

Trends

Retributions



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

(Playful) Retributions

As we all know, Halloween largely originated as a festival to commemorate the dead.

The festival is characterized with ghoulis manifestations of horror, violence and loss.

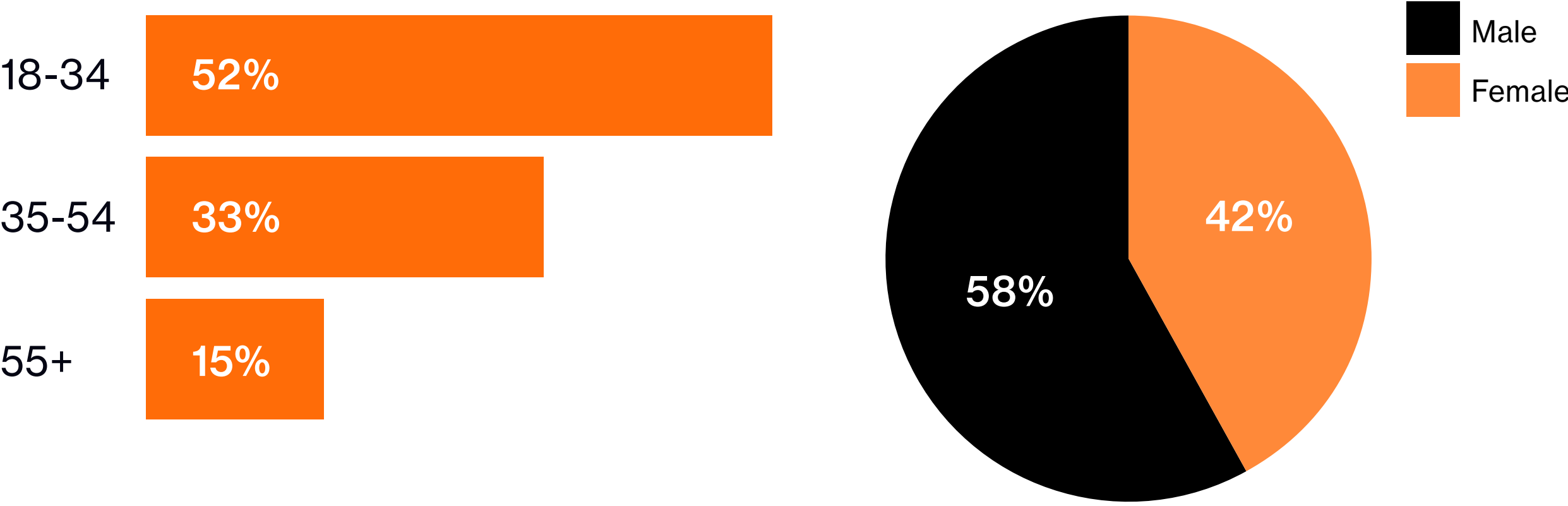
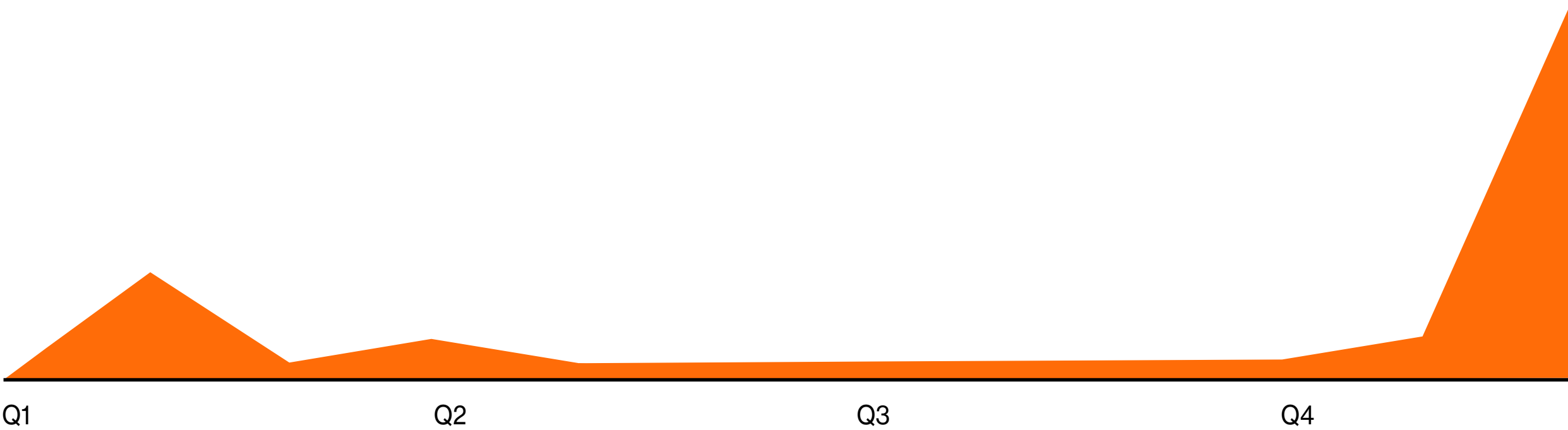
What role does Halloween play in contemporary pandemic living?

