

Trends

# Animalistic Aptitudes





# 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

## Animalistic Aptitudes

Humans are undoubtedly complex beings; society is a myriad of choices, decisions, movements and shifts that are ever-evolving.

Though, at a time when instability appears to a higher degree than the norm, what effect does that have on regular, daily lives and customs.

It appears there is a growing need to seek comfort, and return, far closer to our natural, ancestral home.

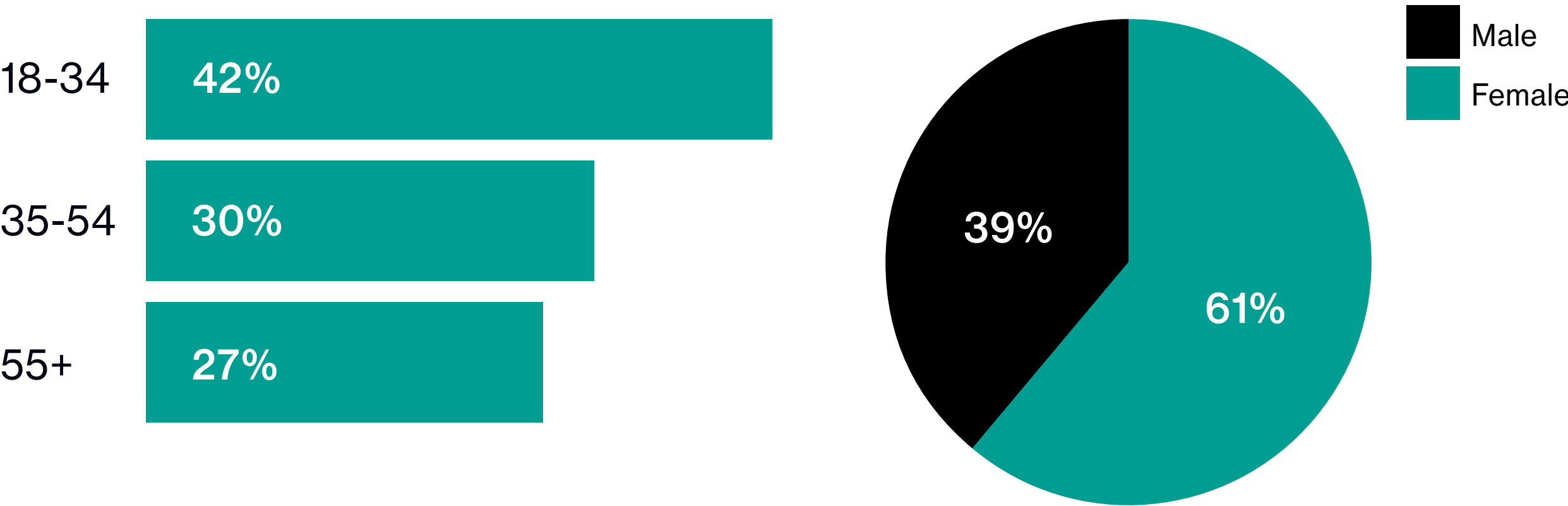
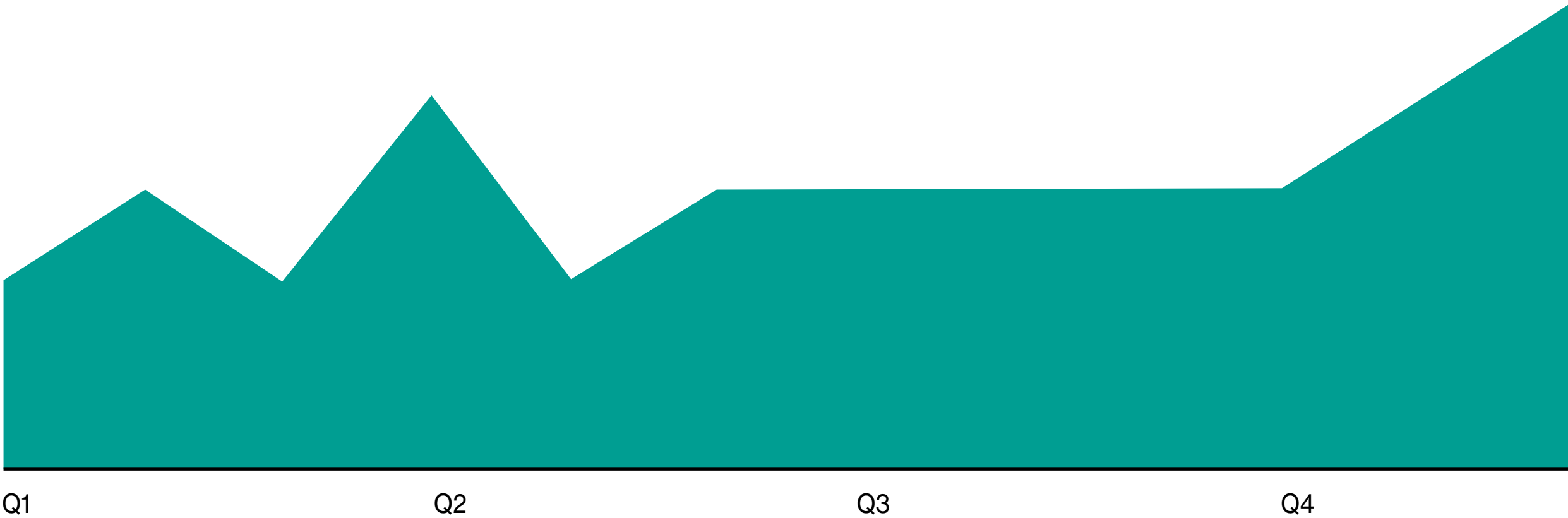
This week we explore 3 new shifts in this space.





