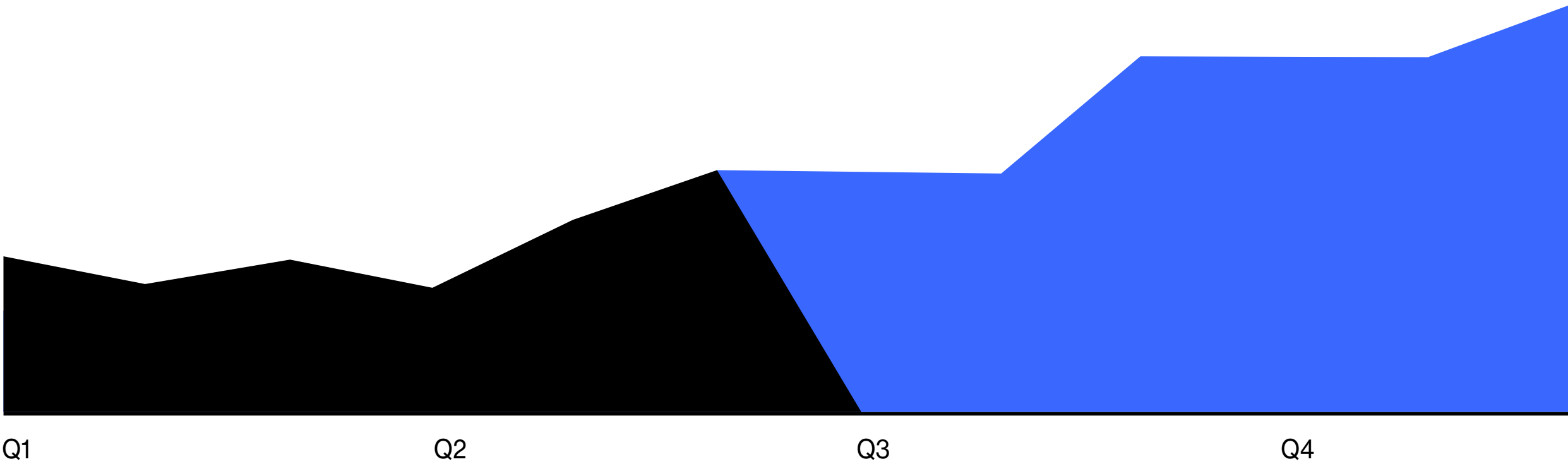
Axie Infinity growth also demonstrates rising interest in Blockchain enabled gaming transactions

