

Trends

# De-Industrialisations





# 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

## De-Industrialisations (both mental and physical)

As COP26 draws to a close, optimism is met with pessimism around missed opportunities, future outlooks, and tangible action on climate change.

According to Baptiste Morizot\* there is a growing sense that “we are no longer at home as our ‘natural’ environment becomes ever more disturbed.

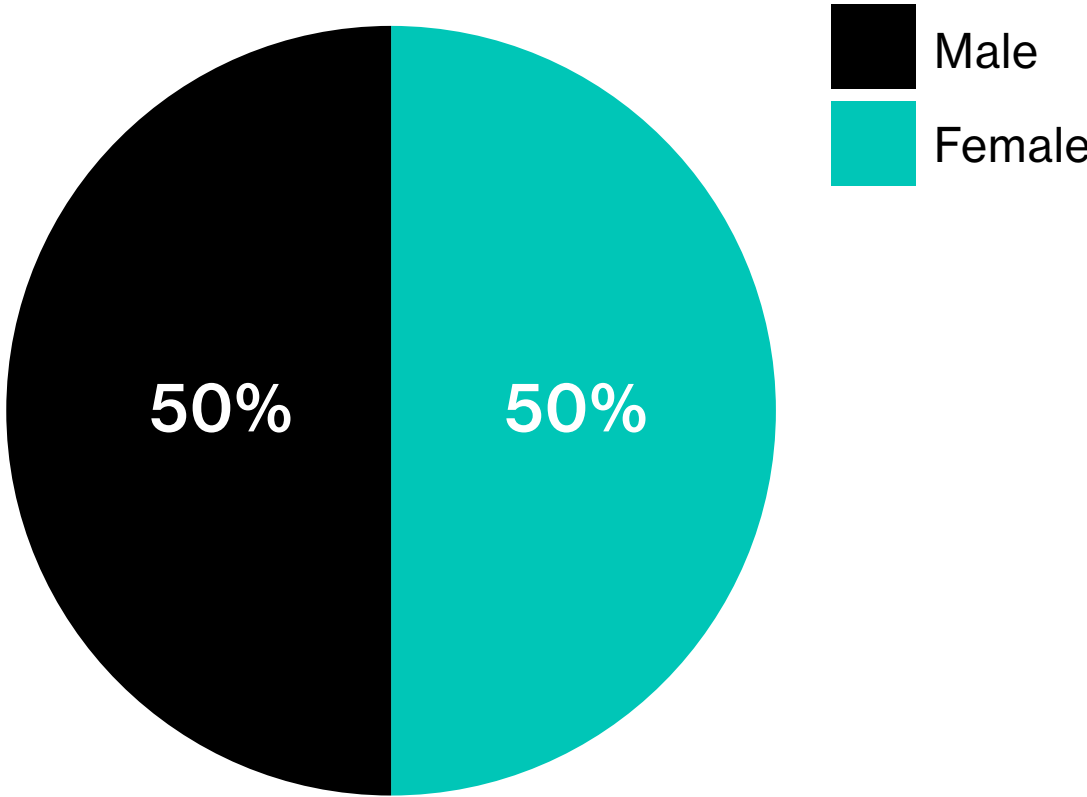
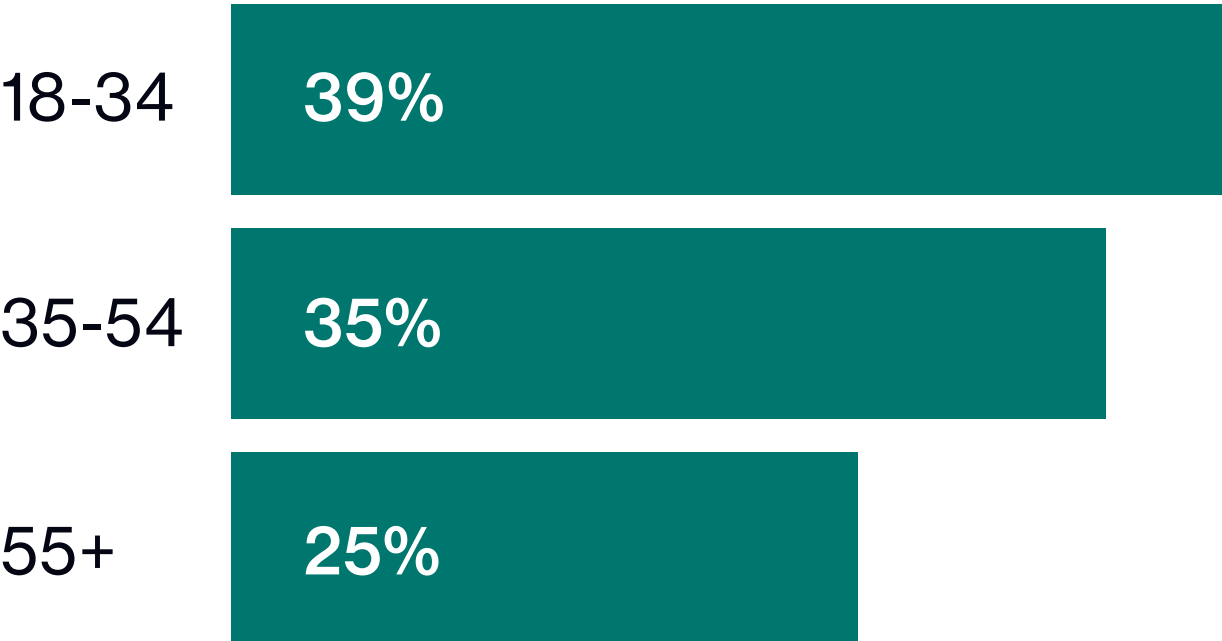
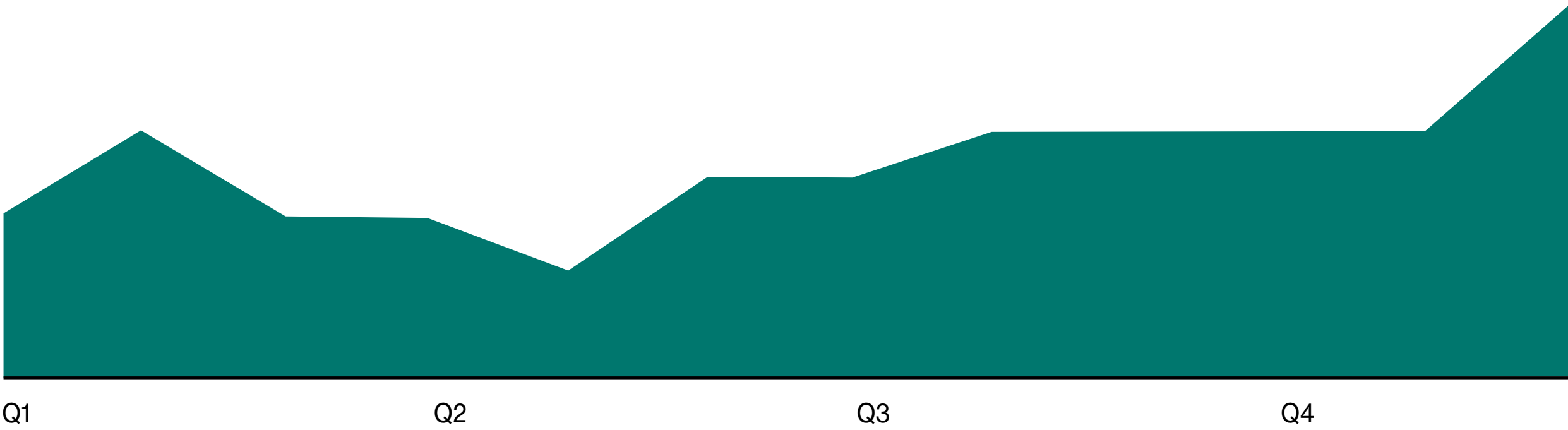
How does this manifest for regular netizens across the web?

This week, we explore movements as netizens questions their surroundings.