It's time to make fear fun again.



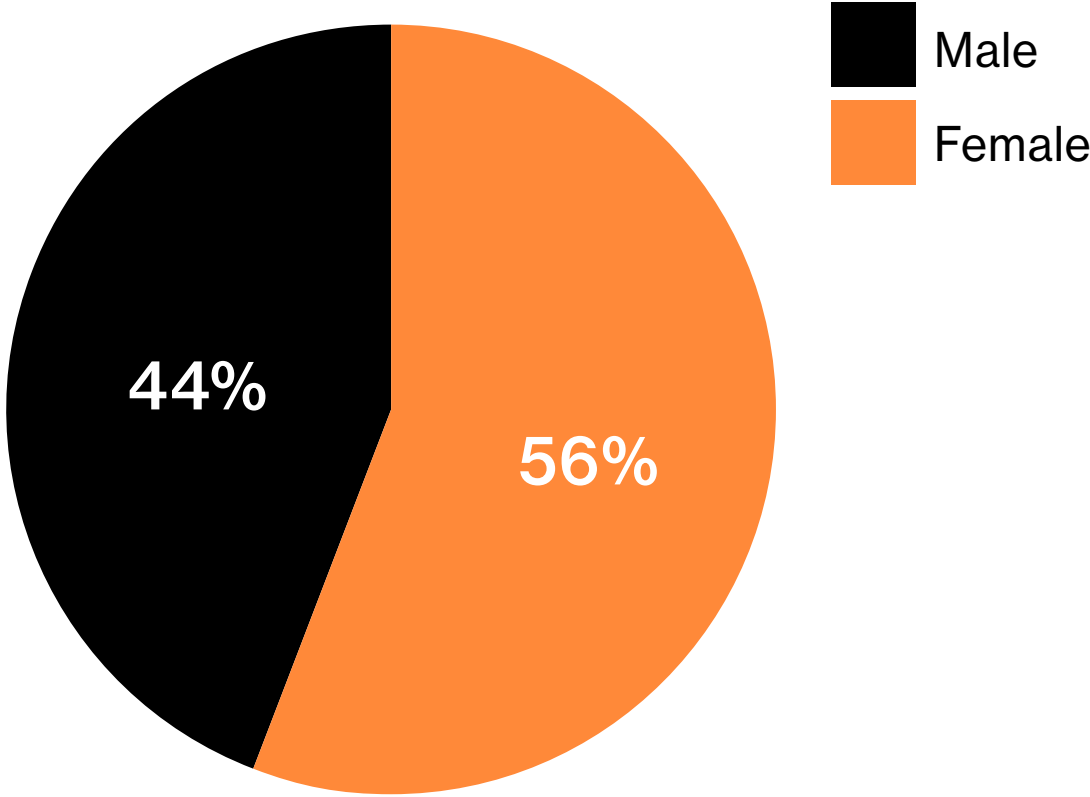
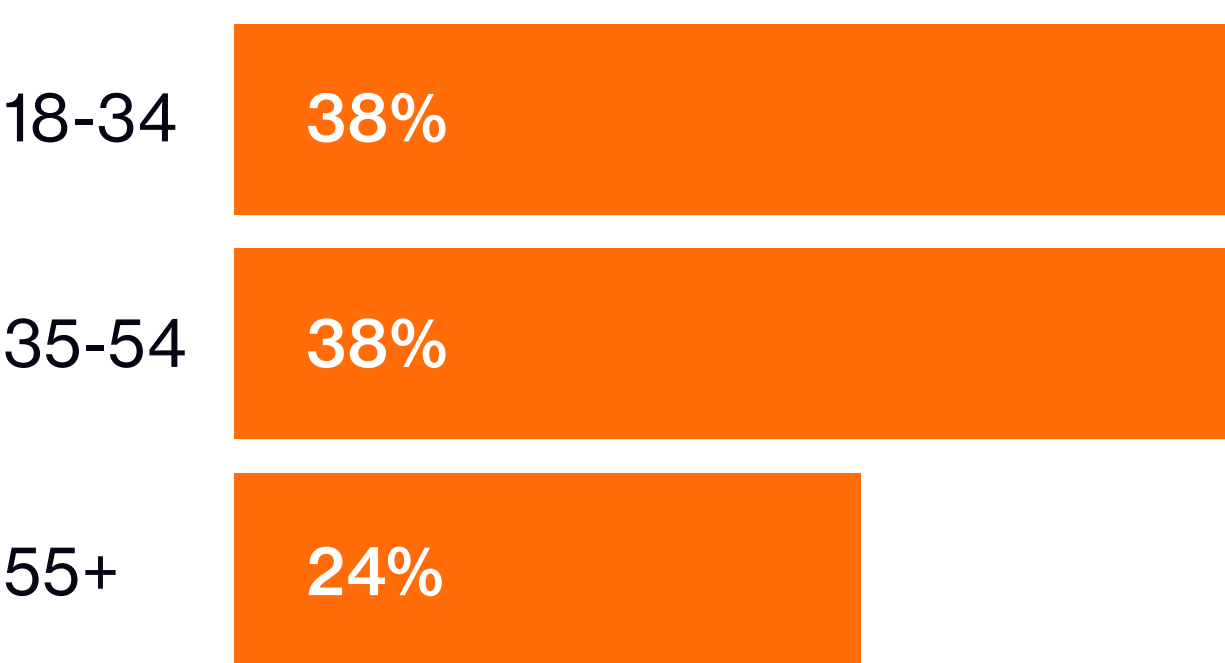
