

Why are kawaii aesthetic, cloud bread pizza, and the selkie puff dress all trending on the internet?

We look at the latest trends in the health, fashion, and food industries using AI, big data, and anthropology.



Trends

We are living in the midst of the **Kawaii-Fi era, a cuter, more innocent re-interpretation of the paranormal that offers a reminder to the simpler comforts of the past.**



Trends

As there is a growing preference for attractive, more refined, and innocent aesthetics across the fashion, media, gaming, and music industries, we noticed a preference for lighter semiotic tones, which increased interest in **kawaii.**



Trends

Kawaii

1H – 2H 11.00% growth



Q1

Q2

Q3

Q4



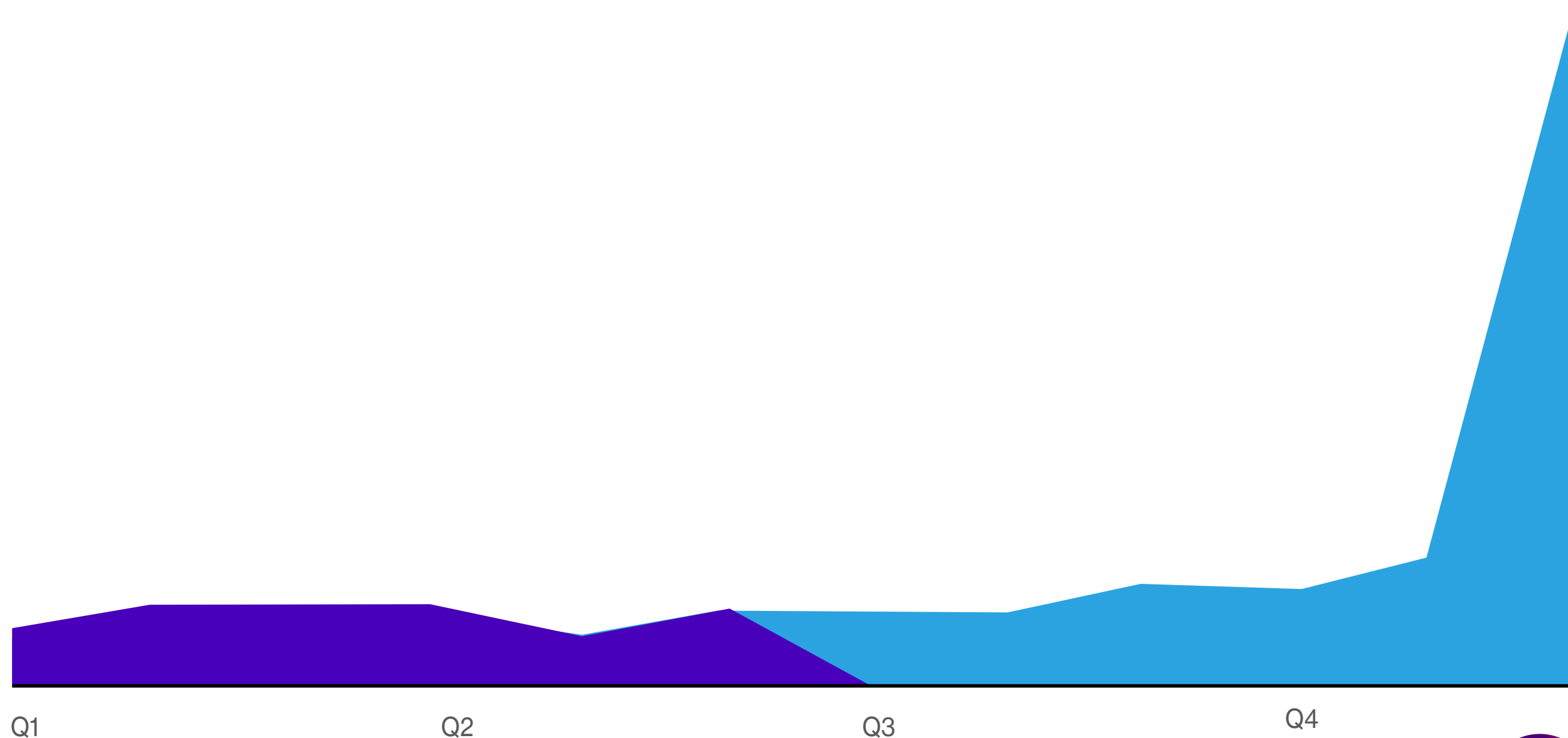
TikTok trends are spotlighted as aesthetic experiences such as homemade Jesmonite and Cloud Bread Pizza see a spike.