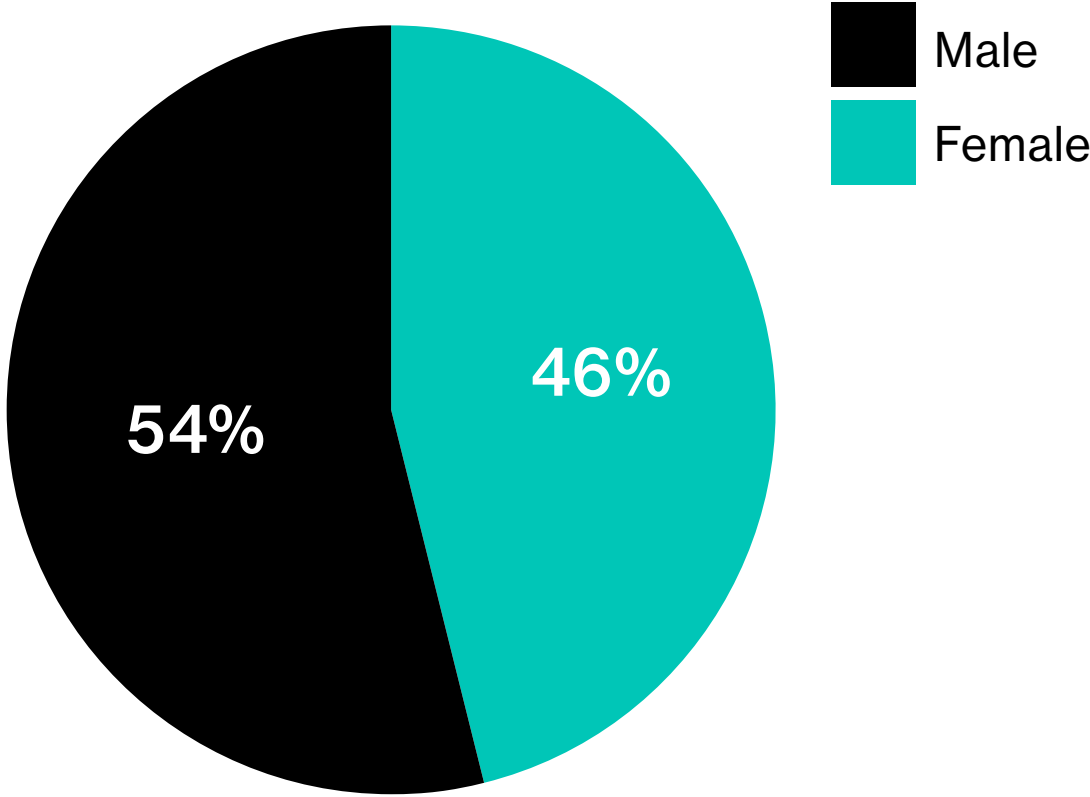
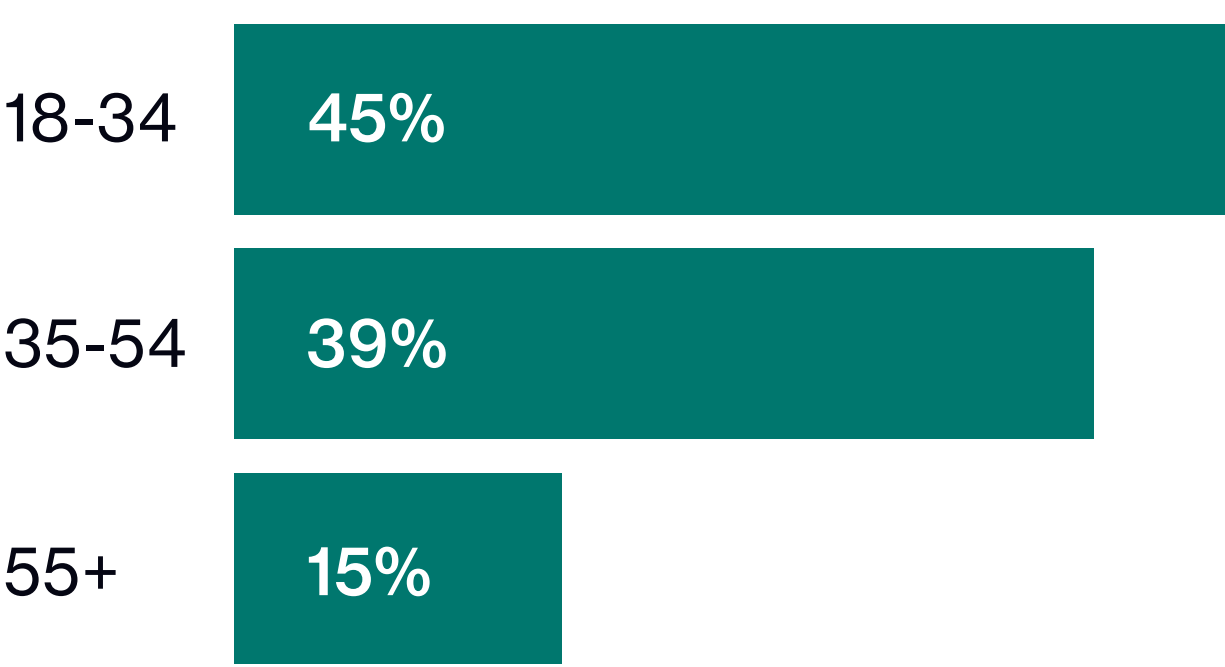
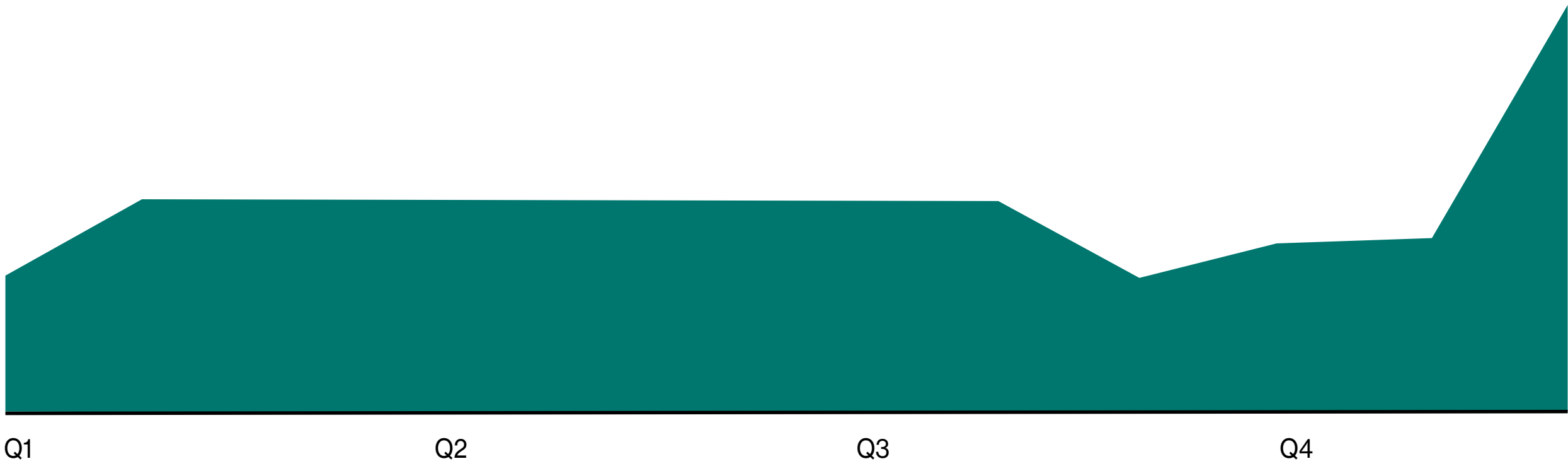
# Solar interest continues to grow as regular homeowners progressively move ‘off grid’