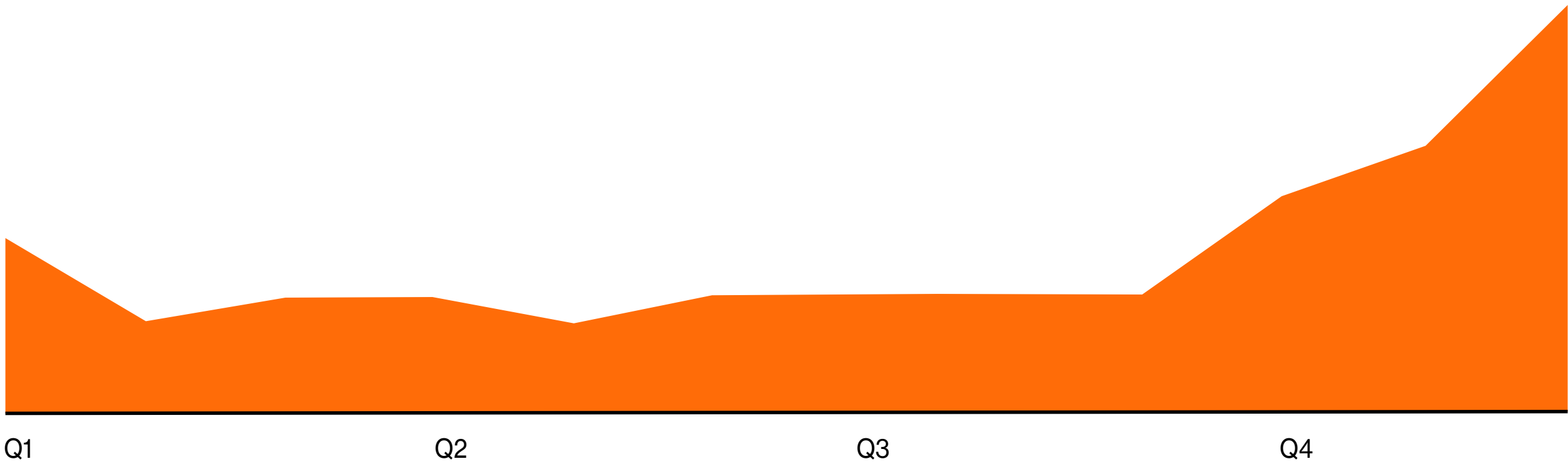
In the #pumpkinheadphotoshoot, pumpkins are brought to life in wearable, hat-like form