Axie market: 1H – 2H 6037.57% growth



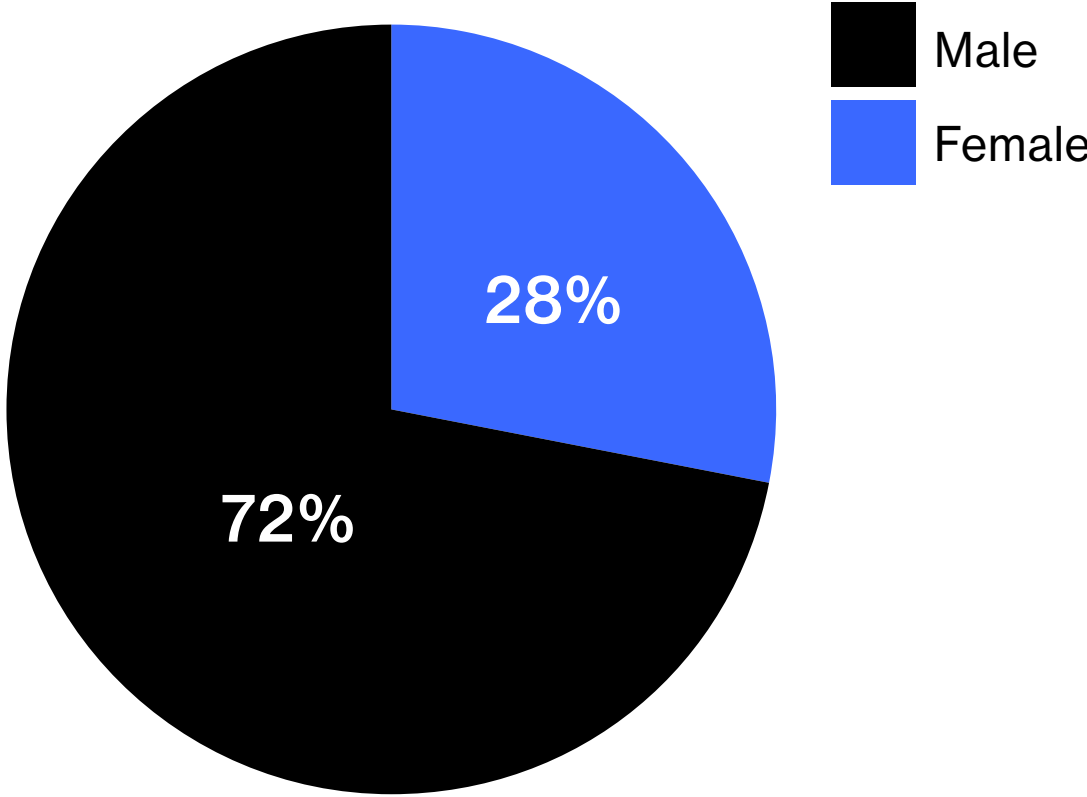
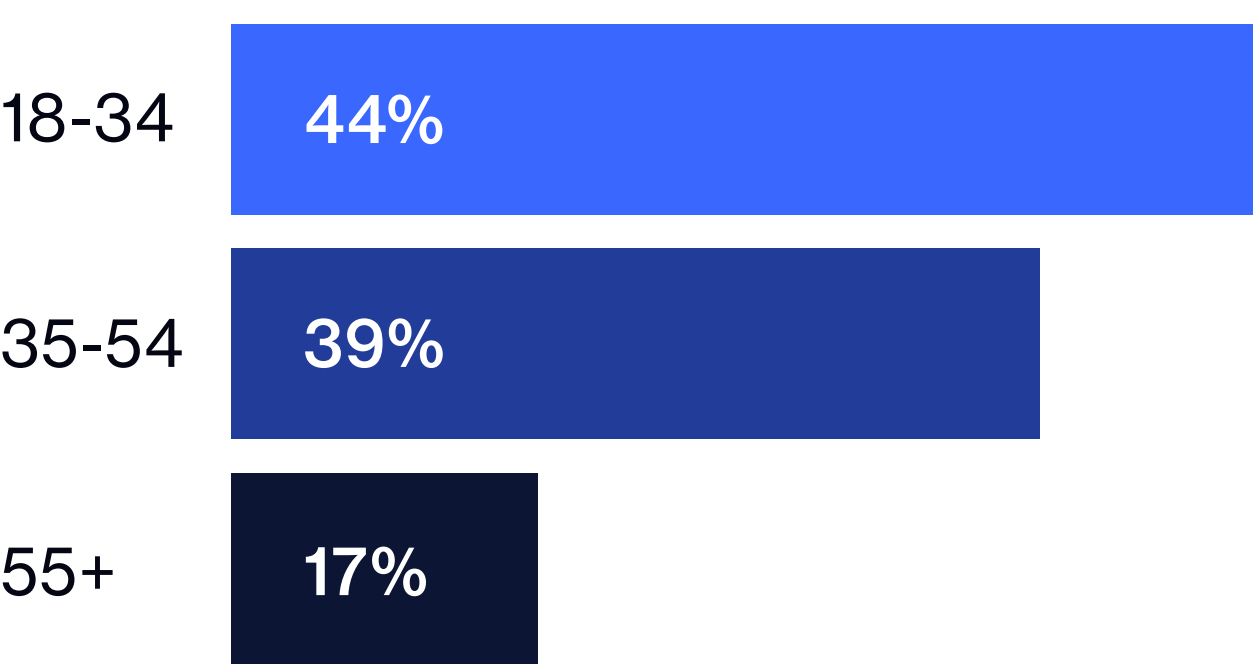