solar flood lights outdoor: 1H to 2H 49.46% growth\*



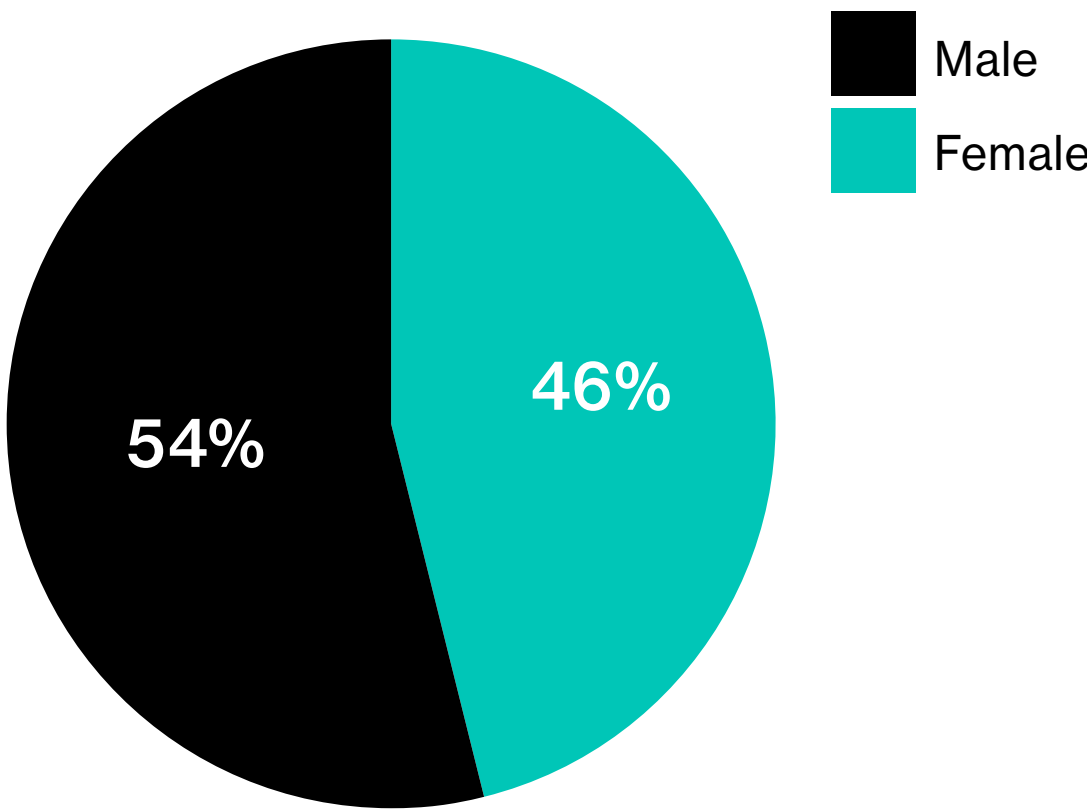
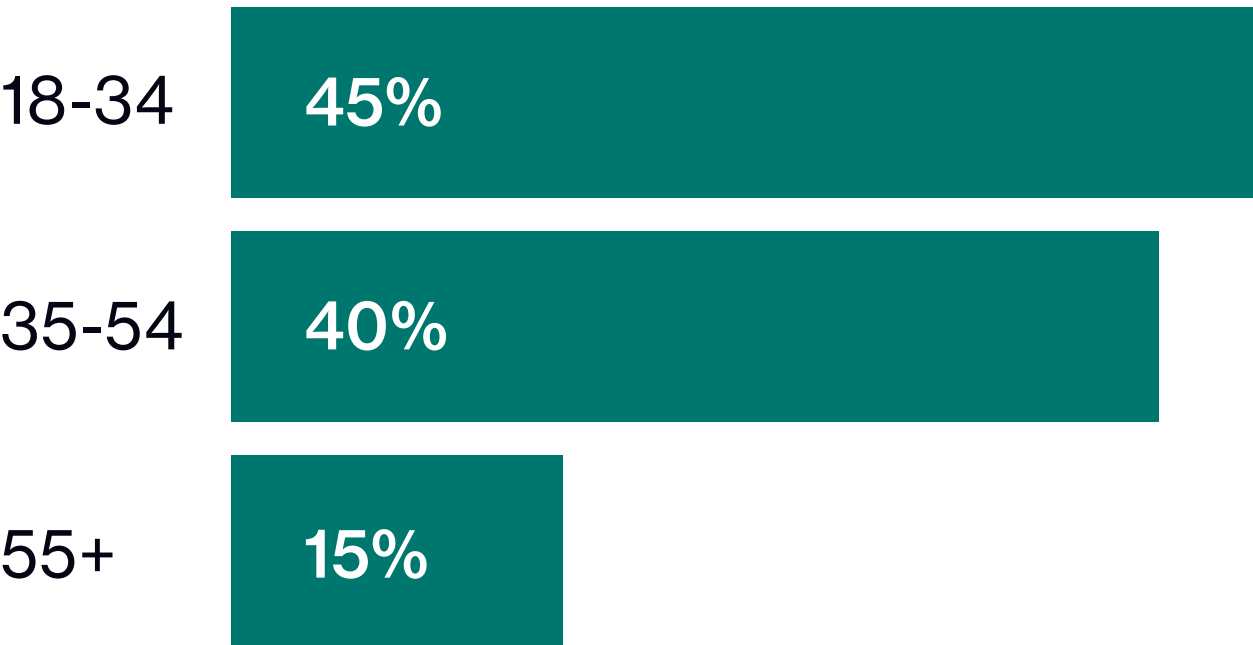
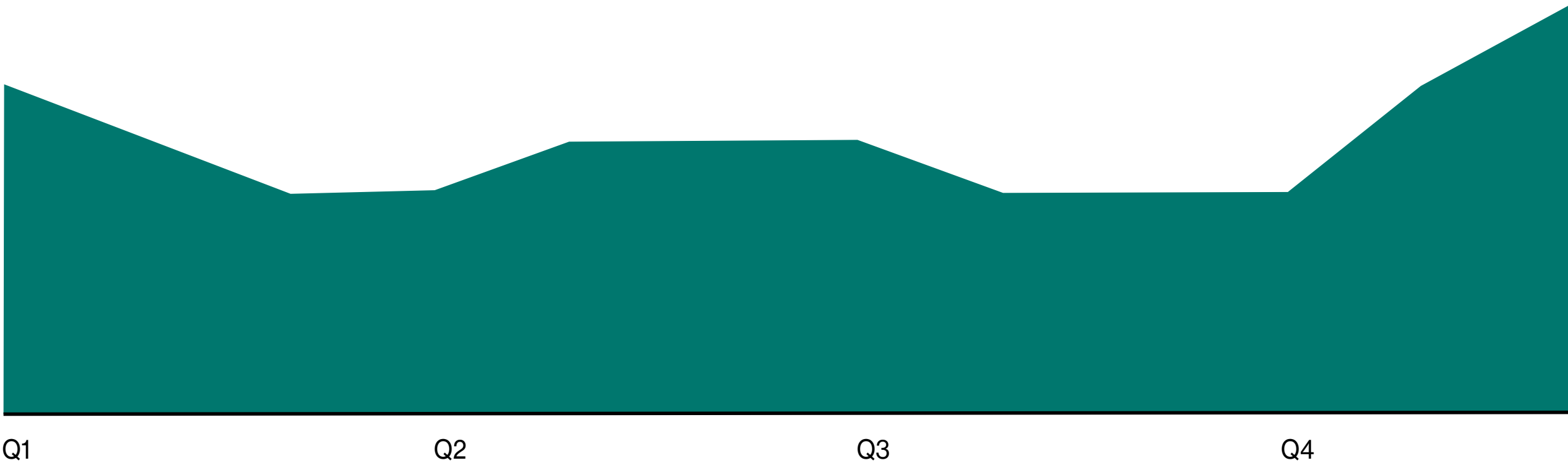
# Cli-Fi novels provide a speculative outlet and visualisation of a new, climatically-altered world

cli-fi novels: 1H to 2H 9.68% growth\*



# Solastalgia queries highlight climate-induced existential awareness and stress

solastalgia: 1H to 2H 5.38% growth\*





# Key brand takeaways

1

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## Allow consumers to unplug

With complex supply chains and logistical issues, consumers are looking for goods at shelf that are consistently available and come with no surprises, week in, week out.

Communicating sustainable dependability of your product and brand may do particularly well in the current pandemic / post-pandemic supply-plagued environment.





# Key brand takeaways

2

## Tackle turbulence head-on

Through Cli-Fi novels or renewed interest in environmental wellness / education, consumers want to engage in conversation around what the future might look like.

Brands that take a stand for this future, and can paint a picture in terms of where the world is moving, may resonate most with this growing, future-focused audience.





**Get in touch with  
us for the full report.**