pumpkin head challenge: 1H to 2H 130.00% growth*



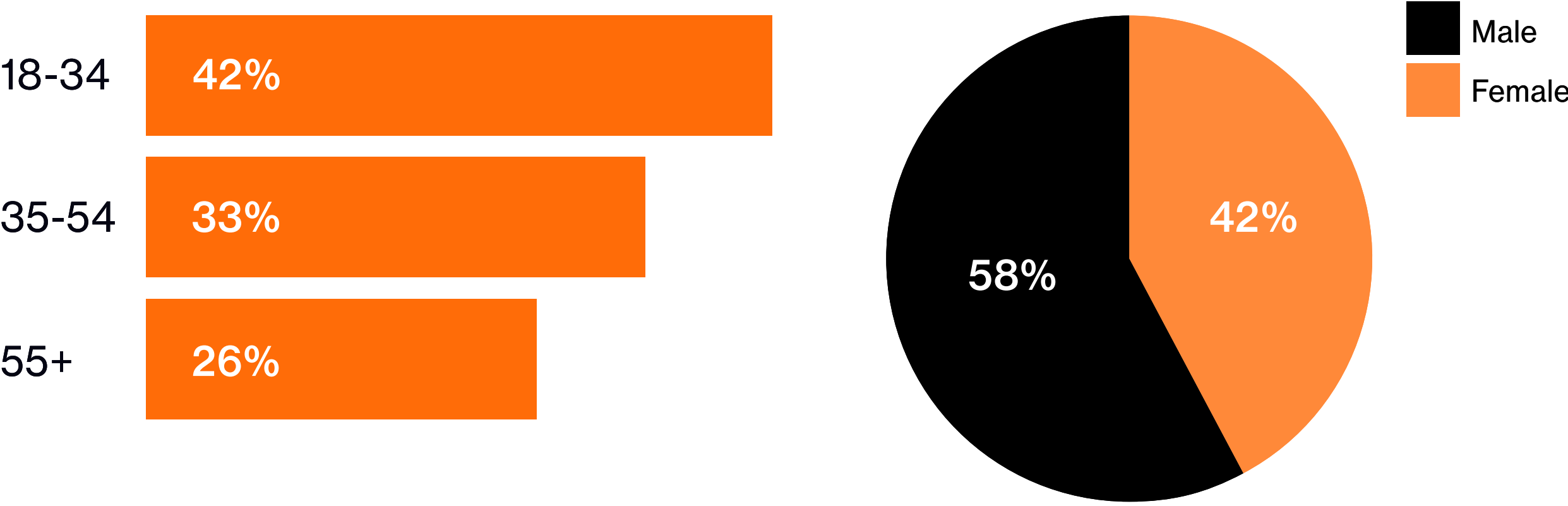
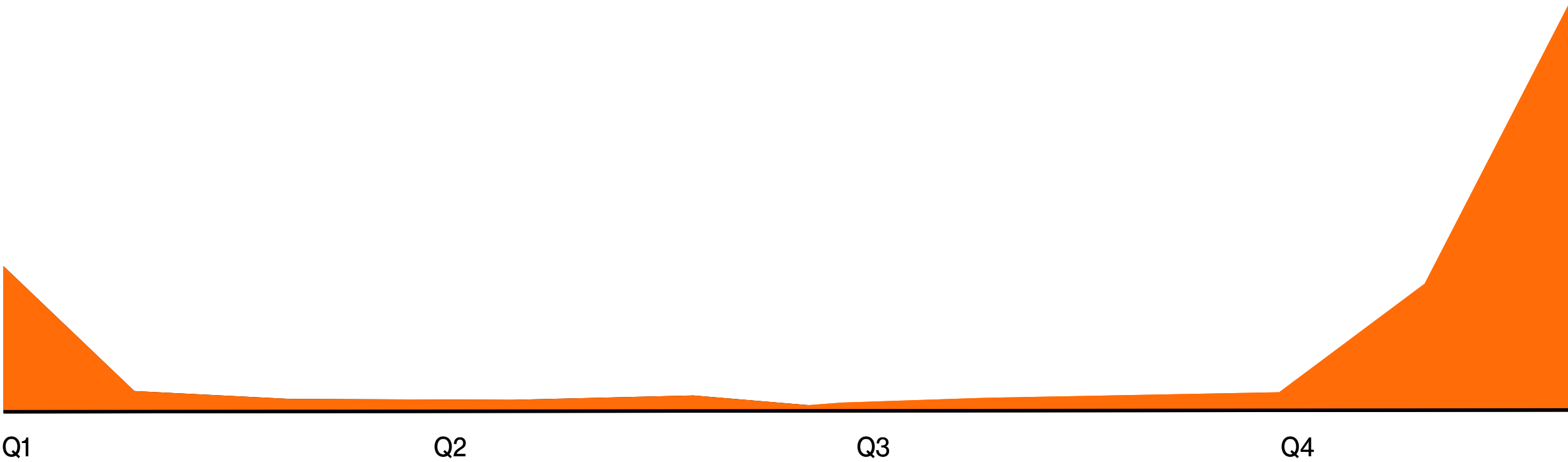
“Survival gear” has many new different manifestations thanks to trending mass media

dune stillsuit: 1H to 2H 71.92% growth*



Nostalgia - seen in other trend reports - now comes in the form of wearable costumes

candyman costume: 1H to 2H 171.25% growth*



Key brand takeaways

1

Halloween aesthetics are not only about horror but also Autumn nostalgia

Ironically, Halloween's nostalgic aura brings with it ever increasing value as netizens look back to past behaviors and practices.

Halloween Aesthetics play into this notion, with grainy filters, black and white textures and classic semiotics comprising of key codes of Autumnal look and feel.



Key brand takeaways

2

Halloween reminds us that consumers love the past, especially classic aesthetics and experiences

For once, there may be brand permission to move backwards, as consumers use darker nights and the end of summer to look for more familiar comforts.

Beyond movie remakes, FMCG brands may best use this time of year to experiment with classic ingredients, combinations, designs and experiences.



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