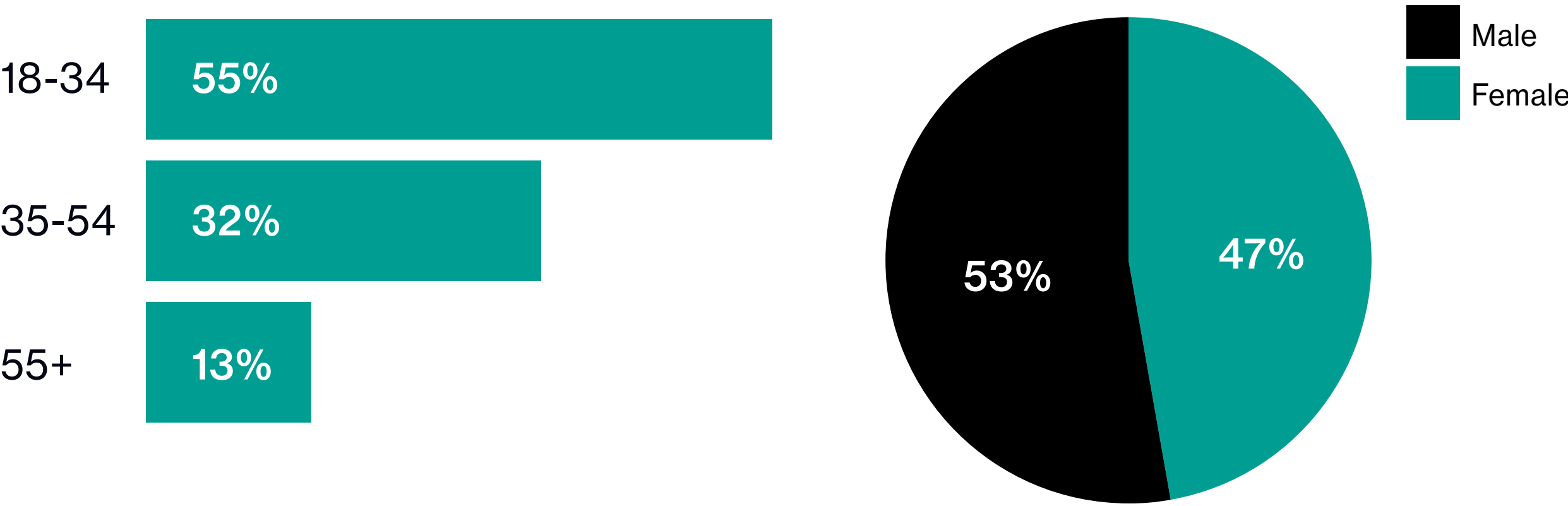
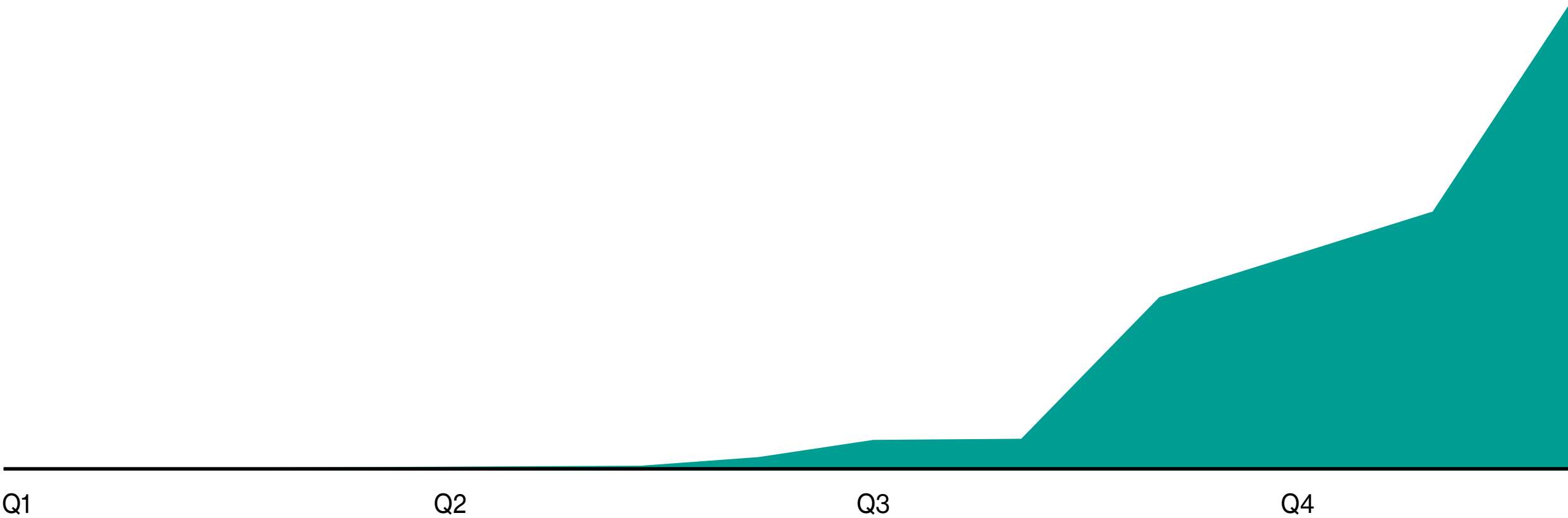
# Interest in co-operative dog-human spas are on the rise as the need for pampering extends beyond self