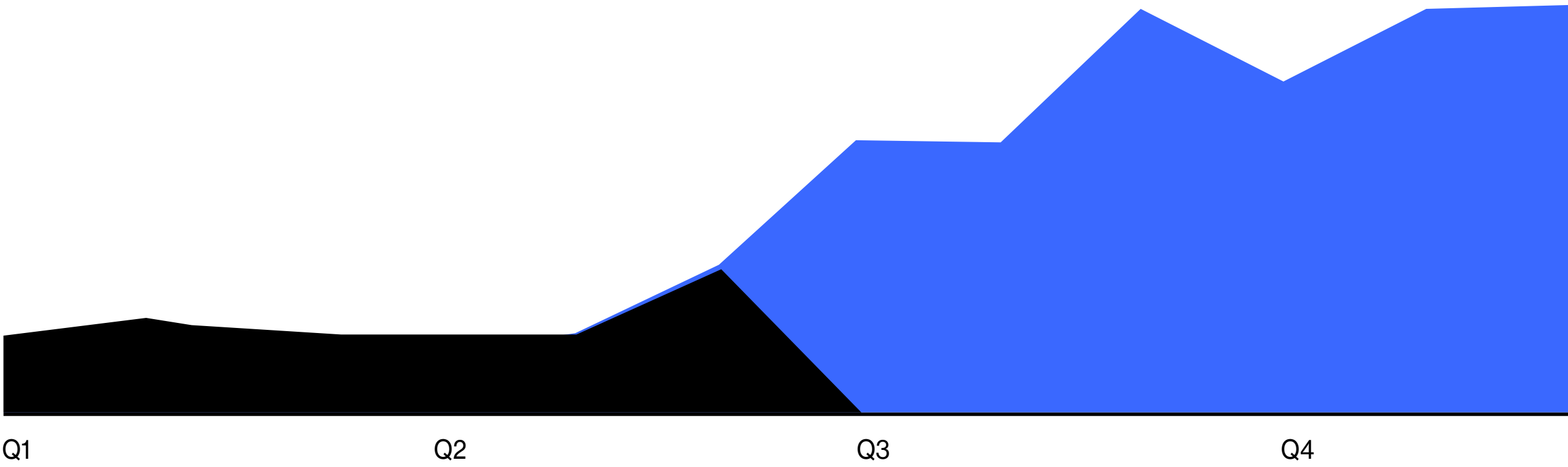
Investors and traders alike leverage potential environmental guilt as trading in ‘carbon credits’ begin to grow