Trends

My Protein's **Clear Collagen** products bring a playful twist to the areas of health, food, and nutrition.

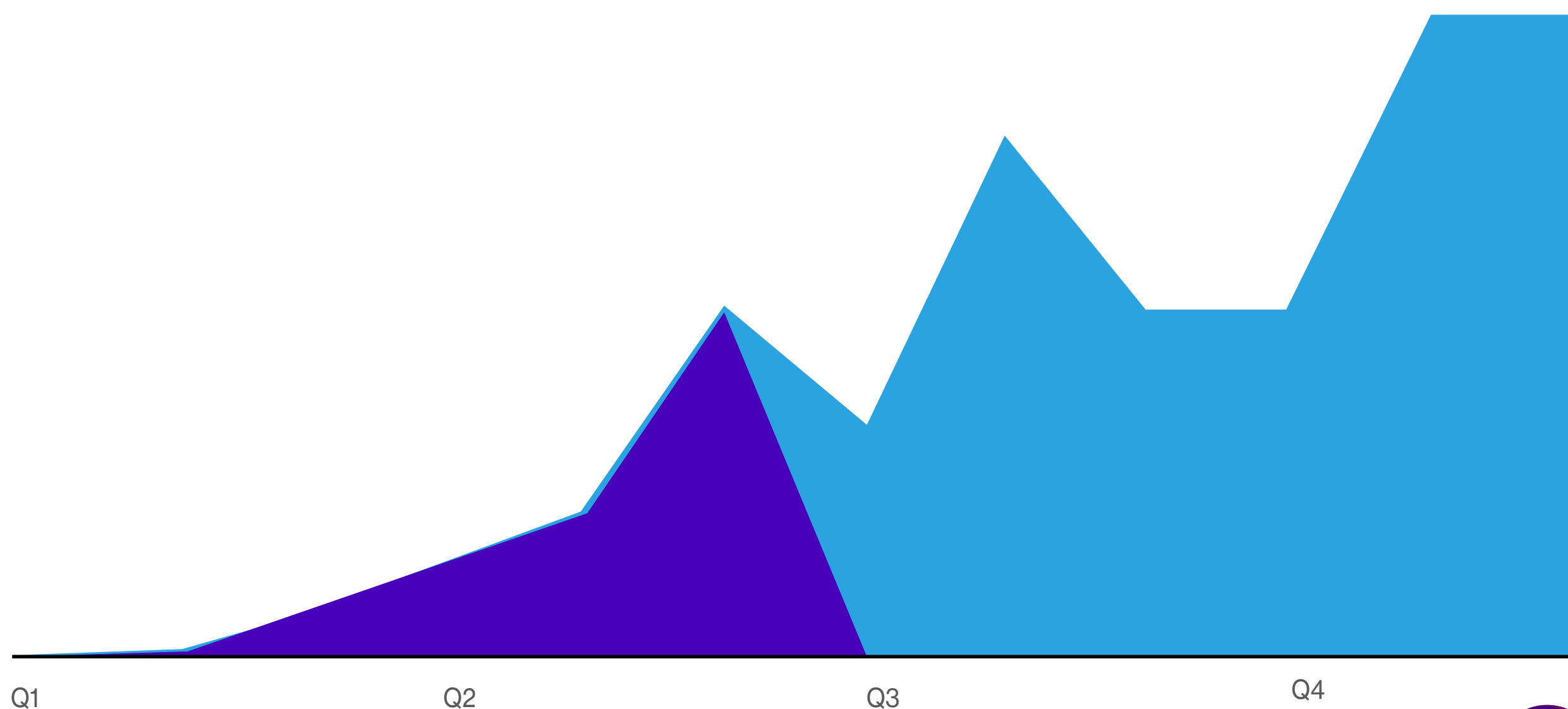
1H – 2H **69.23%** growth



Trends

Influenced by Japan's booming **Lolita** trend, the Selkie Puff Dress enjoys increasing consumer interest.

1H – 2H 116.20% growth



Key Brand Takeaways

- 1** Instigate new, paranormal experiences outside of daily norms
- 2** Dial up on 'lighter' cues to resonate with a younger audience
- 3** Lighten up on nutrition
- 4** Consider an 'instagram-first' approach in product design



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