human and dog spa: 1H to 2H 31.25% growth\*



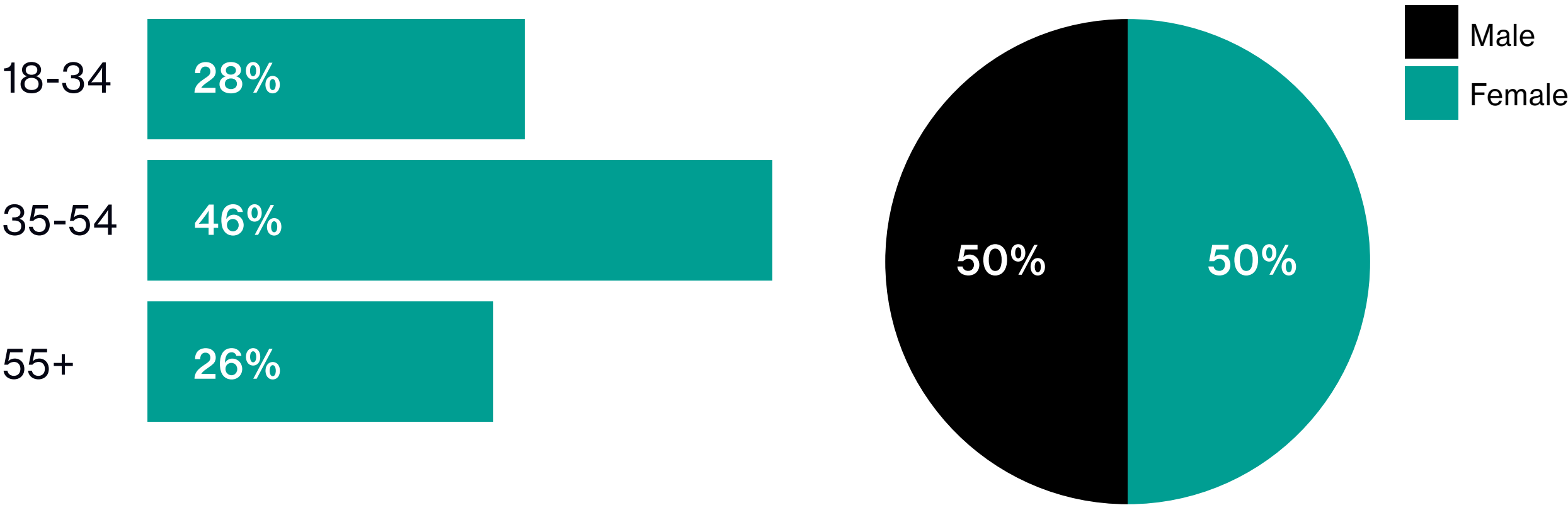
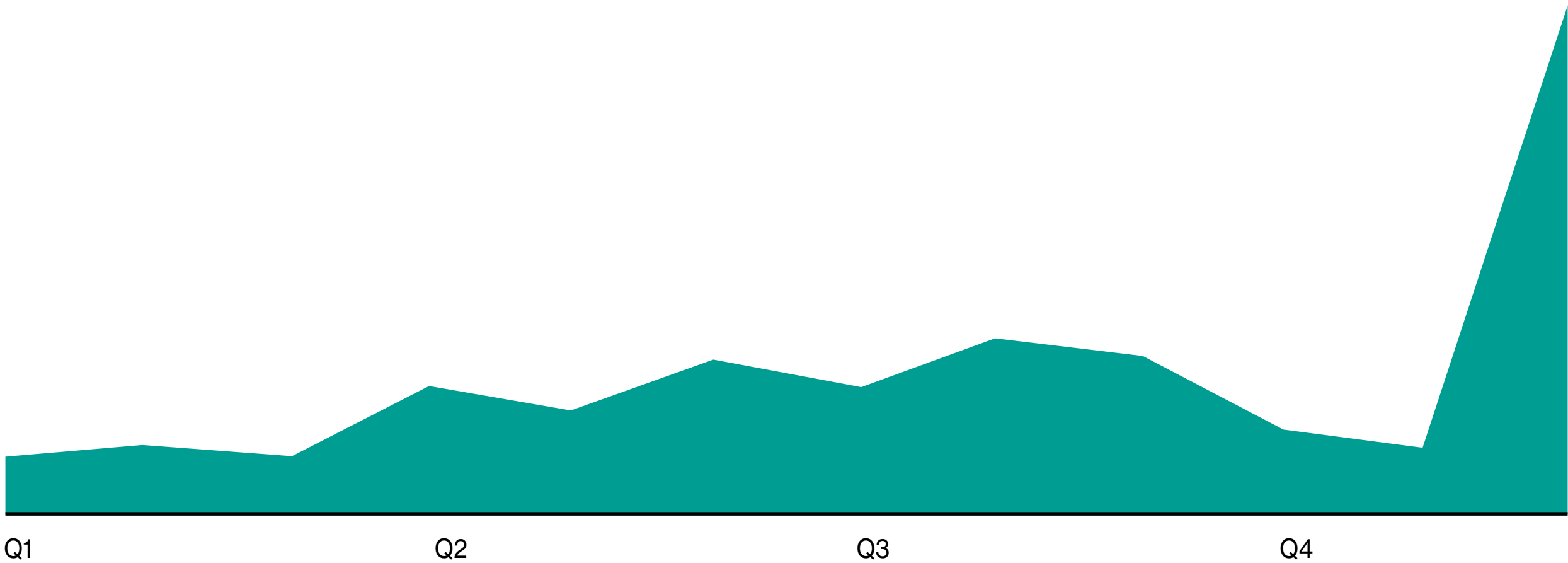
# The **NFT phenomenon** takes on a highly animalistic skew over a more familiar, human form

bayc nft: 1H to 2H **14000.00%** growth\*



# As pandemic fatigue grows, netizens look to **natural safaris** to get lost in the wild

wild safari near me: 1H to 2H **97.83%** growth\*



# Key brand takeaways

1

## Embrace anthropomorphism

Consumers are looking for new ways to characterise themselves, and these certainly don't need to remain in human form.

Throughout numerous Quilt.AI engagements, we are seeing stronger 'characters', whether animal or fictional, permeating their way in 'conventional' categories such as FMCG, cosmetics and furniture.





# Key brand takeaways

2

## Allow natural expression

Throughout marketing and brand, it is often easy to overcomplicate messaging and brand connection.

A clear need to return to the wild, in either animalistic and 'primitive' form, is evidence that consumers are using animal form to express manifestations of themselves they may not typically feel comfortable with.





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us for the full report.**