Carbon trading exchange



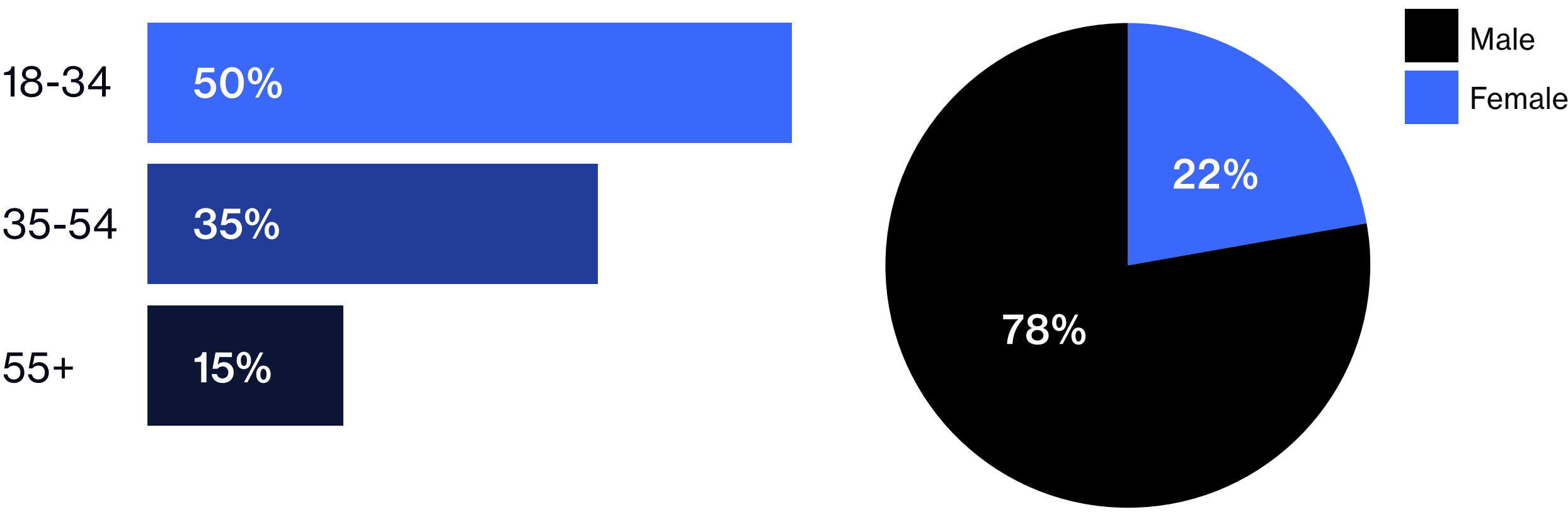
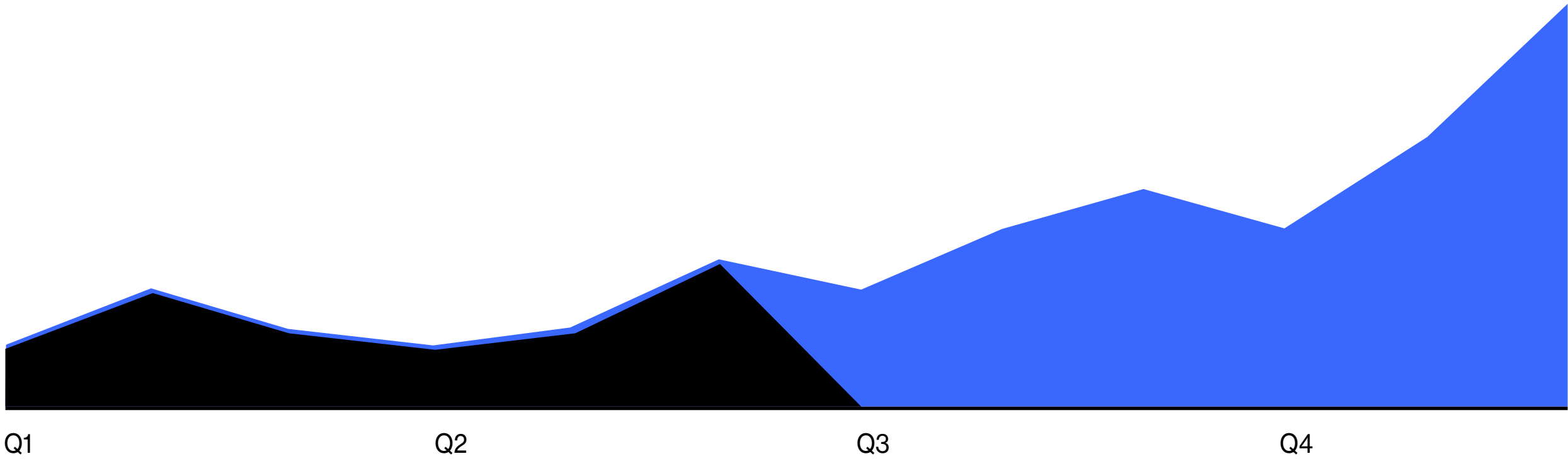
Increased interest in the trading (or offsetting) of carbon priotises ecological sustainability over conventional economic value

EU Carbon credits



CBDC growth indicates yet further demand for the digitisation of current economic values and currencies

CBDC digital currency: 1H – 2H 151.55% growth



Key brand takeaways

1

Rethink the notion of 'ownership'

NFTs have revitalised the notion of ownership, wherein 'objects' no longer need to be tangible or physically manifested.

Even food or beverage brands can think creatively about brand assets, awards, experiences or 'products' that can be owned digitally or in new & novel ways.



Key brand takeaways

2

Allow simpler offsetting

The carbon economy is evidence of other forms of 'value' entering the economic discussion.

Numerous categories, such as fashion, may do well to encourage consumers to part with their hard earned cash and in return, offer other 'credits' such as carbon to alleviate consumer interest (or guilt) in this space.



Key brand takeaways

3

Develop democratic ecosystems

New marketplaces such as OpenSea, or trading forums such as Wall Street Bets highlights a need for users to participate in ‘new’ economies that are adjacent to established, cultural constructs (such as banks).

Retailers or travel companies may do well to develop their reward or loyalty programs in a far more rewarding, gamified way to generate further ‘participation’ in the system.



Key brand takeaways

4

Join the 'club'

The trading of meme stocks and JPEGs is an established yet growing subculture. Participants in this subculture may be looking for brands that speak more closely to them.

Consider how your brand can participate in these new economies, and better interact with 'traders', through practices such as the 'minting' of NFTs.



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